



At Harbourfront

Client: Nikon
 Campaign: Nikon 'D3200' Camera
 Media: Wallscape Concept
 Duration: 29 Jun - 26 Jul 2012

Our Success Story



"We are glad to engage Moove Media to launch this campaign at this strategic location. They had helped us convey the main message that we wanted to tell our consumers about our latest camera successfully – I AM EASY FOR EVERYONE. In addition to that, the entire concept brings up the main USPs of the camera in a very creative manner that attracts a lot of attention."

Sherina Liew,
 Assistant Manager,
 Domestic Marketing
 Imaging Products



"We as the media agency working on Nikon portfolio, felt that Moove's multi-sensory media platforms never fail to capture commuters' attention. While brand awareness is ingeniously created and the USPs of the camera is also being promoted."

Ms Hazlina Dayangku,
 Associate Manager
 Maxus Singapore



I AM EASY FOR EVERYONE



D3200

