



# Case Study

## 1 Theatre Ltd

### Wizard of Oz

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The launch of the Wizard of Oz play saw the collaboration between I Theatre Ltd and ZoCard in its marketing efforts to create awareness with the public on the play.

In order to successfully reach out to the audience and publicize about the play, I Theatre Ltd made use of ZoCards to generate hype, create awareness and ultimately help with increasing sales revenue.

A total number of 30,000 cards were distributed to all of ZoCard's 500 venue points, and the highest pick up rates of the cards were recorded at prime locations such as Suntec City, Marina, Causeway Point, Bugis and Esplanade.

### Front of ZoCard



### Back of ZoCard

Click your heels thrice in a whimsical fashion and come down to the **Drama Centre Theatre** from **Oct 24th to Nov 15th**. Follow Dorothy and her friends down the Yellow Brick Road in search of life's answers! Come and be mesmerized by the magical Wizard of Oz!



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ZOCARD SINGAPORE • TEL: 6883 1525 • Not for sale • 2008 • e-cards: [www.zocard.com](http://www.zocard.com)





### **Campaign Details:**

**Client:** I Theatre Ltd

**Campaign Name:** Wizard of Oz

**Start of Campaign:** 9<sup>th</sup> October 2008

**Cards Finished in Zo Store:** 22<sup>nd</sup> October 2008

**Number of designs:** 1

**Total Print Quantity:** 30,000

**Total Distribution Quantity:** 29,000

**Client Request:** 1,000

**ZoCard Account Manager:** Adriel Li

### **Campaign Objectives:**

The campaign was released to create more awareness and publicity for I Theatre Ltd's Wizard of Oz being brought to life on stage from the original MGM movie, and to generate sales revenue.

On top of the postcard campaign, ZoCard also sent out a Solo blast with a Wizard of Oz contest in order to attract the public to take part and stand chances in winning tickets to the play.

### **Target Audience:**

The campaign was targeted at the general ZoCard audience (students in educational sectors and PMEBS aged 24 to 35) for the highest reach possible to get the message about the Wizard of Oz Play campaign across to them.



**19 Win with Zo!**

Win a pair of tickets to catch *The Wizard of Oz* live!



*The MGM movie brought to life!*

Click your heels thrice in a whimsical fashion and come down to the Drama Centre Theatre, Victoria Street from Oct 24th to Nov 15th. Follow Dorothy and her friends down the Yellow Brick Road in search of the Wizard's answers! Come and be mesmerized by the magical *Wizard of Oz* directed by Brian Seward!

Answer this simple question and stand a chance to win a pair of tickets to catch *The Wizard of Oz*! Name the Director of *The Wizard of Oz* musical.

E-mail your answers with your Name, NRIC and Contact Number to [marketing@zocard.com](mailto:marketing@zocard.com) by 19th October, 2008.

Buy your tickets through SISTIC website: [www.sistic.com.sg](http://www.sistic.com.sg). SISTIC Hotline: (65) 6348 6666 and SISTIC Authorized Agents Islandwide or e-mail the Theatre at [team@theatre.org](mailto:team@theatre.org).

### Campaign Execution:

The postcards from the Wizard of Oz campaign were distributed across Singapore. A total number of 30,000 cards were rolled out at all of ZoCard's venues.

The campaign also encompassed the additional use of ZoCard's newsletter (Win with Zo!) in the form of solo blast with a contest to allow the Zocard audience to take part and stand a chance to win tickets to the play. Responses were gathered via e-mail.

### Campaign Results:

The campaign received great response for the e-newsletter promotion and an excellent pick up rate with 99% (28,800) of the cards distributed. Amongst the fastest pick up rates were venues in areas such as Suntec City, Marina, Causeway Point, Bugis and Esplanade.

With an impressive turn out rate, the client was happy with the ZoCard campaign, and especially so with the e-newsletter where 130 responses were received within a week.