



BALLYHOO
creative consultancy

PORTFOLIO

00



Tea, my cup of wine

*Precious sips, anyday, anytime...
Life's simple perfection*



A Complete Tea Experience



Customer Service Centre
Tel: 1800 208 2007 Fax: 65 4262 2074
www.unileverfoodsolutionsasia.com

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client

UNILEVER - LIPTON

project

PRESS AD

01

Nestlé.

Nestum

*Fresh impressions,
better inspirations*

Nestum. **3 in 1**
Fruit
Cereal Drink

Higher in Fibre*
with **Real**
Fruit Bits

For a burst of freshness, you can now look to Nestum 3in1 Fruit Cereal Drink, the first ever hot cereal drink that contains real fruit bits and beetroot juice. It is higher in fibre* compared to the regular cereal drink and it satisfies hunger moments with a refreshing experience that you will love.



Higher in Fibre* 13 times more fibre as compared to Nestum 2 in 1 Original Cereal Drink

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NESTLE NESTUM

project

PRESS AD

02

Advertisement **Nestlé**

Nestlé

Fresh inspirations of Beauty, Health & Vitality from female designers we love

Representing the modern women today who choose to take charge of both their life and health, these 3 designers live and breathe the Nestlé® spirit of making healthy living desirable and accessible. They translated their definitions of Beauty, Health & Vitality into limited edition, modernistic designs for Nestlé® to inspire you and I.

Receive yours today with the new Nestlé® 3in1 Fruit Cereal Drink while stocks last!



The Rockless Pouch, ODDS by Rockless Ericka

“The pouch is a go-to garment in her wardrobe. It’s an expressive one because she wears it with the colour, size and playful pattern that is so iconic. In addition, the pouch is designed with a finishing, healthy touch – the Fruit Cereal Drink. It’s a perfect example of how to make healthy living desirable and accessible.”

Within, URARAA

“The essence of your own beauty comes from within.” – Sherise, URARAA.

Sherise, 38, is a fashion designer as well as a fitness woman. It is a firm believer of staying fit and feeling good from inside out. Fueling her passion for fashion with her love for fitness, Nestlé® 3in1 Fruit Cereal Drink takes care of her rigorous health in a pill. From inside out indeed.

Sky for Lark, Laark

“With health, nature is your go-to and peace, a purposeful avoidance to being a key ingredient for a healthy vital life.”

– Cheryl, Laark

Cheryl, 26, owner of Laark specializes both in interior design and fashion design. As a busy designer and entrepreneur, Nestlé® 3in1 Fruit Cereal Drink satisfies her fibre needs with convenience in Fluffy Raisers she loves.

Complimentary limited edition design pouches – 3in1 Fruit Cereal Drink, while stocks last!

Nestlé.
Nestlé

Fresh impressions, better inspirations

Nestlé® 3in1
Fruit
Cereal Drink

Higher in Fibre*
with Real
Fruit Bits

For a burst of freshness, you can now look to Nestlé® 3in1 Fruit Cereal Drink, the first ever hot cereal drink that contains real fruit bits and beetroot juice. It is higher in fibre* compared to the regular cereal drink and it satisfies hunger moments with a refreshing experience that you will love.



;;; client ;;;

NESTLE NESTUM

;;; project ;;;

PRESS AD - DPS

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03

Nestlé.

Nestum.

*Mirror, mirror on the wall
Who's the freshest of them all?*



Introducing
the **NEW**
Nestum® Fruit Cereal Drink

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Singapore, Singapore 189702
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About NESTLÉ:

Nestlé Singapore (Pvt) Ltd, established in 1972, is a wholly owned subsidiary of Nestlé SA, the world's leading nutrition, health and wellbeing company. Our mission at "Good Food, Good Life" is to provide consumers with the best-tasting, most nutritious choices in a wide range of food and beverage categories and serving occasions, from morning to night. Headquartered in Vevey, Switzerland, Nestlé employs over 300,000 people in over 190 countries and has 64 factories or processing plants in 22 countries. Nestlé's large plantations in Singapore include NESTLÉ, NESTLÉ DE, NESTLÉ, MAZOLA, NESTLÉ DANONÉ, NESTLÉ AGGIORNATO, NESTLÉ DANONÉ, NESTLÉ, NESTLÉ, NESTLÉ, NESTLÉ and dozens of other trusted brands that are household names and leader brands in their product categories.

