
















CASE STUDY OF HOW BRANDS ARE USING TREXII AS THEIR MARKETING MEDIUM

<p>Certis CISCO provides a comprehensive range of security and consultancy services to cater to customer’s needs and provide peace of mind. Seven Trexis were designed to bring to mind Certis CISCO as the security solution of choice.</p>	
<p>To mark 35 years in Singapore, DHL announced the official opening of its eXpo Service Centre @ Changi South in 2007. Invited guests, media and employees received the DHL Courier Trexi in their goodie bag.</p>	
<p>Singapore's Economic Development Board (EDB) commissioned 4 EDB Trexis - "Marketeer, Innovator, Strategist and Globetrotter", - custom-made for EDB's scholarship program drive, and given out to students at 6 top junior colleges in Singapore.</p>	
<p>Kinokuniya Bookstores specialises in the sale of Japanese/foreign books, journals, magazines etc. Four limited edition colour-variant Kinokuniya Trexis were redeemed by those who purchased Playtimes' Issue #10 at Kinokuniya stores in a month-long promotion.</p>	
<p>The Management Development Institute of Singapore (MDIS), Singapore's oldest non-profit professional institute for lifelong learning, commissioned 2 special Trexi characters at their Open Day event, which were given to the first 500 attendees.</p>	
<p>The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors - tourism. An exclusive purple STB Trexi was used as a door gift at their private event. A red variant was also made available as a mystery figure in Trexi Series 01 which was sold in over 20 countries worldwide.</p>	
<p>The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors - tourism. STB Thailand Trexis were designed to bring to mind Singapore as a unique tourist destination.</p>	

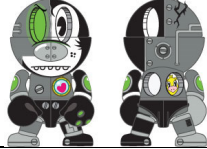



<p>Speedpost Trexiis were produced with 10 different country flag accessories - to represent Australia, China, France, Hong Kong, Japan, Singapore, South Korea, Spain, United Kingdom and USA - and were given away in a special promotion to customers who used their services. Speedpost is a leading player for delivery solutions in Singapore.</p>	
<p>ST Electronics is a leader in electronics, communications and ICT (information communications technologies) solutions in the region. Two 1.5-inch Trexiis were distributed at CommunicAsia 2007, the region's formative ICT exhibition & conference. They were also available at Asia's largest aerospace and defence event, the Singapore Air Show in 2008.</p>	
<p>The Media Development Authority of Singapore commissioned memory drive Trexiis for their 2007/2008 Annual Report. Bundled inside the memory drive, this Annual Report was not only unique, but environmentally friendly as well. https://issuu.com/splash/docs/mda_ar0708</p>	
<p>In line with the launch of the Creative Suite 3.0 software, Adobe created the "CS3Musketees", a collection of 3 unique Trexi figures-Fonti, Webbi and Eddi. The figures were available with the 3-week long pre- order promotion of CS3.0 in 2007.</p>	
<p>Animax is Asia's first channel brand specializing in Japanese animations. Commissioned by Animax, the exclusive Ginzu Trexi was presented as an exclusive premium to trade partners, affiliates and consumers to promote the channel, while the limited-edition Mechbot Trexi was given out to drive Subscription to Animax in Hong Kong.</p>	
<p>Game publisher, Capcom, specially produced Trexis to enhance the marketing of their new video game, Dark Void.</p>	

<p>A major player in the digital photography industry, Canon commissioned Canon EOS and Pixma memory drive Trexis as part of their line of accessories for the digital photographer.</p>	
<p>Following the success of a previous marketing campaign with memory drive Trexis, Canon Pixma teamed up with design company, Gaga Tree, thereby creating Sweet Tooth and Dark Eyes.</p>	
<p>Working with design company, Gaga Tree, 1.5-inch Trexis were produced as part of Canon Pixma's promotional plans. Product bundled with Canon ink packs, 8 different designs were available for collection.</p>	
<p>After a successful run of a similar campaign, Canon Pixma teamed up with design company, Gaga Tree, to produce another series of 8 designs to be product bundled with Canon ink packs.</p>	
<p>E2Max Trexis were given exclusively to new members of E2Max, the newly opened state-of-the-art entertainment level at Cathay Cineleisure Orchard.</p>	
<p>Creative Technology is a worldwide leader in digital entertainment products. This Creative Trexi was commissioned for the launch of their new range of Zen Vision W MP3 players at Singapore's SITEX show 2006, and was available as a limited edition gift with purchase.</p>	

