



Case Study

Health Promotion Board (HPB) "Be Flu Free" Campaign

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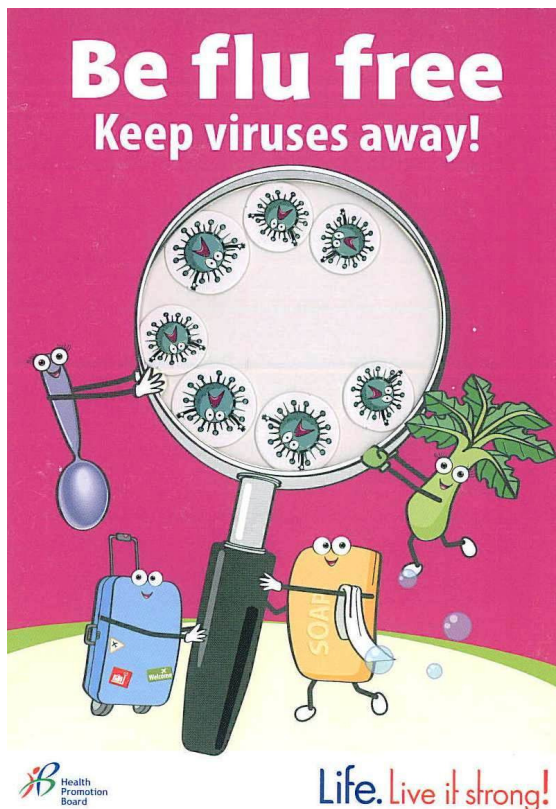
According to the Health Promotion Board (HPB) website, Influenza, commonly known as the "flu", is a contagious disease that attacks the human respiratory tract. Symptoms from the virus include inflammation of the mucous membranes, resulting in sneezing, sore throat, and coughing.

Recognising that the common flu makes up for some 49% of diagnoses in Singapore's clinics; HPB sought to come up with a solution to help prevent the illness from spreading.

Previous HPB 'Be Flu Free' campaigns saw the execution of Mr Soap, Mr Luggage and Ms Vegetable – characters developed to communicate the need for hygiene, health risks from travelling, as well as health benefits from the consumption of a balance diet.

In order to continue promoting these messages, the characters were maintained for the 2007 'Be Flu Free' virus campaign. This year, however, the campaign encompassed the use of various outstanding and unusual media points, including two ZoCard designs – all of which brought about an overwhelming response.

Front of ZoCard



Back of ZoCard

Blank space for a stamp or message.

Practise Good Personal Hygiene:

- Remember to wash your hands thoroughly and often with soap and water.
- Use a serving spoon when taking food from a common plate.
- Wash your hands before you touch your nose, mouth and eyes.
- See your family doctor if you are unwell. Rest at home until you are well.
- Wear a surgical mask when you have the flu or common cold to prevent the spread of infection to others.

Healthy Habits To Boost Your Immunity:

- Remember to eat 2 servings of fruits and 2 servings of vegetables daily.
- Do 30 minutes of physical activity a day, 5 or more days a week.
- Manage your stress well and have adequate rest.
- Do not smoke.

Travel Tips:

- If you are travelling to countries affected by bird flu, refrain from visiting commercial or backyard poultry farms and markets selling live birds.
- Avoid handling and eating raw/undercooked poultry or eggs.
- Avoid close contact with anyone who appears unwell.

For more information, call HealthLine at 1800-223-1313, visit www.hpb.gov.sg or www.flu.gov.sg

ZOCARD SINGAPORE • TEL: 6883 1525 • Not for sale • 2007 • e-cards: www.zocard.com



Campaign Details:

Client: Health Promotion Board (HPB)

Creative Agency: DDB Singapore

Start of Campaign:

Special Die-Cut Cards: 2nd April 2007

Standard Cards: 16th April 2007

Cards Finished in Zo Store: 18th April 2007

Number of designs: 2

Total Print Quantity: 50,000

Special Die-Cut Cards: 10,000

Standard Cards: 40,000

Total Distribution Quantity: 40,000

Client Request: 10,000

ZoCard Key Account Manager: Baby Tai

Campaign Objectives:

To create more awareness on the Influenza virus and methods with which one can prevent getting infected, in order for Singapore to be a "Flu Free" nation.

The characters on the ZoCard depicted the soap bar – to promote the need of hygiene, the luggage bag – to create awareness on the risks one can face when travelling, as well as the vegetable – to increase the consumption of a healthy diet.

Target Audience:

The campaign primarily catered to the Singaporean youth, while its secondary audience was made up of PMEBS.

Youth were made the focus of the campaign as the rate of young students getting infected by the flu virus are rising by the numbers, whereas PMEBS were targeted due to their frequent travelling to foreign countries. According to this information, the ZoCards were then distributed to venues that cater to these groups of people.



Campaign Execution:

A total of 10,000 die-cut "shaker" cards were launched for start of the project, all of which were distributed to 125 cafes and restaurants which were selected by the creative agency, DDB.

Two weeks later, on the 16th of April, a second batch of 30,000 standard cards with the same design, yet without the creative impact of the original die-cut cards, was launched. These cards were again selectively distributed to a total of 125 cafes and restaurants, 94 educational sectors, as well as 4 different spots in Changi Airport. The main reason for the choosing of such venues was so the cards would be able to relay the message of the campaign to the right target audience.

On client request, the remaining 10,000 standard cards were distributed to SingHealth networks.

Campaign Results:

The entire "Be Flu Free" campaign received an overwhelming response. The interactive ZoCards saw an extraordinary pick-up, with 90% of the cards snapped up in the first week of display.

Amongst the many fastest pick-up venues were popular shopping spots like Forum Shopping Centre in Orchard Road and Tanglin Shopping Centre.

Educational institutions like Ngee Ann Polytechnic, as well as, Temasek Junior College made up just a few of the venues that saw a speedy pick-up rate from its student – proving the success rate of the campaign as it effectively reached the sought after target audience.