::: client :::

NESTLE NESTUM

::: project :::

SALES KIT

04

What's Exclusive



NEW



Lift your mornings with centuries old goodness

Introducing the new NESTUM® 3in1 with American Ginseng or Dang Gui. Enjoy the energy of wholegrain with Traditional Asian Herbs!

\$4.90 (7x30g)

American Ginseng



Give yourself an energetic day!
Made with the perfect synergy of 4 herbs:

- American Ginseng
- Goat Shen
- Lung Yen Root
- Yu Zhu

Dang Gui



Provides you with nourishing replenishment!
A harmonious combination of 4 herbs:

- Dang Gui
- Nan Zao
- Tu Zuo
- Sui Qi

Get free samples from the following outlets. While stocks last!

11-12 May

FairPrice Clementi A - Bk 451
FairPrice Finest Bukit Timah Plaza
FairPrice Devonport East
FairPrice City Square Mall

18-19 May

FairPrice Shaw Plaza
FairPrice Tampines Mall
FairPrice 283 Joojong Road (New Est)
FairPrice Kang Kar Mall

25-26 May

FairPrice Bedok North (A) - Bk 212
FairPrice Yea Payoh HDB Hub
FairPrice Sungezza
FairPrice Lot 1



QUALITY ✓ VALUE ✓ SERVICE



NESTLE products are available at the following outlets: Bedok North (A), Bedok North (B), Bedok Reservoir, Bedok North, Bedok East, Bedok West, The Plaza, Clementi A, Clementi B, Clementi C, Clementi D, Clementi E, Clementi F, Clementi G, Clementi H, Clementi I, Clementi J, Clementi K, Clementi L, Clementi M, Clementi N, Clementi O, Clementi P, Clementi Q, Clementi R, Clementi S, Clementi T, Clementi U, Clementi V, Clementi W, Clementi X, Clementi Y, Clementi Z, Clementi AA, Clementi AB, Clementi AC, Clementi AD, Clementi AE, Clementi AF, Clementi AG, Clementi AH, Clementi AI, Clementi AJ, Clementi AK, Clementi AL, Clementi AM, Clementi AN, Clementi AO, Clementi AP, Clementi AQ, Clementi AR, Clementi AS, Clementi AT, Clementi AU, Clementi AV, Clementi AW, Clementi AX, Clementi AY, Clementi AZ, Clementi BA, Clementi BB, Clementi BC, Clementi BD, Clementi BE, Clementi BF, Clementi BG, Clementi BH, Clementi BI, Clementi BJ, Clementi BK, Clementi BL, Clementi BM, Clementi BN, Clementi BO, 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Shop at www.fairprice.com.sg

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project :
NTUC AD

05



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VAGARY

project

PRESS AD

06



::: client :::

VAGARY

::: project :::

OUTDOOR ADVERTISING
@ HMV ENTRANCE

07

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VAGARY

::: project :::

OUTDOOR ADVERTISING
@ CINELEISURE

08

CITIZEN.
BEYOND PRECISION

POWERED BY LIGHT
NEVER CHANGE A BATTERY



ECO-DRIVE
TECHNOLOGY

A solar panel beneath the watch dial absorbs sunlight to charge the Eco-Drive battery and convert it into electrical energy to power the watch. It is shock-resistant, highly resistant, and comes with a 5-year warranty.

