

**Adoi:** What's the most significant and memorable thing you've achieved for Tableview?

**Kelvin :** I've seen many good things and learnt even more but if that's one thing that's worth mentioning is the introduction of the bi-annual 'Turning The Tables Creative Awards' in 2003. I reckon nothing means more to the creative industry than a media owner's attempt to push creative boundaries even further by giving recognition to some of the most creative TableTalk® ads. Since its inception in 2003, we've seen some really creative ads by multinational and local ad agencies. We also invited students from the creative faculty to participate in this creative awards. As creative entries were judged by top creative gurus in the industry, it added even more value to the award.

**Adoi:** What is the future potential of TableTalk®? Where do you see it heading?

**Kelvin:** As a medium that combines ambient media and ground events, TableTalk® arouses desire and creates opportunities for its target audience to interact with what they see and as a result generate sales for advertisers. Today, it is evident that advertisers

expect to see ROI from their advertising expenditure. Every dollar spent on advertising should result in X amount of increase in sales. TableTalk® has the power to deliver this!

As for the local market, working with local partners, we've successfully penetrated into East Malaysia. As East Malaysia is a land filled with opportunities for ambient media, demand to place TableTalk® ads in key market centres has been overwhelming. I see a very rapid expansion in this market.

From a global perspective, tabletop ads is slowly becoming a medium to be reckoned with. In recent years, tabletop ads has been booming in UK, US, France, Australia and Singapore.

**Adoi :** What is the key advantage of TableTalk® to advertisers?

**Kelvin :** TableTalk®'s singular pro-longed duration of exposure is rather unique. As long as the customer is seated, he or she will be exposed to the advertising message on the table.



Tableview team headed by Shahar Noor & Kelvin Hong.



“TableTalk® is not only about selling products and services but also pushing creative boundaries.”

**Shahar Noor,**  
Executive Chairman, Tableview Malaysia.