



Case Study

KLM

Royal Dutch Airlines

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KLM Royal Dutch Airlines is an international airline operating worldwide. In close cooperation with Air France, KLM offers passengers and airfreight shippers more than 250 destinations worldwide, either non-stop or via another airport.

In order to achieve profitable growth that contributes to its corporate, economic, societal and social development goals, KLM Singapore and ZoCard worked together to promote the KLM e-newsletter and online sales on the KLM website.

A total 30,000 postcards were printed for distribution in Singapore and 20,000 in Indonesia. In addition to this, Australia and New Zealand were part of KLM's target audience, and were able to participate in the KLM campaign through a micro site developed by ZoCard. This site aimed to generate e-mail leads for the KLM e-newsletter and offered visitors an interface to order photo frames that would help extend the exposure of KLM to its target audience.

Front of ZoCard



Back of ZoCard

Win a pair of tickets to Europe!



KLM wants you to celebrate the four wonderful seasons in Europe with a friend. Simply sign-up for KLM e-newsletter at www.myKLMphotoframes.com/zocard now and invite your friends to subscribe. Every time a friend subscribes, both of you will be automatically entered into our draw to win a pair of tickets to Europe! Hurry, the first 100 submissions will also receive a small KLM gift!

While on the website, check out the personalised KLM photo frames. Just upload your favourite photos and select from a choice of colourful designs, and soon you'll receive a surprise in your mailbox! Limited frames are available, so grab one at www.myKLMphotoframes.com/zocard today!



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Campaign Details:

Client: KLM Royal Dutch Airlines

Start of Campaign: 9th November 2007

Cards Finished in Zo Store: 1st December 2007

Number of designs: 1

Total Print Quantity: 50,000

Singapore: 30,000

Indonesia: 20,000

Total Distribution Quantity: 50,000

Singapore: 30,000

Indonesia: 20,000

ZoCard Account Manager: Shuvra Ghatak

Campaign Objectives:

The campaign was launched with the primary purpose of promoting KLM's brand name and generating new e-mail leads for the KLM e-newsletter. It also hoped to generate sales through KLM.com.

The printing of personal photographs on the photo frames aimed to gain extended exposure for KLM.

Target Audience:

The campaign catered to ZoCard's primary audience of white-collared PMEBS ranging from 25 to 40 years of age.

Besides Singaporeans, the campaign also catered to visitors in Indonesia, Australia and New Zealand.



Campaign Execution:

The postcards for the KLM campaign were distributed in Singapore and Indonesia.

In Singapore, the campaign, with a total of 30,000 cards, was rolled out in all ZoCard venues, with special focus in the CBD area, the Orchard shopping belt, as well as Holland Village.

In Indonesia, a total of 20,000 cards were distributed amongst 109 venues.

The back of the ZoCard called for users to visit www.myKLMphotoframes.com/zocard, where they were asked to invite friends to subscribe to the KLM e-newsletter. Should their friend accept their invitation, both names were entered in the grand lucky draw to win a pair of air tickets to a KLM destination in Europe.

Once the invitation was processed, users were redirected to the main micro site, www.myKLMphotoframes.com. This site allowed them to select one of four photo frame designs, upload their photograph and fill in the necessary information in an order form. Once the order was processed, their photos were printed and slotted into the selected photo frame, ready to be sent to their doorstep.

KLM employed ZoCard to man the entire project, from the printing and distribution of postcards, to the printing of photographs and photo frames, as well as the manual slotting, labelling and packaging of the photo frames.

Campaign Results:

The attractive design of the ZoCard was popular amongst ZoFans, with all 30,000 cards wiped out within the first three weeks of the campaign period. The fastest pick-up venues included Bugis Street, Coral Bistro and Creation Café in Beach Road, Top Shop and Harry's Bar at Esplanade.

The cards were successful in encouraging ZoFans to check out the website, and this was evident thanks to the overwhelming response received in terms of subscriptions for the e-newsletter and ordering of photo frames.

At the end of the entire campaign, on 29 February 2008, the results from the website included 1,735 orders for photo frames from all four countries and a total of 914 refer-a-friend entries.