

# eNews



## WHAT'S NEW!



### Media Hub Wall @ Orchard

Just when you thought that Orchard could not be more alluring, we decided that Orchard's underground walkways should be as brightly lit up as its streets!

26<sup>th</sup> September 2010, saw the birth of the Media Hub Wall @

Orchard. Located along the walkway between Orchard MRT Station and ION, the 18m by 1.8m display panel has 6 LCD screens set on a large LED display panel.

With such a large space and vibrant effects, its concept has indeed become the epitome of

ambient advertising. We are proud to say that Singapore F1 Grand Prix, Citibank, DBS, Shu Uemura and the Australian Tourism Board have graced the Media Hub Wall @ Orchard with their campaigns.

## Highlights



### The December to Remember DIGITALUTION 2010

The 2<sup>nd</sup> of December  
A night to remember  
SMRT Media DIGITALUTION,  
celebrating the Digital Evolution.

With black tops and swanky heels, a touch of silver just for thrills. Hosted by Jean Danker and Utt, the party got off to a great start.

But, the honour in due, is SMRT Media's iView. 200 screens across the network island-wide, 2.5 million commuters daily it will excite.

At concourses and platforms it can be found, attracting eyeballs and comes with sound. Oh did I mention it's Wifi-enabled? For those who wants to be connected.

With customisable content and day-part pricing, it also informs when the next train is arriving SMRT Media DIGITALUTION, announcing the Digital Evolution.

Contributed by Shauna Ng

## Events



### Behind the Posters

16<sup>th</sup> November 2010 was a memorable evening for many accomplished creative and advertising professionals at the Singapore Advertising Hall of Fame Awards & Gala Dinner, held at the Shangri-la Hotel. In partnership with IAS for the fifth year running, SMRT Media presented the Creative Director of the Year Award 2010 and the inaugural Strategic Planner of the Year Award. Jiji Jacob, Creative Director of DDB, is deservedly crowned Creative Director of the Year while Saurabh Vama, Chief

Strategic Planner at Leo Burnett, receives the Strategic Planner of the Year Award.

In lieu of the awards, SMRT Media hosted an appreciation night and launched an outdoor marketing campaign to recognise the nominees of the Creative Director of the Year Award. Christopher Lee of Asylum, the Creative Director of the Year 2009, and Shooting Gallery's Sebastian Tan, were the creative influence behind the stunning black-and-white visual seen across all 53 SMRT stations.



## Post Campaign



### VISA Youth Olympic Games

In view of the inaugural Youth Olympic Games in Singapore (August 2010), VISA wanted to provide its customers with convenience like never before – thus the launch of their 3-in-1 VISA card. This card allows its users to not only purchase items; it has an EZlink function and serves as a ticket for entry to the Opening and Closing Ceremonies for the YOG 2010.

VISA's outdoor campaign with SMRT Media were highly visible within the SMRT train network.

A total of 324 face-to-face interviews were conducted in September 2010 – SMRT passengers aged 15-60 were approached for this survey. About 6 in 10 respondents (56.5%) were able to recall the VISA YOG campaign unaided and out of those,

67.7% were less than 39 years old. Through this survey, it is evident that advertising within stations, especially on platform screen doors, is very effective – with 53.4% claiming to have seen the campaign advertisement there.



### Singapore GP

Singapore's famous night race, the F1 Grand Prix 2010, sped into our city in the month of September. Sponsored by Singtel, the F1 race had huge publicity and one of the key features of their campaign with SMRT

Media was the huge countdown screen on the Media Hub Wall @ Orchard. Updating its viewers daily, the countdown, with its ambient screens and surround sound effects, created the hype that the race deserved.

Between October and November 2010, 300 commuters were interviewed face-to-face regarding the Singapore F1 campaign. The campaign received a high recall score of 87.7%. Many of them recalled seeing the advertisement on pillars and plasma TV screens and on the Media Hub Wall.