



# Case Study

## Singapore Sports Council

### Coaches Day: My Coach. My Hero.

---

Confidentiality: The material contained in this Agreement of Work represents confidential information pertaining to ZoCard and ZoMedia's methods. By Accepting this document **the intended receiver** and it's related companies hereby agrees that the information contained herein shall not be disclosed outside of their respective organization.

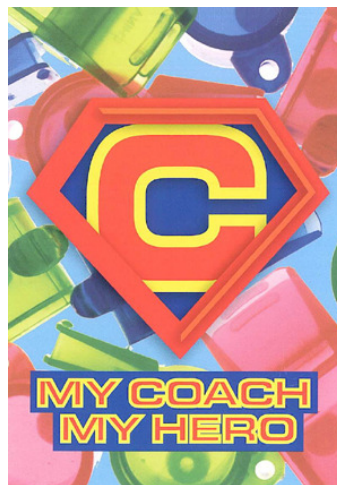
---



The Singapore Sports Council (SSC) has made great strides in the past five years in transforming the way Singaporeans view and participate in sports. SSC takes an athlete-focused, coach-driven approach, while maximising its use sports science to increase competitive edge. Its ongoing education and accreditation programmes hope to strengthen the capabilities of its technical officials and high performance coaches.

In conjunction with its aims, SSC employed ZoMedia to design, print and distribute ZoCards. M.A.D.E in Singapore created two designs for this campaign, both carrying the message of coaches acting as heroes in the lives of students and sports enthusiast. A response system, which received overwhelming responses, was set up where ZoFans could send in personalised messages for their coaches via SMSes.

Front of ZoCards



Back of ZoCard

**MY COACH. MY HERO CONTEST**

Send us your most heartwarming personalised 'thank you' messages and testimonies of why your coach is your 'hero' between 20 Aug - 16 Sep 07, and stand a chance to win up to 10 sets of sports vouchers worth \$50 each to be given out each week.

Simply email your message to [ssc\\_coaching@ssc.gov.sg](mailto:ssc_coaching@ssc.gov.sg) with the following information:

Name of Sender: \_\_\_\_\_

School/ Institution (if applicable): \_\_\_\_\_

Name of Coach: \_\_\_\_\_

Sport: \_\_\_\_\_

You can also SMS (not more than 180 characters) your dedication to us at **93427379**

SMS: Hero <SPACE> Name<SPACE> School<SPACE>Name of Coach <SPACE> Sport <SPACE> Message

Winning entries can be viewed at <http://coaches.ssc.gov.sg>

Write your 'thank you' messages below and give this card to your coach.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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




### **Campaign Details:**

**Client:** Singapore Sports Council

**Creative Agency:** M.A.D.E in Singapore

**Start of Campaign:** 18<sup>th</sup> August 2007

**Number of designs:** 2

**Cards Finished in Zo Store for 'whistle design':** 12<sup>th</sup> September 2007

**Cards Finished in Zo Store for 'man design':** 23<sup>rd</sup> September 2007

**Total Print Quantity:** 230,000

**Total Distribution Quantity (ZoCard Racks):** 100,000

**Total Distribution Quantity (Schools, NSA, Sports and Recreation centre):** 130,000

**Number of Slots:** 2

**Banners:** 20 side bubble banners

**Take One Box:** 44 boxes

**Add-On Services:** ZoSMS

**ZoCard Key Account Director:** Baby Tai

### **Campaign Objectives:**

The campaign was rolled out in order to create awareness for the public, especially youths, students and sports personnel, to write heart warming personalised thank you notes, dedication messages or testimonies of why their coach is their hero and send them via SMS or email.

### **Target Audience:**

Distribution for the SSC ZoCard campaign was done throughout the ZoCard network, however, much concentration was allocated towards schools, sports and recreation centres, as the campaign required students and sports enthusiasts to vote for their heroes, their coaches.

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 two designs were distributed throughout the Zo network with high priority to youth frequent venues. The designs were popular at a number of our locations, particularly along Orchard Road.

The response mechanism at the back of the card allowed ZoFans to send in personalised dedications to their coaches via SMS or email, or to give the card directly to the coaches.

Bubble banners were also created for greater impact as banners are more visible to audiences approaching the rack, allowing the campaign to take ownership of the rack.

ZoMedia also featured the campaign in the September 2007 'Win with Zo!' e-newsletter which was blasted out to nearly 10,000 ZoFans and was also featured as an eZoCard.

### **Campaign Results:**

The campaign received an overwhelming response with a total of 100 SMS responses.

Amongst the fastest pick-up venues were education institutions such as Anglo Chinese Junior College, Beatty Secondary School, Hwa Chong Junior College and National Junior College, as well as cafes and dining outlets such as Brecks Café, Coffee Club Xpress and Sakae Sushi. An average of 9 cards was picked up per venues per day. Cards were topped up 4 times a week in our fast and super fast venues to facilitate higher pick up rate.

The pick pattern rate was also measured according to the popularity of the designs. The card with the 'whistle' was more popular of the two designs, and saw a higher pick up rate in the first few days of the campaign, compared to the one with the 'man' design.

As the designs of the cards were attractive, creative, and colourful, the cards were well liked. We showed the cards to some of our clients, they loved the visual. With an excellent turn-out rate, the client was rather impressed with ZoCard's campaign.