

CREATING BRAND AWARENESS AND MARKET

SHARE THROUGH CREATIVE SPONSORSHIP

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Today I have a great opportunity for some of you far-sighted brand marketers. I am about to share with you my thoughts and impressions about brand awareness, but if you listen carefully, there is a chance to place your brand on the next Asian TV game show winner BEFORE your competitors hear about it.

I must first declare that I am no Advertising expert but I can make a claim to be one of the most experienced people in television – I have spent nearly four decades producing and creating television programmes in Asia.

I am here to speak of my latest creation, a very unique Quiz show called ‘Everyone Wins’ that is being introduced worldwide. I have seen how a successful programme like ‘Enjoy Yourself Tonight’ that I created in Hong Kong helped launched new products and brought brand awareness to products.

There are many ways one can create brand awareness, by “Advertising” on television, radio, print and billboard, by using “Public Relation Promotion” or creating “Promotional Stunts”. But regardless of which medium one uses, to be successful, one must be different and not just ordinary.

Creative advertising copy makes a world of difference, whether it is for a television, radio, print or billboard. Ordinary advertising copy has no value. We see or listen to it but it does not motivate and is not remembered.

A successful advertising campaign is one that is either ‘memorable’, ‘fun’, ‘appreciated’, or creates an urge ‘to want to know more’ or ‘to buy’, ‘tempting’, etc. If one cannot create any one of these desires then the campaign is a complete failure. Failing to encourage more people to buy your product or service is bad enough, but it is possible to damage your brand by placing your ads in a medium or environment the public dislikes or thinks poorly of. You have created awareness.....not ‘positive’ but ‘negative’ brand awareness.

So to be sure you get the best brand awareness for your product you must associate it

with the most successfully ‘clean’ TV programme available. Being the most successful and popular programme that has negative/unhealthy content will not do.

You must use your ‘instinct’ to get in quickly to sponsor a brand new ‘healthy’ TV programme before it becomes successful. Even if you can afford to pay more and decide to advertise after the programme becomes a proven success, your brand ‘is a follower’ and ‘not a leader’ and worst still your competitor may have locked you out.

I am sure you all know what I am leading to....its my latest television program creation titled “Everyone Wins”. This is my best ever television creation since ‘Enjoy Yourself Tonight’ that I created for Hong Kong’s TVB over 30 years ago. (It may seem to you that I am pitching hard to you all to maximise this show’s chances of success. In fact, this ‘format’ has already been licensed to MediaWorks and Hong Kong’s TVB. From my point of view as a format creator, it is already licensed, so it is already sold - regardless how much advertising ends up in the programme. I just wanted you all to know that I am passionate and excited about this ‘format’ and truly believe that anyone getting in first would share the success with it. After all we are talking about branding.)

I have been in the television broadcasting industry for 39 years. I pioneered Hong Kong’s first terrestrial television broadcaster in 1967. Then, seven years ago I founded China Entertainment Broadcast Television (CETV) a Chinese satellite TV channel.

I sold a majority stake of CETV to AOL/Time Warner in mid-2000. Now I am free from the day to day management of the company and I am able get back to my first love, and that is creating television programmes.

The reason I am telling you all this is because some of you out there would say “Hey, what makes you think you can still create after three decades?”

Simply put, I had no time in the past to turn my energy to full time creating. When I did find time, I created and produced some innovative television programmes for the ‘Asian market’ but not for the ‘world’.

Now I am creating full time for the world market. You can be the judge - tell me if you agree with my claim that ‘Everyone Wins’ will be the next best Quiz/Game show ever to be created. I stake my 39 years television career and track record on this seemingly incredible claim – Everyone Wins will beat the world’s most successful Quiz Show ‘Who

Wants To Be A Millionaire?’ if it is aired side by side. I am very ‘confident’ and welcome you to challenge my claim at the end of my presentation if you believe otherwise. I welcome that because then I get a chance to correct any mis-conception or misunderstanding.

