

FOR IMMEDIATE RELEASE

### **Central Narcotics Bureau launches Live It Loud initiative on Facebook**

*Singapore, 4 February 2010* – The Central Narcotics Bureau (CNB) has taken a refreshing approach in communicating with youths in Singapore through its engaging Facebook campaign. Called *Live It Loud*, the initiative has three core values, that of positivism, empowerment and youth-centrism. The *Live It Loud* Facebook fan page ([www.facebook.com/liveitloud.sg](http://www.facebook.com/liveitloud.sg)), the first tactical element for the campaign, was launched through a collaborative effort by ZenithOptimedia, Fulford Public Relations and Blugrapes.

ZenithOptimedia and Fulford PR worked on the advertising and public relations aspect of the campaign, using Blugrapes' newly launched performance guarantee Facebook marketing solution, which delivers clicks and fans based on pre-set performance benchmarks.. Both benchmarks were subsequently exceeded in record time. Within a short span of just 6 weeks, the total fans acquired were over 5,500, with fan conversion rates as high as 50%. The extensive youth campaign ran across different online platforms such as Facebook, Mobile WAP/SMS, Habbo and SGClub. With the targeted user in mind, all prizes were skewed towards three key youth genres; shopping culture, movie culture and coffee culture.

The campaign was also different from other initiatives launched by CNB because it was decided that the strategy should be to launch the *Live it Loud* concept for a period of two months before revealing who was behind the initiative. That way, the initial communication efforts with the youth were not coloured, but rather, focused solely on the concept of *Live it Loud*.

"It took a year of meticulous planning and research to develop the concept of *Live It Loud*, and so we wanted to ensure that the launch was as carefully planned. This is why we had decided on the anonymous launch, with the revelation only coming a couple of months later. Our research showed that an increasingly sophisticated youth demand a more discerning, customized and ingenious conversation, and we feel the Facebook campaign hit the right notes with that. The campaign was extremely focused – of the fans we got on the page, an extremely high number were part of our target demographic," said Yong Fe Ping, Senior Assistant Director, Preventive Education Unit, CNB.

"We are extremely pleased at the performance, and even more so at the quality of fans. Such a campaign is not just about acquiring fans, but also in reaching the right audience which ensures the overall success of the campaign," says Ryan Lim, Business Director of Blugrapes.

Linda Fulford, Managing Director of Fulford Public Relations said, "We were very happy to work on a project that focused its outreach on social media engagement. Our key target audience for the *Live It Loud* concept was the youth, and we were able to target them and engage them in a fruitful manner, and in so doing, we were able to introduce the concept of Live it Loud to them in a neutral way. This was very valuable in terms of keeping their evaluation of the concept unbiased."

The engagements on the Facebook Page were also key in this campaign, such as the Live It Loud Handphone Video Competition. There were 38 video entries that showed the enthusiasm of its acquired fan base. The *Live It Loud* Facebook campaign was also recently featured on the local media Straits Times and Berita Harian, and the concept will be used across communication collateral and other youth-targeted initiatives from CNB going forward.

-END-

-more-

### **About Blugrapes**

Founded in 2006, Blugrapes is a performance driven marketing company providing Facebook marketing, mobile marketing, media tracking and integrated digital marketing solutions. As part of its suite of services and solutions, it builds Facebook fan bases totaling more than 40,000 fans for Intel Singapore, L'Oréal, Wildlife Reserves Singapore, Friesland and inSing.com, as well as a regional interactive SMS solution that has been used by more than 70,000 unique users to date. It also provides highly customized marketing accountability and reporting systems to aid marketers and agencies to improve marketing effectiveness and returns. Blugrapes has helped marketers from a number of Fortune 500 companies including Coca-cola, Hewlett-Packard, Intel, Dell, Lenovo, L'Oréal and many other companies in the consumer marketing industry.

Blugrapes company website - <http://www.blugrapes.com>

### **About ZenithOptimedia**

ZenithOptimedia is one of the world's leading global media services agencies with 218 offices in 72 countries.

Key clients include AlcatelLucent, BBC Worldwide, Beam Global Spirits & Wine, British Airways, Darden Restaurants, Electrolux, General Mills, Giorgio Armani Parfums, Kingfisher, Lactalis, Mars-Wrigley, Nestlé, L'Oréal, Puma, Polo Ralph Lauren, Qantas, Reckitt Benckiser, Richemont Group, Sanofi-Aventis, Siemens, Thomson Multimedia, Toyota/Lexus, Verizon, Whirlpool and Wyeth.

ZenithOptimedia is committed to delivering to clients the best possible return on their advertising investment.

This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight.

The ZenithOptimedia Village enables the widest range of communications opportunities and skills to be brought together to ensure the most powerful connections are made with consumers.

### **About Fulford Public Relations**

Fulford Public Relations is a lifestyle marketing and public relations agency, servicing local, regional and international clients across Asia. Since the agency was started in 1999, our business relationships have been guided by one simple premise: to help our clients communicate who they are to the people whose opinions matter most. Fulford Public Relations is the market leader in Sports PR and has a growing portfolio of consumer, corporate and lifestyle clients including SingTel Digital Media, Lee Hwa Jewellery, Beam Global Asia, Infocomm Accessibility Centre, Royal Selangor, among others. In 2009, the agency was named PR Agency of the Year and Best Local PR Agency by Marketing Magazine.

## **Media Enquires**

Nicholas Tay  
Senior Digital Planner & Digital Lead  
Zenith Optimedia  
T: 6231 4242  
Email: [Nicholas.tay@zeddigital.com.sg](mailto:Nicholas.tay@zeddigital.com.sg)

Ms. Natasha Zhao  
Consultant, Blugrapes  
T: 6324 2383 HP: 85222607  
Email: [natasha@blugrapes.com](mailto:natasha@blugrapes.com)

Mr. Sumana Rajarethnam  
Senior Account Manager, Fulford Public Relations  
Tel: 6324 2260 HP: 90608055  
Email: [srajarethnam@fulfordpr.com](mailto:srajarethnam@fulfordpr.com)

-end-

-end-