



Courts looks for killer sales

news follows speculation that DDB, Leo Burnett and Batey were involved in a mini-pitch to decide which agency would help Courts set up a dedicated in-house agency. Leo Burnett will continue to work with Courts until the in-house model is up and running.

Sources say, DDB has already walked away victorious from the pitch but a Courts spokesman would only say that DDB will be "helping to support this model".

Based in Singapore, the in-house team will provide support to Courts in Singapore and its Malaysian and Indonesian markets. This arrangement kicks in from 1 July 2008.

Courts appointed Leo Burnett in March last year following a pitch with DDB, Batey and M&C Saatchi. DDB had held the business for five years prior to the Leo Burnett appointment.

## DIGITAL MAP MAKER HIRES WEBER SHANDWICK

**Accounts** Navteq, a leader in digital map data, has appointed Weber Shandwick Singapore as agency of record for its local office. The Weber Shandwick team representing Navteq includes SVP, Mabel Phoon, as well as account director Sanjani Shah. Navteq is a Chicago-based company with its Asia Pacific headquarters in Singapore.

Nokia announced, in October last year, that it planned to acquire Navteq for US\$8.1 billion, as reported by Marketing, but the deal hit a snag in March when the European Commission opened up an in-depth investigation on the acquisition over antitrust concerns. The Commission is expected to reach a decision by August.

## \$100K SPENT ON RAFFLES PLACE HOAX



Ghost busted

**Campaigns** The infamous 'Raffles Place Ghost' campaign, which began as an online video and eventually snowballed into free coverage on various media outlets, cost recruitment and HR consultancy group GMP just \$100,000. Created by McCann Worldgroup Singapore, the video first appeared online on 21 April, showing what appeared to be CCTV footage of two men being followed out of an office lift by the ghost of an old woman, has accumulated more than 250,000 views on YouTube.

The video was picked up by the daily press and made the front page of *Shin Min Wanbao* while *Lianhe Wanbao* featured an article on the 'ghost sighting' in its main news section. GMP owned up to the 'ghost video', 10 days after it first appeared, and the revelation of the 'ghost video' as a marketing effort made it newsworthy

for Channel 5 and Channel U, and both stations ran stories on the campaign in the news.

Farrokh Madon, ECD for McCann Worldgroup Singapore said that the Raffles Place Ghost is a "defining piece of Singapore advertising" and a "fantastic example of how a big idea can magnify a small advertising budget".

## ENTOURAGE STRIPPED OF BRAS



Stripped

**Campaigns** HBO's recent *Entourage* campaign which ended in mid-May, and featured eight giant red brassieres, was not without incident as two of the oversized bras were nicked from sites in UE Square and near Holland Village. Clear Channel informed HBO of the theft six days before the campaign wrapped up and the entertainment company moved quickly to clothe the bra-less creatives with replacements. An HBO spokesperson said the two replacements were part of three extra 3D oversized bras made for the campaign.

The bras were made of real cloth and a press statement issued by HBO Asia claimed that the theft was an "ultimate indicator" of the perpetrators "love for the series". Although HBO didn't rule out that the act was committed by patrons of watering holes near UE Square and Holland Village.

Timmermann & Tan was the ad agency for this campaign.

## WPP AND YAHOO INK ONLINE DEAL

**Companies** WPP CEO Sir Martin Sorrell once described the giants of the online world as "frenemies" and he's now jumped into bed with Yahoo to help his clients get more scale online. WPP has formed a trading partnership with Right Media Exchange, a division of Yahoo, to sell online advertising through its vast network.



## SEARCHING FOR QUAKES

In light of the recent disasters in China, the search term 'China Earthquake' gave Yahoo Singapore News the largest piece of the search market. With 8.03% share it was the top website Singaporeans turned to for information and updates. Google was runner up with 5.84% for the 24 weeks ending 24 May 2008.

Rank	Website	Domain	Market Share
1	Yahoo! Singapore News	sg.news.yahoo.com	8.03%
2	Google Singapore News	news.google.com.sg	5.84%
3	Yahoo! News	news.yahoo.com	5.11%
4	Google News	news.google.com	4.38%
5	Singapore Red Cross	www.redcross.org.sg	3.65%
6	USGS Earthquake Hazards Program	earthquake.usgs.gov	3.65%
7	BBC News	news.bbc.co.uk	2.92%
8	Wikipedia	www.wikipedia.org	2.92%
9	YouTube	www.youtube.com	2.92%
10	Yahoo! Singapore	sg.yahoo.com	2.19%