Model No. BL8200-582

3 Year Limited Warranty Only Applicable in Singapore, Malaysia and Brunei.

Citizen Singapore
Product Enquiry: 6224 4339
Website: www.citizen.com.sg



client

CITIZEN - Eco Drive

project

PRESS AD

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09

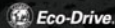
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LIGHT FOREVER



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PRESS AD

10



BUMPER YEAR FOR TV SATIRISTS
US polls help late-night TV get the last laugh
PLUS 34

COLUMN



Conrad Raj
The Government should let it go. In the end, it's the voters who decide. The Government should let it go. In the end, it's the voters who decide. The Government should let it go. In the end, it's the voters who decide.

WORLD



Greater good
The Government should let it go. In the end, it's the voters who decide. The Government should let it go. In the end, it's the voters who decide.

BUSINESS

Get in the swing
The Government should let it go. In the end, it's the voters who decide. The Government should let it go. In the end, it's the voters who decide.

MEDIACORP
MediaCorp is a leading media company in Singapore. It provides a wide range of media services to its customers.

TODAY

Monday December 14, 2009 www.todayonline.com we set you thinking

LIONS KNOCKED OUT



Vietnam gets the better of Singapore, 1-0, in the Suzuki Cup. Page 31

18 stranded out in the open

ESTHER NG

FOR three days, they slept on cardboard on a roadside grass patch, with no food or drinks, but what had happened couldn't give them more grief or cause more than the 18 workers who had been abandoned. 18 Bangladese have been camping out at the corner of Jalan Kayu and Loring Road since Friday, when they were reportedly locked out of their Tanjong Pagar bus centre their employer allegedly owed the stranded one money.

PUBLIC TRANSPORT FARES

Subsidies a tripping point

Free rides could mean GST of 8.5%, says transport minister

LEONG WEE KEAT

It's a common question: why do public transport fares? And with the early economic relief ahead, would any proposal for free or near-free rides be a boon — or indeed, could the Government help subsidise commuters? Minister Leong Wee Keat said that while the Government would consider such a move, it would have to be a "one-time" measure. He said that the Government would consider such a move, but it would have to be a "one-time" measure. He said that the Government would consider such a move, but it would have to be a "one-time" measure.

the bus and the train use," he said. "The money will come from some other right" is about 1.5 percentage points increase of GST (Goods and Services Tax). Now at 7 per cent, you want your public transport to rise, you want your GST to go up to 8.5 per cent? He said that the Government would consider such a move, but it would have to be a "one-time" measure. He said that the Government would consider such a move, but it would have to be a "one-time" measure.

CITIZEN

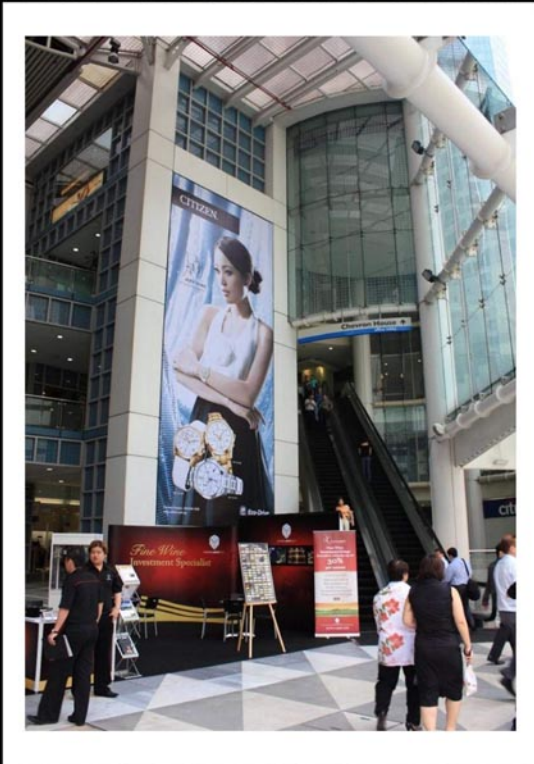


JOEY YUNG
Joey Yung is a professional athlete and a Citizen Eco-Drive ambassador. He is shown wearing a Citizen Eco-Drive watch.

