

# BECAUSE YOU DESERVE SINGAPORE

CATEGORY **ELECTRONICS & ENTERTAINMENT 2** | AGENCY **DDB SINGAPORE** | CLIENT **STARHUB**



**PRESENTER**  
**DAVID TANG**  
 President & CEO, DDB Group Singapore

As Chief Strategist, David has shaped DDB Singapore into an Effie-winning team, with his peculiar brand of 'catch-fire' advertising. He believes in living, thinking Asia. Little wonder, he led the IAS to bring the EFFIE to Singapore in 2004 and remains founding chairman of the EFFIE Singapore Awards.



**OUTDOOR MEDIA**

## CAMPAIGN SUMMARY

Starhub took 10 years to get 38% cable TV penetration despite offering multiple benefits to customers. Finding a different sort of appeal to entice viewers who were satisfied with regular terrestrial TV, seemed to be the solution. Research indicated that cable TV has been dismissed as a self-indulgent luxury to the unconverted.

Most households could afford cable, they just didn't have the hots for it. An insight revealed that the brands protagonists subscribed to family-first values, especially with regard to providing a better life for their mum, wife and kids. The agency decided to focus on 'family-values', through 'endearing human-interest stories' each one hitting an emotional soft spot with the message 'If mum (or child/wife) doesn't deserve Starhub Digital Cable, who does?'

This stirring of emotions and affection, broke the cliché about cable TV resulting in a sales increase of 21,000 new subscriptions and overall brand recall standing at 85%.

## CLIENT CREDITS

- IRIS WEE  
Marketing
- OLIVER CHONG  
Marketing Communications
- GRACE LEE  
Marketing Communications

## AGENCY CREDITS

- ROWENA BHAGCHANDANI  
Brand & Business Director
- AIVONNE CHONG  
Account Director
- PRITI KAPUR  
Creative Group Head
- KHALID OSMAN  
Senior Art Director



You can  
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Learn  
Live  
Relax

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