



***FOR IMMEDIATE RELEASE***

**NISSAN DRIVES FIRST-EVER INTEGRATED CAMPAIGN ON FOCUS  
MEDIA'S OFFICE AND COMMERCIAL NETWORK**

***Singapore, 12 December 2008*** – Tan Chong Motor, authorized distributor for Nissan automobiles (“Nissan”), teamed up with leading media agency, Carat (“Carat”) and the largest digital Out-Of-Home (“OOH”) media company, Focus Media (“Focus Media”), to launch an integrated campaign across Focus Media’s elevator lobby TV network at premium office buildings and shopping malls.

The all new Nissan Murano model features revolutionary design defined by its cutting-edge technology to combine dynamic contoured silhouette with stable handling of a sports car and riding comfort of a luxurious car. Its interior is also comparable to that of a suite that encourages complete relaxation.

Leveraging on Focus Media’s extensive network at over 220 premium office buildings and shopping malls, Nissan launched a month-long TV campaign to promote its flagship luxury SUV, new Murano, the Black Label of SUV to reach out to the PMEBS.

In addition to its TV campaign, Nissan, Carat and Focus Media also collaborated to launch the first-ever "lift button" sticker creative campaign, at selected office buildings within the Central Business District. Using the existing lobby façade, the team cleverly created customized visuals to display an interesting message about “Nissan Murano” and its grand attributes. The visuals were conceptualized by 6minutes Communications Pte Ltd.

The integrated campaign also included a display of the new Nissan Murano at the heavily populated traffic junction just outside the GB Building at Shenton Way; reaching both PMEBS and drivers.

Mr Ron Lim, General Manager of Tan Chong Motor, commented: “We have always been actively enhancing our communications channels with our target audience through innovative solutions, and this Murano campaign is no exception. We are very pleased to partner with two key industry leaders, Carat and Focus Media, to launch this integrated campaign for the ‘Black Label of SUV’ – Nissan Murano.”

“We are very encouraged by the increasing popularity of Focus Media amongst international brands and that they are effectively using our captive medium to achieve their marketing and communication objectives. Our true value to our clients is not just about advertising across our digital OOH platform but it's about a total partnership; any innovative and creative ideas that can be implemented within and outside of our landlord partners' buildings are being actively pursued,” said Mr TS Low, General Manager of Focus Media Singapore.



**Nissan Murano's Integrated Lift Button Campaign stickers and TVC in Lift Lobbies**



**Lift buttons enhanced with Nissan Murano's campaign stickers.**



**Display of Nissan Murano model at the GB Building**

### **About Tan Chong Motors (Nissan)**

Tan Chong Motors is the exclusive distributor for Nissan automobiles in Singapore. The models range from the popular family sedan, Nissan Latio, to the adventurous SUV, Murano, as well as the sports performance coupe, 350Z. More information on web portal: [www.nissan.com.sg](http://www.nissan.com.sg).

### **About Carat Singapore**

Carat is the only independent media agency network in the world and is part of the Aegis Group Plc, a listed company on the London Stock Exchange. Carat's objective is to continually find new and better ways to connect clients to their consumers through effective communications.

The Carat network is available in 102 cities and across 63 countries, with an employment of 4,800 staff strength. More information on web portal: [www.carat.com](http://www.carat.com).

### **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.

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 which generated revenues of S\$750 million in 2007 is now the second largest media company in China in terms of revenue and was 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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