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McCann And GMP Back Again

By: Ben Burrowes, Singapore

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- New campaign from GMP Group
- Developed by McCann Erickson
- Follows Raffles Place Ghost campaign



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Singapore - After their hugely successful collaboration for the Raffles Place Ghost campaign, McCann Erickson Singapore and The GMP Group have now set out to make Healthcare professionals in Singapore laugh in a new campaign.

The campaign, titled 'Laughter is the best medicine', is targeted at a diverse audience working in healthcare and life sciences.

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.

At the heart of the campaign is a [microsite](#) where in addition to useful content offering tips for crafting CVs, there are lots of laughs including a unique "Laughometer" that analyses a person's laugh, jokes and funny videos which are refreshed on a weekly basis.

An online video and on-ground activity at selected locations near hospitals and research labs - where talents dressed up as lab researchers, complete with an eye catching lab table attached to them and distribute flyers - aim to drive traffic to the campaign's microsite.

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.

"This campaign is for a very specialised 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.

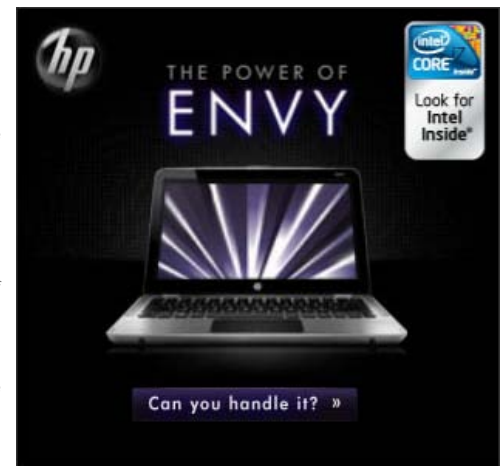
Josh Goh, assistant director for corporate services, The GMP Group said: "GMP is pleased with the creative idea developed by McCann. 2009 has been a very challenging year for all of us. And despite the financial crisis, we want to inject a bit of humour back into our working life, something which we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

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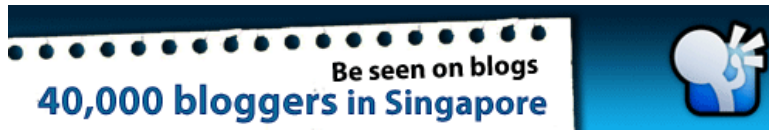


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