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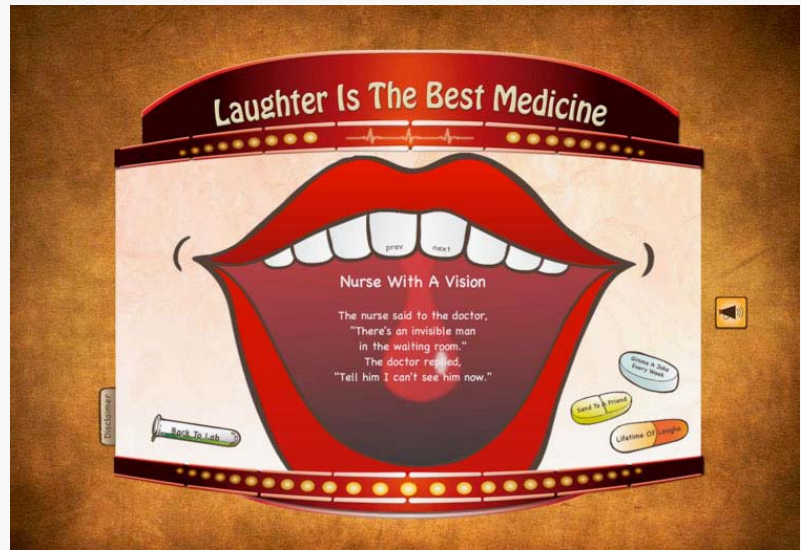
### Spin On Laughter is The Best Medicine!

★★★★☆ (2 votes, average: 3.50 out of 5)

After spooking Singapore (and the world) with a ghost, McCann Erickson Singapore and The GMP Group have set out to make Healthcare professionals in Singapore laugh.

In a campaign targeted at a similar yet diverse audience spanning talents working in healthcare and life sciences, McCann Erickson have launched the campaign idea "Laughter is the best medicine".

Targeting hospital and research laboratory staff including nurses, lab technicians, radiographers, lab researchers and scientists, the creative idea of the campaign is built on the premise that people feel happy when they are in the right work environment. More laughter is a sign of a better work environment and GMP can help provide that happiness by finding the right job for you.



At the heart of the campaign is a micro site [www.bestmedicine.com.sg](http://www.bestmedicine.com.sg) where in addition to useful content offering tips for crafting CVs, there are lots of laughs. These include a unique "Laughometer" that analyses a person's laugh, side splitting jokes and funny videos which are refreshed on a weekly basis.

While the campaign is believed to be the first of its kind in communication done for this category, this is to be the second collaboration between the agency and the recruitment firm following the phenomenally successful Raffles Place Ghost campaign from last year which went on to pick up the first ever Grand Prix at Effies Singapore awards as well as an impressive list of accolades from leading local, regional and international awards shows.

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“This campaign is for a very specialized audience and so it called for a completely different approach from the last one. It is a unique idea in the healthcare category and the team had a lot of laughs while designing the microsite, video and the uniforms,” said Farrokh Madon, Executive Creative Director, McCann Erickson Singapore.

Josh Goh, Assistant Director for Corporate Services, The GMP Group said:-  
“GMP is pleased with the creative idea developed by McCann. 2009 has been a very challenging year for all of us. And despite of the financial crisis, we want to inject a bit of humour back into our working life, something which we often forget while fire-fighting.”

*CREATIVE CREDITS*

Title : LAUGHTER IS THE BEST MEDICINE  
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Exposure : ONLINE, ON GROUND ACTIVITIES, DM.

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