



MARKETING  
INSTITUTE OF  
SINGAPORE

# MARKETING

Date:

17 Feb 2012  
22 Jun 2012

Course Fees:

**S\$540.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

## Print Ads: What Works & What Doesn't?

### Why You Should Attend This Course:

With nearly 3 million newspaper readers in Singapore and growing, brand and business owners continue to recognise the efficacy and effectiveness of newspaper advertising as the lead medium for their communication campaigns. Singapore's high literacy coupled with her small geography continues to ensure that we continue to reap the benefits of being a "reading population", despite the influx of new and social media options.

Newspapers, as you know, comprise both editorial and advertising elements. Other than the stories which are richly portrayed in depth and content across the many sections of our newspapers, research has shown that readers who are also consumers in their own right perceive advertisements as useful information to keep them abreast of new products, services, and be updated on their accompanying benefits!

Selecting the right newspaper to advertise in is only one of the many factors that ensure the effectiveness of your media placement. Which area of the newspaper you place your ad in, what do you say in it, how your artwork is designed, the colours you use – all these and more play a significant role in determining the effectiveness of your ad investment.

### Learning Outcome:

- Appreciate the multiplicity of elements that contribute to effective newspaper advertising.
- Understand the dynamics of newspaper media selection and placement vis a vis the objectives set for the campaign and the target segments you are interested to reach.
- Recognise the components that make up the advertisement and how each plays a role in making the whole a more-compelling communications proposition.
- Distinguish between branding and promotional advertising and how these are best amplified.
- Learn from research the many kinds of response different communication triggers evoke. Also how consumers react to various types of advertising tactics and schemes.

### Course Outline:

- **The Advertising Effectiveness Donut**
  - Campaign Objectives & Strategy
  - Selling Proposition & Offer
  - Consumer Behaviour & Nuances
  - Advertising Copy & Design
  - Media Selection & Placement
  - Research & Evaluation
- **MSI – Media Scene Investigation**
- **Research-ology**
  - Eye-tracking Research
  - Colour Effectiveness Research
  - 10 Commandments of Creative
- **Print – The Silent Achiever!**
- **Out-Of-The-Box!**
- **Does Sex Sell?**
- **Pull The Print Trigger & Fire Away!**
- **X.O. Beer – The Potent Brew!**
- **Print – The Uninhibited Exhibitionist!**
- **The Sum of It All**

### Who Can Benefit?

All who are in one way or other involved in determining, influencing or formulating advertising – marketing managers, sales managers, advertising managers, communications personnel, PR practitioners and business owners.

### Trainer's Profile:

**Geoff Tan** is a full-fledged advertising industry practitioner who values the sharing of his background and experiences acquired across an expansive career, after graduating from the University of New South Wales with a Bachelor of Commerce Degree majoring in Marketing. He worked in three international advertising agencies before settling on a career with Singapore's largest media-owner, Singapore Press Holdings. Geoff headed The New Paper's advertising sales team when the paper was launched in 1988. Other than ad sales, Geoff has been involved across 4 other portfolios – electronic publishing, advertising & promotions, customer service, and strategic marketing.

Currently, as Senior Vice President in SPH's Marketing Division, Geoff's responsibilities include new-business modeling, formulating innovative sales strategies, and evangelising SPH's integrated media ideology to the advertising fraternity at large.

Geoff was conferred Marketer of the Year 2006 [Highly Commended] from the Pacific Area Newspaper Publishers' Association [PANPA] for championing creative and out-of-the-box advertising options in newspapers. In March this year, Geoff was invited by the World Association of Newspapers [WAN-IFRA] to be the keynote speaker for its 20th annual advertising conference, attended by over 200 delegates across 23 countries, entitled "Where's the money?" which was held in Copenhagen.

Geoff contributes a regular "motivational/inspirational" column in SPH's free bilingual newspaper, My Paper.

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

### Print Ads: What Works & What Doesn't?

17 Feb 2012       22 Jun 2012      (9.00am to 5.00pm)  
**S\$540 (subject to 7% GST)**      **Includes lunch & refreshments**

### \*Approved for SDF funding

Please indicate if you wish to apply  Yes  No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

## Administrative Details

### Registration

#### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

#### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg)  
 Website: [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Tel: 6327 7586 / 583 / 582  
 Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre  
 Singapore 079904