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Singapore Health Promotion Board Launches Mobile Rich Media Campaign on Yahoo! to Promote “Lose to Win” Programme

***“Lose to Win” is the First Rich Media Campaign launched in Singapore
Powered by Crisp Media***

SINGAPORE--([BUSINESS WIRE](#))--Yahoo! and [Crisp Media](#) (www.crispmedia.com), a mobile advertising media, technology, and services company, announced today the launch of Singapore Health Promotion Board’s (HPB) mobile rich media campaign, “Lose to Win.” This first of its kind mobile campaign, which is powered by Crisp Media and running on Yahoo! Mobile in Singapore, was created by OMD to amplify mobile video views and Facebook interactivity for HPB’s “Lose to Win 3” programme.

“This campaign marks a major milestone for Crisp as our first rich media campaign to run in Singapore since opening our APAC office last year”

Since its inception in 2009, Lose to Win (LTW) has been a highly successful holistic weight-loss programme, which has helped over 1,000 Singaporeans lose weight and regain their health in a safe way. This year, the LTW campaign is focusing on social media as its key platform in delivering the exciting weight-loss transformations and personal journeys of participants who are committing themselves to learn and adopt healthy lifestyles, in a personal way. These weekly videos, which also feature nutrition, physical activity and mental wellness tips that are beneficial to viewers; are shared on the [Facebook Lose to Win page](#) and [HPB’s YouTube channel](#).

To bring the LTW campaign closer to the public and conveniently at their fingertips, OMD tapped Crisp to create a compelling campaign that leveraged Yahoo!’s popular properties on mobile and extended the reach of LTW into mobile arena. This effort was designed to increase mobile video views and encourage users to “Like” the programme on Facebook. The mobile campaign uses three rotating creative executions, which feature 10-second video clips that auto-play in the [Crisp Adhesion™](#) banner using [Crisp Teaser Video™](#)

technology. Users can tap on the banner to expand the ad to full screen, where they can watch the entire video, “Like” the Lose to Win Facebook page or watch more videos on Youtube.

“The messages that we push out to the public can no longer be static information. We need our messages to be interesting, personal, relevant, sophisticated and most importantly, mobile. In keeping up with this fast-paced world, we’re making the Lose To Win message viral with dynamic social media tools. Users will be able to view videos of participants, get health tips, cheer participants on and leave comments while they are on the go. We believe that by engaging with our audience and allowing them to interact with participants, they will realise that they play a part in participants’ success. This way, we hope to inspire them, too, to live healthier lifestyles,” said Vernon Vasu, Director of Corporate Marketing and Communications Division, Health Promotion Board.

“This campaign marks a major milestone for Crisp as our first rich media campaign to run in Singapore since opening our APAC office last year,” stated Rosalind Tan, General Manager of Crisp Media APAC. “With the intense interest we are seeing in mobile rich media, this campaign marks the beginning of a groundswell in mobile rich media advertising in APAC.”

According to Prajit Prakash, Ad Products Manager for Yahoo! Southeast Asia, “A significant trend this year in Singapore is the integration of mobile platform into advertising campaigns. Government bodies are often advocates of long-term social changes and the keen adoption of the mobile platform is a reflection of how powerful such ad tools are in communicating with the mass audience and in shaping people’s opinions.”

He added, “Yahoo has collaborated with a number of brands across Asia including Subaru, Shu Uemura and Ocean Park to craft mobile marketing strategies that help advertisers reach their targeted audiences and build brands across platforms, devices, and apps.”

The campaign will run on Yahoo!’s mobile properties until end April.

About Crisp Media

Crisp Media is a leading provider of premium mobile advertising media, technology, and services to brand advertisers. Based in New York and Singapore, Crisp provides advertisers with a Certifiably Better way to buy and serve mobile rich media campaigns that deliver the reach they need and the results they desire. Crisp Premium Media ensures that ads run only on premium media, providing a brand-safe environment across channels including Women, Men, Business & Finance, and Technology. Our innovative HTML5 [ad products](#) are scalable across device platforms for native apps and browsers, while [Crisp Engage](#) provides partners with a self-service ad platform to build, manage and measure rich media advertising campaigns. Leading brands including GM, Ford, Toyota, VW, IBM, Intel, HP, Proctor and Gamble, Unilever, HBO, and Paramount Pictures, have utilized Crisp for their mobile advertising. For more information visit <http://www.crispmedia.com>. Crisp Media is a portfolio company of Singapore's EDBI (<http://www.edbi.com>).

About Health Promotion Board

The Health Promotion Board (HPB), Singapore was established as a statutory board under the Ministry of Health, Singapore, in 2001 with the vision of building "A Nation of Healthy People". HPB aims to empower the people of Singapore to attain optimal health, increase the quality and years of healthy life and prevent illness, disability and premature death.

As the key driver of national health promotion and disease prevention programmes, HPB spearheads health education, promotion and prevention programmes as well as creates a health-supportive environment in Singapore. It develops and organises relevant health promotion and disease prevention programmes, reaching out to the healthy, the at-risk and the unhealthy at all stages of life – children, youths, adults and older Singapore residents.

Its health promotion programmes include nutrition, mental health, physical activity, smoking control and communicable disease education. HPB also promotes healthy ageing, integrated health screening, and chronic disease education and management.

For more information, visit www.hpb.gov.sg.

About Lose to Win

Lose To Win is a holistic weight management programme that encourages and motivates overweight individuals to lose weight the healthy way. This 12-week programme will combine physical activity, nutrition and mental wellbeing activities to equip individuals with the skills and knowledge to make lifestyle changes.