<p>The first corporate Trexi ever produced, the DotCon Trexi was available as a promotional tool at a collectible toy convention, DotCon 2005.</p>	
<p>Setting trends and shaping urban subculture, fashion label Flesh Imp designed their own Flesh Imp Trexi to Suit their marketing needs.</p>	
<p>The Singapore Economic Development Board and Singapore Business Federation produced a special Trexi, as a commemorative gift to VIPs at the Global Entropolis @ Singapore (GES) 2005, a premiere business leaders' convention, and international marketplace connecting enterprises to funds, markets, partners, and technology.</p>	
<p>In 2007, Guinness produced 3-inch Halloween Trexis available in 2 designs, with the Pumpkin-Head design made available in 1.5-inch as well.</p>	
<p>Designed as a customer service agent, the 3-inch HostDime Trexi was created as a mini version of Alex Font, the Director of Client Relations and Development for HostDime.com. It was available at Hosting Con 2010 in Austin, Texas.</p>	
<p>Ingram Micro, a global technology marketing, sales and logistics company, provides the broadest array of technology products and services. As part of a shared marketing campaign, the IBM Trooper Trexi was designed to emphasize "Project Big Green", a \$1billion investment which aims at increasing the efficiency of IBM products.</p>	
<p>This 1.5-inch Trexi was specially made for Hong Kong based musician and actor, Kenny B, to commemorate his concert in 2008.</p>	
<p>In November 2005, Flinko Trexis were given out with every purchase of the newly launched Motorola ROKR E1, Motorola's first mobile handset to feature the iTunes capability. Standees of Flinko were strategically placed at selected retail outlets to promote Motorola's first-of-its-kind redemption using a designer toy</p>	

<p>in Singapore.</p>	
<p>Mitsubishi Motors' Ralliart has a strong racing heritage in events such as the FIA World Rally Championship (WRC) and the grueling Dakar rally. Exclusive Ralliart Trexis were given out to new members of The Ralliart Member's Club as part of a welcome kit.</p>	
<p>Following a successful marketing campaign, Mitsubishi commissioned another pair of Trexis, this time designed as Mitsubishi Ralliart Pitcrew.</p>	
<p>Worldwide sporting giant Nike customised this exclusive "Crazy Football Kid" Trexi, which was made available as a mystery figure in Trexi Series 02 for branding purposes.</p>	
<p>Designer watch brand, O.d.m., produced 3-inch Trexis in a range of colours specially to match their new line of watches. 1.5-inch "Never Too Late" Trexis were given out to guests at their "go PINK" party. The Trexis were made exclusively available with purchases of these selected watches.</p>	
<p>OMD is one of the largest full-service media companies in the world. 2 special OMD Trexis were created to bring to mind the brand's position as a leader in media and print services. They were given out to staff as gifts and also made available for sale.</p>	
<p>Sentosa, Singapore's premier island resort getaway, created 2 exclusive Trexis for sale on the island resort.</p>	
<p>The Singapore Discovery Centre, a state-of-the-art 'edutainment' attraction, commissioned a special Trexi when it opened its doors in April 2006.</p>	

<p>Singapore Polytechnic, the nation's first educational institution of its kind, invited students from each of its 7 schools to design a Trexi, which were given out as door gifts during their annual Dinner & Dance in September 2006.</p>	
<p>The Singapore Sports Council commissioned Trexis to be given out as part of their Sport On! Ambassador Programme.</p>	
<p>Emblazoned in the STGCC colours of red and white, this STGCC Trexi served as a memorabilia to visitors of the Singapore Toy, Games & Comic Convention 2010.</p>	
<p>Collectible Jockey and Race Horse Trexis were launched in April 2008 in celebration of the annual Singapore International Racing Festival, which features the S\$3million Singapore Airlines International Cup and the S\$1 million Krisflyer International Sprint.</p>	
<p>To showcase Starhub's capabilities in mobile, online and broadband TV, new Trexi heads with antennae, and new accessories (laptop, set-top box and mobile phone) were developed. These exclusive Trexis were given out to customers at the 'Hubbing' roadshow in August 2006.</p>	
<p>Tiger Airways, a low-fare airline in Asia-Pacific, produced the 1.5-inch Tiger Trexi for inflight sales.</p>	
<p>ZOCard, Singapore's first and only award-winning free postcard company, commissioned a 10th anniversary Trexi for guests at their birthday bash.</p>	
<p>The Hippy Kong Trexi was product bundled with a set of exclusive matching stamps, for sale at post offices across Singapore.</p>	

