



LUV on The Moo-ve

Moove TV Valentine's Day Surprise - on 14th February, a tertiary student named Joel declared his undying love for Yvonne on moving tracks!

AdLib's Valerie Trevor learnt that the Moove team generously gave Joel a goodwill discount for this moove-ing declaration of luv!

Q: Why did you do it?

A: *We have been dating for nearly 4 years and I wanted to do something special this year to spice up the relationship and to actually show her that a long relationship is not dull and mundane, but can be rather exciting with surprises. Usually, Valentine's day is just a*

normal day where we exchange gifts and have a great dinner together so by planning something extraordinary this year, I would say that it created much hype in our relationship and brought it to another amazing level. The whole process just felt like I was planning for the first date all over again!

Q: What gave you the idea to do this?

A: *Both of us normally take the NorthEast Line to school and I thought it would be an interesting surprise for her on the journey, a surprise especially so when taking a train together is not out of the blue, but more of our daily routine. The idea came to me and I got*

the number from the advertisement at the station to contact Moove Media. It was not difficult to plan as the people there were very helpful and open with professional comments and services. It took me about a month to execute the plan and the cost of this advertisement was kept to a very minimal sum as Moove Media was very gracious and helpful, saying it was a goodwill gesture.

Both Joel Ong and Yvonne Ong are in their final semesters at NTU School of Electrical and Electronics Engineering and School of Civil and Environmental Engineering respectively.

Three Cheers for Love! @

FOCUS MEDIA Celebrates Its 3rd Anniversary With A Bash!

Some 250 invited guests - leaders of media and real estate industries as well as top marketing professionals gathered together in a riot of colours at the chic Artery @Red Dot Traffic Building in late January.

Themed "Carnival-esque 2008", the party ambience was indeed dazzling and electrifying, with a splash of colours, luminous light-sticks and entertaining performers - balloon sculptor, juggler, magician and fire-eater. All guests marvelled at the fabulous prizes, rejuvenating drinks (including a commemorative concoction by Artery) and sumptuous food spreads.

Johari Jaffar, Art Director of Vibes Communications, was the luckiest among the guests, and walked away with the grand prize of a pair of return air tickets to Hong Kong, including two nights' stay at The Venetian-Macao Resort Hotel.

PJ Wong, Co-founder, Chairman and CEO of Focus Media Singapore and Hong Kong, remarked that "this event was a runaway success, all thanks to dedicated team members as well as enormous support from 'friends in the industry' - building owners, advertising and media agencies, advertising clients and business partners." @