‘Everyone Wins’ is Asia’s first original quiz/game show format ever to be created for the international market from day one. The Set is designed in Singapore by Singaporeans, Music composed in Hong Kong, Scoring Graphic Design and Software Programming in UK and finally of course the ‘Format’ is created by a Singaporean.

UK’s “Action Time” - the format distributor that handles the worldwide rights (other than Asia) - has billed it as “The new interactive quiz sensation from Asia to the world”.

It is being introduced overseas and has been favorably received. I expect that by end of next year over 30 countries will take the ‘Everyone Wins’ format. I have so far licensed the ‘format’ rights to Singapore MediaWorks (Singapore) and TVB (Hong Kong) with strong interest from Malaysia, Indonesia and China.

As a Singaporean creator, I am proud Singapore is likely be the first country in the world to air this new programme.

“Who Wants To Be A Millionaire?” and “The Weakest Link” were created in UK, and were first aired there. So, to me, it makes sense that ‘Everyone Wins’ – an Asian creation - gets to be aired here first to put us into the international television arena.

When it becomes as successful as ‘Who Wants To Be A Millionaire?’ the world television industry and viewers will remember that ‘Everyone Wins’ was created by a Singaporean and first aired in Singapore. Today, you are getting the inside track and if you want your brand alongside a winner, here is your chance.

Why am I so confident that ‘Everyone Wins’ will become the world’s best quiz/game show?

For one, it is the world’s first ‘virtual interactive programme’ that allows everyone at home to play without having to attach any set-top box on to their television set. This immediately allows all home viewers to play without having to register first. They just need something like a sponsor’s numbered cards, personal Singapore ID card, credit card, etc in front of them during the show. How they get to play depends on the broadcaster.

Secondly ‘Everyone Wins’ graphic design and the software programme is created by

Chris Goss - the best software/graphic designer in the world. He has done all the world's top Quiz / Game shows such as 'Who Wants To Be A Millionaire?', 'The Weakest Link', 'Television Scrabble' and nearly one hundred other international quiz/game shows.

Is there any television quiz/game show in the world that allows everyone at home play without installing a set-top box or any equipment? My answer is 'No' to the best of my knowledge.

Would you rather watch a show where you see the studio contestants win without taking part yourself or would you prefer 'Everyone Wins' where you can win along with the studio contestants throughout the show?

Would you like to be more involved and interact more with family members while watching the show especially during the show's 'Swap Round'?

Can you imagine watching a show that is described as "A thrilling interactive quiz show in which a nail-biting battle between contestants simultaneously generates prize-winning numbers for viewers at [home](#)."?

There's lots of "Would you.." or "Can you.." that I would like to ask but I will leave that to the end. I will now tell you more about 'Everyone Wins' format before I show you a short video that was shot months ago and then leave the "Would you...", "Can you.." and so on to the end of this presentation.

This Quiz show will also include a "One Question 'SMS' Game" that allows home viewers to call in to get a free 'unique' Lucky Numbers generated for them. They may request for a 4, 5, 6 or 7 digits Lucky Numbers to play in the show. This "One Question 'SMS' Game" is in addition to the usual "SMS Game" that will also be launched.

The "One Question 'SMS' Game", could be used to conduct a sampling survey for one's products or brand. What is better than then a indirect survey? I always believe that a survey being conducted without the subject feeling it is a survey (and a feeling why should I volunteer to give you information knowing you are being paid for those information...do you feel that sometimes?) will always get a better result....it is more genuine.

'Everyone Wins' is a Quiz Show with a twist! One that allows the 'smart' and 'not too

smart' contestants alike to bluff, as if one is playing a Poker Card Game or majong.

But is not a game where one kicks out the 'smartest' as in some quiz and reality game shows. In those games, the smartest often gets to be defeated by the other 'not too smart' contestants who are selfish and conspire to win.

