



# Case Study

## L.M.A.C Productions

### Ash Campaign

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Established in 1999, L.A.M.C Productions is a trendsetter in the concert promotion industry and selectively chooses to bring in only acts with high musical integrity. It is responsible for bringing in numerous prolific international acts from the music and entertainment industry such as Ash-Northern Ireland's finest alternative rockers who played live at Fort Canning on 2<sup>nd</sup> October 2008.

The Ash Live in Fort Canning campaign rocked off with the launch of a series of advertising efforts to promote the concert. In order to generate hype, awareness, publicity and more importantly ticket sales for the concert, L.A.M.C productions and ZoCard worked together to promote this campaign through the use of Zocards in the attempt attract its target audience.

A total of 20,000 postcards were printed for distribution in Singapore and were distributed to all of ZoCard's venues such as The Esplanade, Suntec City, Tanglin Mall, Wheelock Place and Marina Square. The highest pick up rates of the cards were at prime locations such as Bugis Junction, Sakae Sushi (Causeway Point and Suntec City) Harry's (Esplanade) and Waruku (Marina Square).

### Front of ZoCard



### Back of ZoCard





### **Campaign Execution:**

The postcards for the Ash Live in Fort Canning Campaign were distributed in Singapore.

The campaign, with a total of 20,000 cards, was rolled out in ZoCard venues at cafes and casual dining outlets, wine and dine outlets, pubs, clubs, arts and culture venues, as well as travel and tourism areas.

In order to effectively reach out to the audience and spread this message, the campaign also encompassed the use of additional Electronic Direct Mail in the form of ZoCard's Win with Zo Bonus Edition Solo blast that went out to the ZoCard database of 13,000 people. The EDM had a "win concert tickets" element to it, and thus encouraged the good response that we received.

On top of this, L.M.A.C also used the collected database from the EDM response to further engage in their promotional purposes of the ASH concert.

### **Campaign Results:**

The design of the ASH Live in Fort Canning ZoCard campaign was popular amongst ZoFans, with total 20,000 cards wiped out of ZoCard racks within the first two weeks of the campaign period. The fastest pick-up venues were at prime locations such as Bugis Junction, Sakae Sushi (Causeway Point and Suntec City) Harry's (Esplanade) and Waruku (Marina Square). The cards as well as the EDM were successful in encouraging ZoFans to find out more about the concert, and the collated database from the EDM has also allowed for L.M.A.C to further engage the interested public in their promotion for the concert. This ultimately contributed towards ticket sales.