

BMW Dealer Awards 2011



In February 2012, BMW Japan organized its 2011 Dealer Awards at Raffles City Convention Centre, Singapore. The ceremony brought together the best dealers and sales consultants throughout Japan.

Attended by over 120 dealers, guests enjoyed a celebratory night, with BMW named as the best-selling car in Japan once again. The highlight of the evening was a special performance by talented magician, JC Sum and 'Magic Babe' Ning, who in one of his stunts, made the VIPs appear from an empty car trunk!

Engaged by BMW Japan, Kingsmen Ooh-media successfully managed the entire event, from conceptualization and design, through construction and implementation.



The Sea is Calling

As Singapore prepares to receive 'Voyager of the Seas', one of the world's largest passenger ships, for its Asian debut, Kingsmen Ooh-media collaborated with Royal Caribbean to drum up excitement.

Divers in full diving gear swam about a customized water tank and played interactive games with the audience. Brand ambassadors and mascots were also stationed at Chevron House, to take photos with spectators for the event's Facebook page.

The three-day event attracted hundreds of PMETs (Professionals, Managers, Executives and Technicians) in the bustling CBD district.



LionsXII makes a come back to the Malaysian Super League

After 17 long years, the Singapore LionsXII returned to the Malaysian Super League, giving their loyal fans a taste of what they've missed, by progressing to become one of the top teams in the league.

Kingsmen Ooh-media was appointed Official Marketing and Sponsorship Representative for the LionsXII from 2012-2015, crafting sponsorship packages to meet various sponsors' marketing objectives. The sponsorship mix includes an array of in-stadium branding, online and offline collaterals, mobile applications and activation activities. It also includes the launch of 'Friends of LionsXII Pledge', which encourages companies and individuals to pledge their support for the LionsXII.



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