

# moove**news**



Campaign: VIERA, "Big on Excitement"  
Client: Panasonic Singapore  
Product: Panasonic VIERA Plasma TV & LCD TV  
Agency: McCann-Erickson Singapore  
Medium: Concept Bus. The bus interior was done up to emulate the experience of a night race on a GP track!

Testimonial: "The bus is very impressive. It feels like I am sitting in a real F1 car!" - Alvin Ng, 22.

## PANASONIC VIERA CONCEPT BUS "BIG ON EXCITEMENT"



## "POWER UP for the coming recession!"

CEO Strategies for Advertising Budgets

Top strategists and Marketing heads gathered at the recent Moove Media-IAS Power Breakfast to watch an engaging and inspirational battle of wits centred around strategies to tackle the oncoming recession.

Speakers included Mr Terry O'Connor, CEO of Courts, Mr Quek Peck Leng, Executive Vice President (Consumer) of Singtel, Ms Isabelle Svartstein-Bourjade General Manager (Consumer) of L'Oreal, and moderator, Ms Goh Shu Fen, Principal of R3 on the panel. Together, they gave personal insights and advice on how to fully utilise resources in tough times.

The Power Breakfast was sponsored by Moove Media in conjunction with the Hall of Fame Awards.

## Nokia Pte Ltd 'Nokia WiFiZone'- Mediacom

Congratulations to Nokia Pte Ltd, Mediacom and partners for this award winning campaign! The 'Nokia WiFiZone' campaign featured advertisements across multiple platforms including buses, bus interchanges and North-East Line stations had won the following awards!

<Winner of The Most Effective Media Campaign Plan of the Year Award>

Hall of Fame 2008

<Best Experiential Marketing Campaign>

Singapore Media Awards 2008

<Most Effective Media Outdoor Plan>

Singapore Outdoor Advertising Awards 2008

## NOKIA WiFiZone

