



# Regional Media

- Regional is supporting the local country activity. Regional media offering free space/airtime includes:
  - **CNN** - Public Service Announcement
  - **National Geographic Channel** – 2 spots a day till end of 2004
  - **CNBC** – 180 spots till the end of 2004 – (value: \$108,000)
  - **Star TV** – Public Service Announcement
  - **Discovery Health Channel** – 3 spots/ day till the end of 2004 + possibility to run the TVC into 2005
  - **MediaCorp News** – 5 free spots
  - **International Herald Tribune** - one free ad on WOD – (value: UD\$4659)



# Hong Kong

## • Sponsors

- **Aventis** – Sponsoring WOD event + medical kit - \$50, 000
- **MSD** – Sponsoring WOD event + medical kit – HK \$30, 000
- **Ultronics** – Sponsoring WOD event + medical kit - HK \$25, 000
- **Eli Lilly Asia Inc** – Sponsoring WOD event + medical kit – HK\$8, 000
- **Nestle** – Oct 24 event - HK \$20, 000
- **NZDB** – Oct 24 event - HK \$20, 000



# India

- Sponsors:
  - **GSK** – sponsoring medical in-clinic kit
  
- Media:
  - **Set India Ltd (SONY TV)**
  - **B4U channel**
  - **Raj TV**
  - **Discovery Channel**
  - **Sanskaar channel**
  - **SS Music channel**
  - **Sadhna TV**
  - **Alpha TV**



# China

- Sponsors:

- **Subway** - put the 1 minute test together with their menu for 2 weeks
- **Sohu.com**
- **Shanghai fowanz agency - 30 hospitals** airing the TVC in SH on WOD

# Singapore

- Sponsors:

- **Tetra Pak** - Co-sponsoring 200 outdoors posters across Singapore for 4 weeks – from Oct 25 to Nov 21 - in both English and Chinese
- **MSD** - Co-sponsoring 200 outdoors posters across Singapore for 4 weeks – from Oct 25 to Nov 21 - in both English and Chinese
- **Clear Channel** – offering 200 bus shelters sites

# Other Markets

Other markets activating osteoporosis awareness campaign:

- Taiwan:
  - **MSD** – Medical kit
  
- India:
  - **GSK** – sponsoring medical in-clinic kit
  
- Thailand:
  - **MSD** – Tear off pad and poster
  
- Korea:
  - **Aventis** – Medical kit and CME program