



# Case Study

## Pan Pacific Singapore City Chase

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Since its formation in Vancouver in the year 2004, City Chase has developed into the world's largest 'Urban Adventure' race series. This year, the part obstacle course, part scavenger hunt was held in Asia for the first time, with Singapore as the host nation.

The Pan Pacific Singapore City Chase sees contestants taking part in fun-filled, as well as, physically and mentally challenging activities, requiring them to display teamwork and determination to get through the race.

In order to promote the race and eventually garner more participants, the Pan Pacific Singapore City Chase and ZoCard worked together to give rise to a campaign that consisted of the production of three free card designs. The designs were broken down into stages of informing, arousing, and later directing the audience to log into the online site to register for the chase.

Front of ZoCard



Back of ZoCard





### **Campaign Details:**

**Client:** Sporting Spectrum Pte Ltd

**Start of Campaign:** 27<sup>th</sup> April 2007

**Cards Finished in Zo Store:** 26<sup>th</sup> June 2007

**Number of designs:** 3

**Total Print Quantity:** 70,000

**Total Distribution Quantity:** 55,000

**Client Request:** 15,000

**ZoCard Account Manager:** Carolyn Sivaram

### **Campaign Objectives:**

To promote the Pan Pacific Singapore City Chase 2007 in order to increase interest and awareness of the people about the event, in hopes to increase the rate of participation.

### **Target Audience:**

As the race had a minimum age requirement of 20 for participation, the campaign strictly focused an audience that consisted of people from the age 20 and above.

ZoMedia Pte Ltd

179 River Valley Rd, #01-01 River Valley Building, Singapore 179033

Tel: 6883 1525 Fax: 6883 1526 Company Registration: 199906106N



### **Campaign Execution:**

**The campaign consisted of three designs all with the layout of a city landscape and the City Chase symbol. The designs and copy at the back of the card aroused enough curiosity within the audience so they would log on to the website and eventually to participate in the chase itself.**

A total of 55,000 standard cards were selectively distributed to locations to reach as many people as possible. These areas of distribution included pubs and clubs, shopping belts, business districts, PMEBS, as well as advertising agencies.

Ten days before the actual race, a pre-event was held where the audience got a taste of what the race had to offer. Celebrities and invited guests had to abseil down six floors of the OUB Centre. In order to continue raising awareness and in hopes of gathering more participants, ten take-one boxes were placed at the pre-event, all of which consisted the three free cards produced for the campaign.

### **Campaign Results:**

It was evident at how well-received the postcards were, with all the cards being cleared off Zo Stores within a period of two months since the start of the campaign, and nearly two weeks prior to the actual race.

The fastest pick-up venues included shopping areas like Tanglin Shopping Centre and Heeren, as well as other venues like the National Museum and Sakae Sushi at Suntec City.

Although the registration fee of the chase was \$150 per team and with Zo as the sole free card media sponsor for the event, the campaign still managed garner a grand total of 142 teams who participated in the race. The client was impressed at Zo's reach out to its target audience, and pleased with the turn-out rate obtained.

The winners for the Pan Pacific Singapore City Chase are to head off to Rome to compete in the World Championship from the 27<sup>th</sup> to 30<sup>th</sup> September.