

# Singapore launches its first mobile rich media campaign

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SINGAPORE – The Health Promotion Board is set to launch the country's first mobile rich media campaign in an effort to bring its weight loss programme closer to Singaporeans on the move.



Campaign aims to bring weight loss programme closer to Singaporeans on the move.

The 'Lose to win' campaign, launched by Yahoo and mobile advertising provider Crisp Media, aims to amplify mobile video views and Facebook interactivity for HPB's weight loss programme.

A Yahoo spokesperson said the campaign is a "bold step" by the government and sets a precedent in the use of mobile ad formats and mobile media to reach an audience.

Crisp Media added that the campaign marks the "beginning of a groundswell" in mobile rich media advertising across Asia-Pacific.

The campaign uses social media to deliver weekly videos of weight loss transformations and personal journeys of participants. The videos, which are shared on a Facebook 'Lose to win' page and HPB's YouTube channel, also feature nutrition, physical activity and mental wellness tips.

Vernon Vasu, director of the corporate marketing and communications division at the HPB, said health messages pushed 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," he added.

Users will be able to interact and actively play a part in the participants' success through leaving messages of support in response to the weekly videos while they are on the go.

According to Yahoo, the campaign is part of a "significant trend" in Singapore to integrate mobile platforms into advertising campaigns.

Prajit Prakash, ad products manager for Yahoo Southeast Asia, said, "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."