

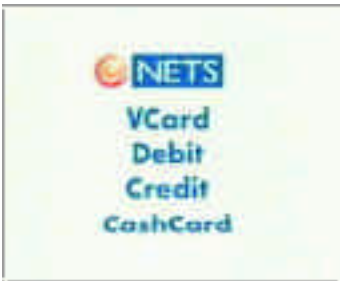
# adomediaBanc

New TVC Debut – Nov/Dec 2002



Brand : Ministry of Manpower  
 Title : Changing Mindset  
 Client : Ministry of Manpower  
 Agency : DY&R Wunderman  
 Executive Creative Director : Patrick Low  
 Art Director : Low Eng Hong  
 Copywriter : M. Mahesan / Chua Li Ling (Chinese)

Brand : InSTITUTE Advertising of Singapore  
 Title : Don't Stop Advertising  
 Client : InSTITUTE Advertising of Singapore  
 Agency : M & C Saatchi  
 Executive Creative Director : Michael Newman  
 Art Director : Eddie Wong  
 Copywriter : Nicholas Leong



Brand : ENETS  
 Title : Life Made Easier  
 Client : Network for Electronic Transfers (S) Pte Ltd  
 Agency : TBWA Singapore  
 Art Director : Low Swee Chen  
 Summary : TVC serves to inform public of the new usage for ENETS targeting primarily at the younger market segment

Brand : Olympus  
 Title : One great lens  
 Client : Olympus Singapore  
 Agency : JWTSC Singapore  
 Creative Director : N.A.  
 Art Director : Gary Hor  
 Copywriter : Evonne Low  
 Summary : The spot features a trendy woman leading a much-desired lifestyle, yet lacking without her Olympus camera.



Brand : Sony  
 Title : Solar Observatory  
 Client : Sony Marketing Asia Pacific  
 Agency : TBWA Singapore  
 Creative Director : Mark Bamfield/John Sheterline  
 Summary : With Sony's wide array of home entertainment system and consultation, they can help design the perfect system wherever you live

Brand : VISA  
 Title : Tuk Tuk  
 Client : VISA International Asia Pacific  
 Agency : BBDO  
 Creative Director : Danny Searle  
 Art Director : Scott Walker  
 Copywriter : Danny Searle  
 Summary : Brosnan is caught in Bangkok's famous traffic jam and is trying to reach his date, Zhang Ziyi, on time. He leaps from his limousine into a tuk tuk, only to get a nerve-racking ride from the star-struck driver.



Tham Khai Wor, Executive Vice President of SPH's marketing division

# Streets Rev



Paul Jansen, Editor of Streets

SINGAPOREANS would have noticed by now that Streets has undergone some changes. In the past two months, the daily commuter newspaper published by Singapore Press Holdings has been given a facelift, the quality of its content has evolved, its circulation increased, its distribution revamped and a new editor has been put the helm.

"Since we started, we've been getting a lot of feedback from our readers," said Tham Khai Wor, Executive Vice President of SPH's Marketing Division. "I think this year has been better (for Streets) because we've been very sensitive to the needs of the readers."

The increase in circulation and change in distribution strategy is based largely on feedback that they've received from the public, Tham said. Circulation has increased to 280,000, up from 220,000 daily. Of that, about 160,000 copies are now distributed to high-traffic areas in the CBD area such as government and office buildings, while some are sent directly to landed properties and condominiums.

As a media owner, this strategic restructuring of the distribution points for Streets helps the publication reach more of the segment of Singaporeans it intends to target.

For more information please call  
 Miss Sook Foong of MediaBanc Johor Bahru at 07 234 1668



The redesign of Streets is just one of the many developments its seen in the past two months. Circulation has increased, distribution has be strategically changed, editorial copy has been given a major boost and a brand new editor has been put at the helm

“... being a newspaper for the working Singaporean matters because I think it's these people who have the decision making and purchasing power” - Tham Khai Wor

# Streets Under New Editor

by Kelvin Wee

They are the more upwardly mobile working Singaporeans, many of whom drive to work and are now able to get copies of Streets at commuter points.

“In this case, it offers advertisers an opportunity to reach out to executives, managers and professional at a competitive rate,” Tham explained. “From an advertisers point of view, I think being a newspaper for the working Singaporeans matters because I think it's these people who have the decision making and purchasing power.”

The editorial layout and content has also changed dramatically. Aesthetically, the new look makes Streets a much easier read. Editorially, the shift has veered a little more towards business and financial news and commentaries that would certainly be of interest to those who are once again more upwardly mobile.

“It's been more than positive because we now give more focus editorially to the needs of this group of readers,” Tham added, explaining that being a part of a larger publishing cooperative had its advantages. “Streets has the advantage of being published by SPH because we have the resources to provide the support.”

The new Streets features thought

provoking contributions by well know local writers such as Conrad Pang, Lee Han Chee, Geoffrey Perreira and Chitra Rajaram while still maintaining the optimum level of news, finance, features and sports stories that is the life-blood of every daily. This balance is left to the capable hands of the new Editor of Streets Paul Jansen.

“We will continue to be a very focussed working people's paper with its own identity, as we continue to tap the resources of Singapore Press Holdings,” Jansen said. “Every major issue is only an issue because it affects you and me. We will report the issue without ever forgetting to link it directly to people, whether it's nanotechnology in medicine or changes in accounting standards.”

Armed with 26 years of experience as a journalist, Jansen was also the launch editor of The Straits Times Interactive and the Money Editor of The Straits Times before being transferred to The Straits Times Writers' Group three months ago.

“Streets has a good team which puts out a good product. Readers and advertisers tell us so. They are also quick to tell us what's wrong if they feel aggrieved about anything!” Jansen added. “So any improve-

ment is going to be evolutionary rather than revolutionary. Having said that, we are facing changes and new challenges that are dramatically affecting whole new constituencies – professionals, executives, businessmen – and we would like to assure them that Streets will help them understand and cope with these transformational events.”

When asked about his feelings about his new post, Jansen said he's always up for new challenges both professional and personal. He elaborated that even his idea of travelling challenges the norm and can take him far off the beaten track to places like the Australian outback, inner Iceland, deep Alaska and the Arctic Circle.

“My view of good journalism is consistent with that: you should lead rather than follow. You should raise the storm warning before the clouds gather rather than tell people to run for shelter after the lightning strikes. You should inspire when everyone else is beating their breasts. Your readers deserve nothing less,” he said. And while Jansen he does have some ideas and plans of his own for Streets, readers will simply have to keep an eye out for them. “I'm not tipping off the competition here!”