

FOR IMMEDIATE RELEASE

Wildlife Reserves Singapore achieves phenomenal fan conversion rates on Facebook

Singapore, 23 February 2010 – Wildlife Reserves Singapore debuts on Facebook with its fan Page (<http://www.facebook.com/wrs.sg>) boasting a phenomenal overall fan conversion rate close to 90%. Its intensive three week Facebook Ad Campaign amassed more than 9,500 fans. The current total fan base stands at 11,311. ZenithOptimedia's digital division, Zed Digital, launched this in partnership with Blugrapes, a marketing consultancy firm specializing in marketing optimization services and Facebook marketing solutions.

The digital engagement strategy developed by Zed Digital stemmed from understanding the need to engage animal lovers, families and kids with all the latest happenings at the three parks under the Wildlife Reserves Singapore – Jurong Bird Park, Night Safari and Singapore Zoo. Stickiness, virability and repeat participation can only be created with imaginative campaigns and by honing a genuine interest from fans about the animals and providing them the opportunity to view sneak peek videos, park exhibits, animal factoids and photo galleries, etc. These are but a few of the key pillars of its content strategy, which is deeply rooted in interaction with fans and giving them a voice and platform to tell us what they want to see on Facebook. There's no better way to bring a piece of magical wildlife into the lives of the urban and digitized community of Singaporeans than this.

"In our continued endeavour to push the conservation message, we need to reach out and convert as many potential advocates as possible with new social media. This allows us to do just that. Social media is all about sharing ideas, knowledge and opinions, as well as connecting with people who have the same passion or interests. We believe this platform will spawn useful discussions that will further the cause for wildlife conservation in the future. Facebook will open more doors for us and help us further spread the word," says Ms Isabel Cheng, Director, Marketing, Sales and Communications, Wildlife Reserves Singapore.

"Social media has become a big part of life in Singapore, especially among the younger set. So far, results have been extremely encouraging and we continue to urge our people to participate in conversations that will help us in the fight to keep our biodiversity alive," adds Ms Cheng.

The Wildlife Reserves Singapore campaign was deployed with guarantees on both minimum clicks and fans acquired. Blugrapes is the first company in Singapore to provide such a guarantee on Facebook as part of their service offerings. Advertisers and agencies alike are increasingly looking at clicks and fan numbers as key performance indicators of a successful marketing campaign on Facebook.

"Blugrapes is extremely excited at repeated Facebook marketing campaign successes with our advertisers and partners. We are highly confident in delivering high impact and effective marketing solutions based on our experience and expertise on Facebook. We feel it is important to offer performance centric solutions, which bring better marketing returns," says Ryan Lim, Business Director of Blugrapes.

-more-

“We are absolutely delighted with the extremely promising early results we are seeing for Wildlife Reserves on Facebook. We have worked extremely hard as an agency to understand what works and what does not work within the social media sphere. We are now in a strong position to help our clients take their content and use it in a way which adds incremental value to conversations about brands that are happening across not just Facebook, but a wide variety of social media platforms.

An important factor in the success of many of our social media programmes to date has been in ensuring that we are able to create the initial groundswell of interest that acts as the catalyst for subsequent viral adoption. In Blugrapes, we have found a partner that enables us to do this with a level of certainty that makes our clients comfortable to adopt these types of social media efforts. Being able to offer clients guaranteed returns on their investment based on engagement metrics, such as fan numbers, has been a huge help”, says Adam Hemming, General Manager of Zed Digital.

Blugrapes is a Singapore based agency with a direct account managed relationship with Facebook. Their current suite of Facebook marketing solutions include campaign management, campaign optimization, fans acquisition and fans management. Blugrapes hopes to raise the bar on the quality of effective marketing campaigns.

Blugrapes also recently released a free eBook titled “Building Facebook Fandom” at <http://bg.sg/fandom>. The eBook covers techniques and strategies on building fan bases on Facebook. Some of its clientele currently includes Intel, ZenithOptimedia, MediaCom, Mediaedge:cia, inSing.com and Friesland.

About Blugrapes

Founded in 2006, Blugrapes is a marketing consultancy that provides marketing optimization services and Facebook marketing solutions to maximize the returns on marketing. As part of its suite of services and solutions, it manages Facebook communities like Intel Singapore, Mothercare, Chinese Box, Black Angus Singapore and most recently, 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, Lenovo 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.

Media Enquires

Nicholas Tay
Senior Digital Planner & Digital Lead
Tel: +65 6231 4242
Fax: +65 6438 5955
E-mail: Nicholas.tay@zeddigital.com.sg

Ryan Lim
Business Director
Tel: +65 6324 2383
Email: ryan@blugrapes.com

Name: Natasha Zhao
Consultant
Tel: +65 6324 2383
Email: natasha@blugrapes.com