To win by chance and skill is fair, but to be defeated by conspiracy and selfishness is not. Awarding a prize to the less deserving winner is wrong as it would send a wrong message to our society that selfishness is right and not being 'smart' is also right - so long as we can get rid of the other 'smart' person. I am for positive programming and am against programmes that bring negative messages to our society.

For positive positioning of your Brand, I recommend sponsoring a positive show. Getting in early with a new show that will be a success will ensure your brand gets the best positive exposure. 'Who Wants To Be A Millionaire?' is a very good 'infotainment' show where everyone learns as they watch the show. 'Everyone Wins' also offers learning as viewers are entertained, but it has a unique 'virtual interactive feature' that allows home viewers immediate participation. This sets 'Everyone Wins' apart from all other quiz shows.

I will now tell you more about the format of this show that has the following features:

A chance to win one million dollar. This is done by crediting 3 zeroes, 2 zeroes or one zero to the end of the winners' final scores.

Seven contestants (or any number as decided by the Game Master)

Four rounds with five questions per round allowing only 30 seconds to answer.

More points allocated per question as the round moves on, from 30, 45, 60 and 90 points per 30 seconds question round.

Points are credited or deducted if wrong. The faster one presses to answer the higher points one gets but one gets to win or lose the points depending on the answer.

Each contestant's last digit of its score will be generating one of the seven Lucky Numbers at the end of each question.

At the end of each round contestants (not knowing other contestants' points other than oneself) are allowed to 'swap' points or become 'immune' with other contestants.

When a home viewer matches their numbered cards (from personal ID card, sponsors' free numbered cards, credit card, telephone numbers, sales receipts, etc) with the 'Lucky Numbers' (generated after each question) he/she calls in and answers a simple question to claim a prize. All the viewers have to do is to watch the show and if he/she has been watching the show the prize will be awarded.

The home viewers will be fully glued to the show as a new set of 'Lucky Numbers' is being generated as each question is answered. If they are not watching and do not call in within 15 minutes to claim their prize it will be forfeited.

At the end of Round Four (final round) the Host will offer a sum of money for one of the contestants to change their scores for the money offered. One of them may take the offer and find out later that he/she would have been better off had he/she would not changed.

Now that I have explained briefly the show's 'format' I would like to play to you the video to show how the Show plays out. Please note that there will be further improvement to the show, for one, 'Right Space Pte Ltd a Singapore's top Set Design company has improved on the Set design. (show the picture on the screen if possible) Also here you do not see the animation of the scoring as the graphics moves up and down, turning green for correct answer and red for wrong answers ,etc. But you can get an idea how it works.

PLAY BACK VIDEO.

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...and here is clip from TVB that shows 'Everyone Wins' they intend to air later this year.

(to be followed by TVB's 30 seconds promo)

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...that was TVB's promo.

I expect this show will bring in record 'ratings' to MediaWorks and great brand awareness to your products because other quiz shows are only 'passive' viewing - their home viewers only watch studio contestants win prizes without a chance to win themselves. In 'Everyone Wins', everyone gets a chance to win, studio contestants and home viewers. It will bring in record television viewerships for MediaWorks which translates into greater brand awareness and larger market share for products or services advertised on 'Everyone Wins'.

If I put this question to you, which show would you watch if you have a choice - 'Who Wants To Be A Millionaire?' or 'Everyone Wins'?

I am not putting 'Who Wants To Be A millionaire?' down, as I would be the first to say that it is a very good show. In fact it is the show that brought to us a new standard in Quiz shows with all the hi-tech lighting, graphics, scoring, music, and all the programming software, etc. It has brought a new and higher production standard and style to quiz shows. It is a far cry from the traditional Quiz shows like 'Wheel of Fortune' and 'Family Feud' that I consider low tech when compared with 'Millionaire', 'Weakest Link' and all the new Quiz shows being created.

No, I am not criticizing Millionaire, but there is a new star rising among Game Shows - "Everyone Wins", and I hope you remember who told you first.

Ladies and gentlemen, thank you for listening and I am open for your questions.....

ENDS

