

Media

The GMP Group | Laughter is the Best Medicine | Singapore

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Recruitment company Global Manpower Professionals (GMP) Group is targeting healthcare professionals in Singapore with a digital campaign that aims to bring a smile.

McCann Erickson continues to work with GMP after having created the widely publicised Raffles Place Ghost. The new 'Laughter is the Best Medicine' campaign incorporates jokes to brighten the day with the more serious topic of crafting the perfect CV. An interactive Laughometer lets visitors record their laughter for analysis. Online video elements and on-ground activities at selected locations near hospitals and research laboratories in Singapore will be held simultaneously.

"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, ECD at McCann Erickson Singapore. The GMP Group help clients to achieve job satisfaction under the premise that the right working environment will guarantee happiness.

"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 about while fire-fighting," explains Josh Goh, assistant director for corporate services at GMP Group.





Credits:

Project Laughter is the Best Medicine
Client GMP Recruitment Services
Creative agency McCann Erickson, Singapore
Executive creative director Farrokh Madon
Copywriter Joseph Cheong
Art director Katherine Khor
Agency producer Charmaine Wong
Account servicing Hoong Yun Peng, Lena Liew, Ellen Tan
Director Melvin Mak
Production company Rushes
Audio AMX Audiophiles
Client manager Josh Goh
Exposure Online, events, direct mailing

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