<p>In collaboration with Singapore Post, the Roboner Memory Drive Trexi was produced, and product bundled with a set of matching collectible stamps.</p>	
<p>Soflens Daily Disposable is the latest High Definition daily contact lens from Bausch & Lomb. Designed to illustrate this relevance, this 10-inch Trexi was given out at retail promotions, and to contest winners.</p>	
<p>FNN Singapore collaborates with Trexi to spread happiness and cheer! This effervescent 10inch FNN Trexi comes with an orange fragrance on its arms and was given as a special token to VIPs and celebrities.</p>	
<p>Adidas celebrated their 60th anniversary with specially made Adidas Trexis! 3-inch Trexis were produced in 6 colours, with each colourway going to a different country (Thailand, Indonesia, Philippines, Malaysia and Singapore) to be given out at their respective local house parties. The blue version was also produced as an exclusive 10-inch Trexi.</p>	

Trexix is back!

FREE!
8 collectable
new designs

Enjoy incredible savings and so much more with the Canon Value Ink Pack! Scientifically engineered for your PIXMA printer, Canon Original Inks ensure brilliant, lifelong image quality. And from 14th May to 31st July 2010, you'll receive a 1.5-inch Trexi keychain toy

FREE each time you purchase a Value Ink Pack at a Canon Original Ink Centre. The latest collection in the limited edition PIXMA Series, these Trexi toys spell out a special message when you collect all eight! So don't wait... get to your favorite Canon Original Ink Centre today!

COLLECT ALL 8 LIMITED-EDITION KEYCHAINS!



*Selected ink pack for the promotion
• PG-40 / CL-41 Value Ink Pack; or
• PG-40 Twin Pack; or
• CL-8 Value Ink Pack



While stocks last! Actual items may be slightly different from those pictured here.

CANON SINGAPORE PTE LTD
Canon LINK @ VivoCity: #02-32/33 VivoCity Singapore 098585 (Daily: 11am-9pm)
For Product Enquiries: 68622 666 or 6-TO-CANON (Mon-Fri: 8.30am-5.30pm)

Original Ink Centre
Please visit www.canon.com.sg/oic for a complete listing of authorised Canon dealers.



MILO® Proudly presents an Exclusive Promotion!

TREXI X MILO®

Only available from 10 Oct to 4 Dec 2012 in 7-11 outlets!



1960s Mr MILO
10 Oct to 23 Oct



1980s Mr MILO
24 Oct to 06 Nov



2000s Mr MILO
07 Nov to 20 Nov



2020s Mr MILO
21 Nov to 04 Dec

Head down to 7-11 now and collect all four MILO® Trexi figures!

Exclusive!

This promotion can only be found exclusively in 7-11 (Singapore).

Stay Tuned!

One out of the 4 designs will be released every 2 weeks.

Limited!

There are only 450 pieces of each design.

Grab now!

With purchase of any 2 MILO® products inclusive of 1 MILO® RTD Cans
SMS: MILO<space>ReceiptNo<space>NRIC<space>Name to 146077688

play ^{TIMES}

BOOKS
Kinokuniya



afree

kinokuniya exclusive trexi
with every purchase of
playtimes issue 11

(exclusive to kinokuniya singapore only)



05.12.2005 -
11.12.2005



12.12.2005 -
18.12.2005



19.12.2005 -
25.12.2005



26.12.2005 -
01.01.2006



02.01.2006 -
08.01.2006
*all colours
(while stock last)

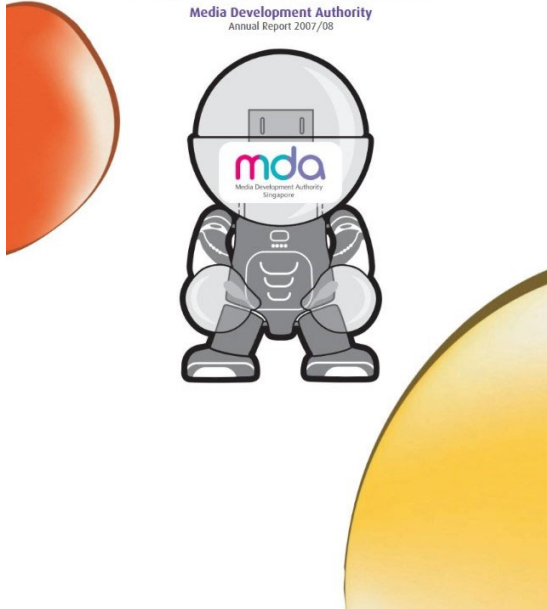
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08 . 01 . 2006



