

BRINGING ADS Closer To Consumer

TableTalk concept comes from understanding the lifestyle and habits of Malaysian consumers, said Kelvin Hong, CEO of Tableview.



FOR the past few months, reviews on Tableview have been splashed in our pages extensively, even the cover story for the month is Kelvin himself. What does this mean? And what's the latest on the first Turning The Tables Creative Challenge that is organised by ADOI and Tableview? Kelvin has all the answers up his sleeves. But in this section, he speaks on which of the campaigns that are close to his heart.

If it's up to him, all of them campaigns are special. Why not when he is the first person who introduced us to TableTalk advertising. Thumbs up for Kelvin! If it were not for him, the table face would be as plain as Jane.

In fact today, Kelvin's persistent dedication gave him exclusive rights to market ads in more than 2,000 outlets covering mamak restaurants, coffee shops, cafes, delis, colleges, universities and hypermarket

food courts. Isn't that impressive?

Asked which one of his campaigns is his favourite, Kelvin was quick to answer, "To date, it is still the Panasonic's 'Gila Gila Bola' World Cup Consumer Campaign," says Kelvin.



"One will always remember the first one or the first time"

"One will always remember the first one or the first time." He elaborates on the Panasonic ad, which ran for three months. That historic commitment was significant enough to boost his confidence that TableTalk can actually work!

"It featured a cartoon-like illustration of a group of football fanatics at home glued to the sofa watching a match and couldn't be bothered with the kitchen that is on fire in the background. Because the ad was based on Panasonic's sponsorship of

the 2002 World Cup, the timing was perfect as many die-hard fans were spending a lot more time at their favourite mamak restaurants catching their team in action. In this case,

Panasonic took full advantage of the frantic football fever situation."

His other favourite, he reveals is the Listerine ad. "Listerine had two separate campaigns entitled Leftover. The campaign goes: Guess what's still eating, even when you've stopped. The other is 'Bite Back' - Don't let the food you eat bite back!

"Listerine combined the two greatest assets of TableTalk, using an extremely provocative visual and selecting outlets that are near shops that carry their products, thus making the product a lot more accessible to consumers should they realise that either they have to try the product or even stock up," he says.

It was "the obvious link that was made between the ad and the current mindset of the consumer" that placed this campaign in his favourite list. "With them having their meals and the reminder for them to be more conscious of their dental hygiene, that generated a great level of awareness amongst non-Listerine users".

He relates an incident, which testifies that TableTalk is effective. "We were presenting our media at one of the leading media specialists in town and he commented out of the blue that now he knows why his brother bought a bottle of Listerine. One day he found a bottle of Listerine in his younger brother's bathroom. And he asked why his brother bought it, he said that he needed to take better care of his teeth. When we (my team and I) showed him the Listerine ad, he knew where his brother obtained the idea. As the brother is still a student, he does spend quite a bit of time at the mamaks with his friends," he says.

Finally, what of expansion plans? "I am in the midst of discussing with strategic partners overseas but to spread wings, it will take time due to different cultures," he says. 🇲🇾

2004 wish:

"Never one who believes in making wishes. Things happen because one makes them happen through hard and smart work. And of course, most importantly, have faith in God and things will fall into place like clockwork."

TableTalk™

Make your Brand the topic of conversation.



Table Top Advertising

You've seen it at mamak restaurants, coffee shops, colleges & universities, hypermarket food courts, cafes & delis. It's time to make your brand the topic of conversation amongst your target group. Consumers are no longer standing still. Capture them where they spend most of their time with TableTalk, the only medium with a unique prolong duration of exposure.

Tableview (M) Sdn Bhd (527844-M)

11-8, Block 9 & 11 (Signature Offices), The Boulevard, Mid Valley City,
Lingkaran Syed Putra, 59200 Kuala Lumpur.
Tel : 603.2283.5800 Fax : 603.2284.1098
URL : www.tableview.com.my

