

# ZoMedia

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## Press Release

### For immediate release

**5<sup>th</sup> February 2010**

### **8<sup>th</sup> Singapore Outdoor Advertising Awards**

The inaugural Singapore outdoor Advertising Awards, a premier event for the outdoor medium, presented its 8<sup>th</sup> year and recognition of creative outdoor advertising works at exquisite White Rabbit Restaurant, Dempsey on Thursday, 4<sup>th</sup> February 2010.

This year's awards saw Dentsu Singapore snagging the Bronze award 2009 for the Canon Powershot D10 "Build for Adventure" Campaign, and Saatchi & Saatchi clinching silver for its SPCA "Adopt a Dog" campaign under the Free Card Category. There were no Gold winners this year.

Richard Copping, Executive Creative Director of Saatchi & Saatchi Singapore, said of the agency's achievement "I'm always happy when creative work for a charity gets recognized by the public and the industry because it hopefully means it's doing its job. Thanks to ZoCard for helping spread the SPCA message."

Jason Goh, of Dentsu Singapore, said of their win, "Dentsu would like to thank ZoCard and SOAA for making this possible. It truly shows that hard work and long hours spent after work really does pay off! Thanks again"

Making its debut at the awards was also the ZoCard Consumer's Choice Award which recognizes creative ZoCards favoured by the public and have a record of high pick up rates. The award went to Health Promotion Board's Audible Hearts campaign by Ogilvy & Mather.

This is the third year that ZoMedia has participated and sponsored the Free Card Category of the Singapore Outdoor Advertising Awards. Mr. Dinesh Singh, Sales and Marketing Director of ZoMedia said, "Through our active participation and sponsorship of the Free Card Category at the SOAA, we hope to encourage the already talented and creative minds to showcase their works on alternative and innovative platforms like postcards. In its 8 years of running, the SOAA has definitely seen creative outdoor media designs created "Wow" factors, and this is ultimately very encouraging towards Singapore's growth in the advertising and design industry."



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Silver Award for S19 Free Card Category –  
Saatchi & Saatchi for SPCA Adopt a Dog Campaign



Bronze Award for S19 Free Card Category –  
Dentsu for Canon Powershot D10 Built For Adventure PostCard Campaign



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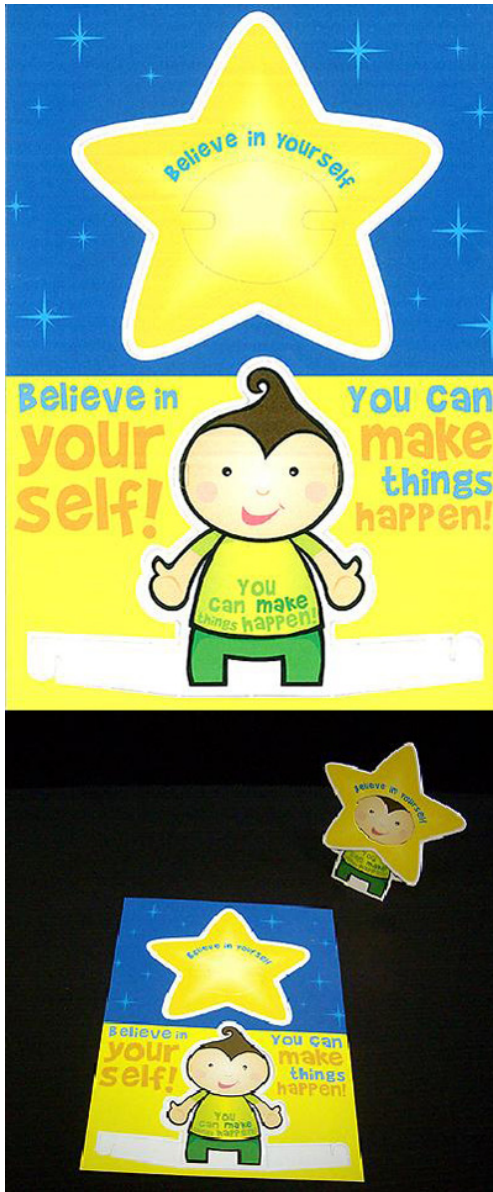


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ZoCard Consumer's Choice Award –  
Health Promotion Board's Audible Hearts Campaign by Ogilvy & Mather.



## About ZoMedia and Products



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Owner of ZoCard, the region's leader and Singapore's only, multi-award-winning, audited freecard company.

With hundreds of distribution points and a pick up rate of a million cards per month, it is probably the most impressive network of its kind in the world on a per capita basis.

Growing since 1995, ZoCard increasingly attracts a prime audience. With an average age of 25, ZoFans have picked up millions and millions of creatively designed postcards in locations where they work, shop, exercise, relax, dine and socialize.

The ZoCard racks are placed in Singapore's top lifestyle areas around the island in the trendier F&B places, cultural and educational institutions, fitness centers and media houses, ad agencies and design companies.

ZoCard is a Patron of The Arts Award recipient for nine years and its client base includes arts and lifestyle, major brand names in all types of products, retailers, charities and government organisations.

The ZoCard network also carries **Navigator Magazine**, which also boasts the largest distribution network of free magazines in Singapore, is picked up by an audience comprising students, young adults and professionals between the ages of 18 and 35. The lifestyle magazine which is distributed monthly features the latest in the arts, music, film, events, food and even travel.

ZoMedia also offers creative services by its in-house design agency **M.A.D.E in Singapore** that first took shape in 1999. It has since grown, and now has a combined portfolio of advertising, design, events and below-the-line work, created for a diverse range of clients.

[www.zocard.com](http://www.zocard.com)

For further enquiries, do contact

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