The Digital Way Forward: An Animation Special

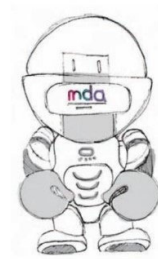
Media Development Authority
Annual Report 2007/08



MDA ADVISORY COMMITTEES

Press **Esc** to exit

MDA appreciates the significant contributions and support it receives from its host of advisory committees. They provided valuable guidance to ensure that quality content is available, while raising the media literacy rates of Singaporeans.

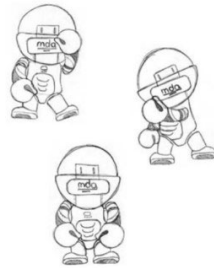


ON THE STORYBOARDS

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FROM GOOD TO GREAT Mapping the Next Big Thing

Amidst the accelerating pace of change in the global media landscape, MDA convened a meeting of its International Advisory Panel (IAP) in June to advise on strategies to grow Singapore's media industry. Following its two-day meeting, the 10-member panel, consisting of media professionals, academics and experts such as filmmaker Shekhar Kapur, Greg Coote, Chairman of Dune Entertainment; and Paul Saffo, a professor from Stanford University, recommended that Singapore actively fosters an environment that offers opportunities for individuals, especially the young, to innovate and test-bed their ideas.



Moving Up The Global Rankings

Singapore is making a name for itself as a premier location for doing media business.

Risk broker and insurance company Aon/Albert G Ruben, ranked Singapore in 2007 as one of the countries with the least risk for film-making. In fact, the Republic was listed in the 2007 Risks in Global Filmmaking Map as the only Asian country with such a ranking, making it the least risky country in Asia for filmmaking.

Likewise, Hong Kong-based Political and Economic Risk Consultancy (Perc) ranked Singapore in 2006 as the least risky country in Asia to do business, attributing its attraction to its proven commitment to protect intellectual property.

THE LION THING

The maturing of the financing scene and the building of a critical mass of media talents, alongside the growth of the industry to provide production, post-production and media services, have enhanced Singapore's appeal as a choice filming location.

DRESSING THE SETS

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In the Limelight

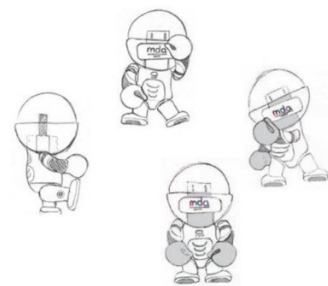
Several PSB programmes were singled out for international recognition. *Youth Decode II*, an info-educational programme about the aspirations of Asian youths won a Golden Eagle Award (Fall 2007). It was also a shortlisted finalist at the New York Festival Award 2008. Three other PSB programmes made it to the Awards on the same count - *Expedition Thailand, No Problem!* and *Saving Gaia*.

PSB's youth debating programme *The Arena* was nominated for an Emmy Award in the Children and Young People category by the International Academy of Television, Arts and Sciences.

Nine other PSB series such as *Frontline: The Lonely Ah Kim* and *Parental Guidance* were nominated for various categories such as Asia's Best Current Affairs Programme and Best Information Programme in the 2007 Asia Television Awards.



>> *Parental Guidance*, a light-hearted family drama.



TREXI MYSTAMP COLLECTION

Release date:
13 AUG 2009

Trex is a trendy designer figure with a distinctive character that is wholesome, fun, modern, hip and trendy. In conjunction with the Singapore Toy Games & Comic Convention 2009, SingPost is launching a Trexi Hippy Kong MyStamp set consist of four \$1.10 stamps and a Hippy Kong 3 inch figurine. To kick in greater fun, complete your collection with TREXI ROBONER MyStamp Set with a ROBONER 2GB Flash Drive!

TREXI HIPPY KONG MYSTAMP SET \$29.90



TREXI HIPPY KONG MYSTAMP

3 INCH TREXI HIPPY KONG

TREXI ROBONER MYSTAMP SET \$39.90



TREXI ROBONER MYSTAMP

3 INCH TREXI ROBONER WITH 2GB FLASH DRIVE

Visuals are for illustration purpose, details subject to change.