



Case Study

The Substation

Melbourne Comedy Festival 2008

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Founded in 1990, The Substation is Singapore's first independent contemporary arts centre. Centrally located in the city's civic district, The Substation's venues include a black box theatre, a gallery, a dance studio, Random Room and two multi-function classrooms. With a wide range of artists and programmes both presented and co-presented, The Substation has been a home to many form of Singapore arts and culture.

The Melbourne International Comedy Festival is one of the three largest comedy festivals in the world and its Roadshow have been presented in Singapore for the fourth year running. The show promises signature irreverent Aussie humour that crosses cultural boundaries for 4 nights of hilarity. ZoCard was initiated to help promote the International Comedy Festival with 20,000 cards printed and distributed to all the ZoCard venues.

Featuring Dave Thornton, Denise Scott, Hannah Gadsby and Sammy J (winner of 2008 Melbourne Comedy Festival The Age Critics' Award) and Dave Callan as the MC!

Front of ZoCard



Back of ZoCard

The Melbourne International Comedy Festival is one of the three largest comedy festivals in the world! Catch some signature irreverent Aussie humour that crosses cultural boundaries for a night of hilarity. Something this good is sure to sell fast and last year sold out, so book your tickets early!



Campaign Details:

Campaign Name: Melbourne Comedy Festival 2008

Client: The Substation

Start of Campaign: 24th June 2008

Cards Finished in Zo Store: 2nd July 2008

Number of designs: 1

Total Print Quantity: 20,000

Total Distribution Quantity: 19,000

Client Request Quantity: 1,000

Campaign Objectives:

The campaign's objective was primarily to attract as much audiences as possible to attend the 2008 Melbourne Comedy Festival. On top of the awareness that the card wanted to create, it also aimed to educate possible audiences on where to purchase the tickets early, as previously in 2007, the show witnessed a sold out crowd.

Target Audience:

The campaign's primary target audience included ZoCard's reach of PMEBS aged 24 to 35, but also aimed to reach a secondary audience that consisted of youth ranging from the age of 18 and below.

Campaign Execution:

The campaign was rolled out in all ZoCard venues, with special focus given to venues in city areas for a high pick-up rate.

On top of that, there was also an online contest that ran on Win with Zo!, where ZoFans were given the chance to win a pair of tickets to see the show.



Win a pair of tickets to the Melbourne Comedy Festival Roadshow!

Wednesday, 23 July



A huge night of laughs! Presented by The Substation, The Melbourne International Comedy Festival is one of the three largest comedy festivals in the world and its Roadshow is coming to Singapore for the fourth year running. Catch some signature irreverent Aussie humour that crosses cultural boundaries for a night of hilarity.



Simply answer the following question to stand a chance to win a pair tickets to the Melbourne Comedy Festival Roadshow on Wednesday 23 July: **Name two of the comedians featured in this year's Melbourne Comedy Festival.**

Send in your answers with your name, NRIC and contact number to marketing@zocard.com.

Wednesday 23 July to Saturday 26 July, 8pm
DBS Arts Centre - Home of SRT, 20 Merbau Road
Tickets from Gatecrash on www.gatecrash.com.sg or call their hotline on 6222 5595.

No admittance to people under the age of 16 years. Discount of 10% for groups of 10 people or more! For more information please visit: www.substation.org/comedy.html.

Campaign Results:

The campaign was an immediate hit with the ZoCard audience, with a majority of the 19,000 cards wiped off the racks within the first week of the campaign itself.

The ZoCards were popular at venues with high pick-up rates. Such venues included the Esplanade, Cathay Cineleisure, Marina Square (Waruku), Causeway Point (Breeks and Sakae Sushi), as well as Bugis Village.

According to the Marketing Manager of The Substation, Emily J Hoe, the dollar ticket sales for the Melbourne Comedy Festival in Singapore increased from 2007 to 2008 for the same amount of shows and the Melbourne Comedy Festival ZoCards helped to increase exposure to an audience around Singapore.

Additional exposure was provided for the campaign through ticket giveaways on the e-newsletter, which received a total of 25 e-mail responses in a short period of time.

The e-ZoCard, which was uploaded on ZoCard's website to add more value to the campaign, received a total of 706 views.

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