

Innovation & Proximity Rules!

TableTalksm Turning The Tables

The man who made Tableview synonymous with table top advertising (better known as TableTalk® to most advertisers and marketers) has done it again. After landing numerous notable contracts with various reputable advertisers such as Astro, Listerine, Castrol, Celcom, Maxis, Digi and TM, this media has commanded much undivided attention and positive reaction from its target audience.

For a company that was started based on nothing more than an idea, endless sweat and little capital, Tableview's achievement is nothing short of remarkable. That the company has been around for this long, still doing the same business that it set out to do in 2001 is testimony to the merit of the table-top medium and proof that this is a medium that works. Kelvin's passionate belief in the medium is no doubt also a significant factor of Tableview's resilience.

The best part is unlike most media, TableTalk® has the power to generate immediate sales for its advertisers. Some of the advertisers who have used this medium to their advantage includes F&B and Telecommunication providers.

Celebrating its 6th year in the business, the Founder and Chief Executive Officer of Tableview Malaysia, Kelvin Hong, speaks his mind and shares his vision and plans to bring this effective medium to even greater heights.

Kelvin Hong
CEO, Tableview Malaysia

Adoi: Prior to the official launch of this medium, was there any special research done to ensure it will be an accepted media?

Kelvin: We spoke to some industry experts and potential advertisers prior to the official launch of this medium. It was hard but nothing comes easy. But we've managed to prove that TableTalk® works as it captures its target audience when they're most relaxed and susceptible to their surroundings. TableTalk® reaches all walks of life especially when dining and hanging out is a way of life of all Malaysians.

Adoi: Has there been any noticeable differences in TableTalk® when it was launched in 2001 vs today?

Kelvin: Yes and no. From humble beginnings in 2001, Tableview's 2007 forecasted billings will be more than 8 times that of 2001. Tableview's annual billings growth averages more than 150% for the past 5 years. Despite the exponential growth rates, Tableview is still a small company that gives the personal touch to its clients, and everyone at Tableview is one big happy family.

I believe in rewarding loyal and dedicated people. The first few employees are still with me today. We've seen ups and downs and I believe the potential for TableTalk® will be great. I see many good things as we tackle 2007 and the many years that lies ahead.

Adoi: So, has TableTalk® really been making Brands The Topic of Conversation?

Kelvin: I am very certain the increase in revenue of some of my clients pretty much pay tribute to this fact. The fact that some of these brands are including TableTalk® as their staple media cements its effectiveness. E.g. Digi, the fastest growing Telco player in the market, is one of the ardent supporter of TableTalk® having recorded tremendous increase in revenue last year.



“We do not just sell media space. We sell ideas that make TableTalk® Ads work favourably for advertisers.”

Kelvin Hong
CEO, Tableview Malaysia.