

**FOCUS MEDIA SINGAPORE**



***FOR IMMEDIATE RELEASE***

**JOHNSON & JOHNSON NICORETTE® PIONEERS CREATIVE BANNER  
ADVERTISING ON FOCUS MEDIA'S PREMIUM OFFICE NETWORK**

***Singapore, 9 July 2008*** – Johnson & Johnson's Nicorette® ("Nicorette®"), the clinically-proven nicotine replacement therapy product, launched a follow-on campaign on Focus Media, the largest digital Out-of-Home ("OOH") media company in Singapore. The campaign markets the new Freshmint Gum variant as a refreshing choice for smokers who desire to have a minty after-taste and fresher breath.

Leveraging on Focus Media's platform as the only permitted form of advertising at lift lobbies at over 200 premium office buildings and shopping malls reaching over 50% of all business executives in Singapore, Nicorette®'s partnership with Focus Media marked the first-ever adaptation of cleverly-conceptualized "posters" within lift lobbies – creative banners were placed on top of TV screens installed within the lift lobbies at 50 prominent office buildings located in Central Business District, Science Parks and Business Parks.

The Nicorette®'s creative campaign consists of two phases, the first phase commenced on 5 May 2008, and the second phase kicked off today. The marketing efforts were also supplemented with advertisements in the local newspapers and buses. The visual was created by Proximity Advertising and the media agency is OMD Singapore.

Featuring the 'Dream' concept, the campaign encourages the smokers to quit the habit so that they can wisely use the savings they would otherwise spent on cigarettes, to reward themselves by buying that dream car or going on a dream vacation.

Mr Low Teow Seng, General Manager of Focus Media Singapore, said, “We are very encouraged by Nicorette®’s renewed campaign on our network; this is a great testimony by a global pharmaceutical brand of our unique medium. Nicorette® pioneered the use of our cleverly-conceptualized creative “posters” to reach their desired target audience – the highly-desired but hardest-to-reach group of business executives.”

Besides its premium Office & Commercial TV network, Focus Media also offers advertisers a Community TV network that extends to the general public with island-wide presence at all Singapore Post postal offices, all People’s Association community clubs and all HDB neighbourhood shopping centres.



**Dream Holiday-Themed Nicorette® Campaign**



**Dream Car-Themed Nicorette® Campaign**

### **About Focus Media Singapore**

Launched in 2005, Focus Media Singapore is a pioneer in the next-generation digital out-of-home (OOH) media sector and the largest OOH media company in Singapore in terms of locations/venues, reaching over 50% of all business executives in Singapore.

The Focus Media network is also available in China, Hong Kong, Taiwan, Indonesia, India, Malaysia, Vietnam, Philippines, Australia, the Gulf States and Latin America. The China operations generated revenues of S\$750 million in 2007 and most recently became the first Chinese media company to join the NASDAQ-100 Index. More information on web portal: [www.FocusMedia.tv](http://www.FocusMedia.tv).

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