... client ...
CITIZEN WATCHES (H.K.) LTD

... project ...
PRESS AD - FRONT STRIP

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CITIZEN WATCHES (H.K.) LTD

::: project :::

OUTDOOR ADVERTISING
@ CHEVRON HOUSE

12



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client

CITIZEN WATCHES (H.K.) LTD

project

OUTDOOR ADVERTISING
@ DHOBY GHAUT MRT
TRAVELATOR

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∴ client ∴

CITIZEN WATCHES (H.K.) LTD

∴ project ∴

OUTDOOR ADVERTISING
@ CITY HALL MRT PLATFORM

14

CITIZEN

Innovation, powered by self-light.

With a self-lighting mechanism, the watch is powered by light from natural or artificial sources. The watch automatically adjusts the power to the light source, ensuring the watch is always powered.

ECO-DRIVE

Eco-Drive

Radio-Controlled Timekeeping System

Ensuring standard time, radio waves to show the correct time.

Radio waves, which are transmitted from radio towers, are received by a special antenna built into the watch. The watch automatically adjusts the time and date to the standard time, ensuring the watch is always accurate.

The key technologies for the accuracy of the Swiss radio-controlled watch.

Power Reserve

The watch has a power reserve of up to 72 hours, ensuring the watch is always powered.

Waterproof

The watch is waterproof up to 30 meters, ensuring the watch is always protected.

Automatic Month and Date

The watch has an automatic month and date function, ensuring the watch is always accurate.

CITIZEN

Super Titanium

Innovative metals come from innovative ideas.

The Super Titanium collection is a range of lightweight titanium watches, and Citizen's original technology is now being further refined. The watch surface, using the technology, the surface is 100% titanium, resulting in a watch that is both light and hard.

Light resistant

Eco-Drive

Titanium (Ti) is a noble metal (Ti).

The Super Titanium collection is a range of lightweight titanium watches, and Citizen's original technology is now being further refined. The watch surface, using the technology, the surface is 100% titanium, resulting in a watch that is both light and hard.

Characteristics of Super Titanium

TI-IP

TI-IP



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CITIZEN - Eco Drive

project
PRESS ADVERTORIAL

15

Perfect
Italiano

Make Your Festive Cooking Effortlessly Outstanding!

Add Mozzarella for a mild flavour that melts and stretches to perfection, and Parmesan for a bolder flavour



Cheesy Baked Sausage with Mushrooms



INGREDIENTS

- 4 chicken sausages cut into 1cm size
- 1 onion, cut into large cubes
- 100g sliced button mushrooms
- 4 clove garlic, sliced
- 100ml cooking cream
- 50g Perfect Italiano Mozzarella Grated Cheese
- 50g Perfect Italiano Parmesan Grated Cheese
- Salt and pepper
- Cooking oil

STEPS

- In a hot pan, sauté onions and garlic with cooking oil for about 30 sec.
- Add mushrooms and cut sausage to brown for 2 mins.
- Pour in cooking cream and season to taste with salt and pepper.
- If the liquid dries up too fast, adjust with water to prevent the cream from splitting.
- Transfer the mixture into a casserole. Top it with Perfect Italiano Mozzarella Grated and Parmesan Grated Cheese.
- Bake in a preheated 180°C oven for 10 mins until nicely brown.

PREP

10

COOK

20

MAKES

2-4

Visit www.perfectitaliano.sg for our festive recipes

Available at all leading supermarkets.

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PERFECT ITALIANO

::: project :::

PRESS AD

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Make Everyday Meals Extraordinary

with Perfect Italiano Mozzarella Cheese

A mild flavoured cheese that melts and stretches to perfection.
For the perfect pizza, sandwich or lasagne.



ITALIAN SAUSAGE PIZZA

INGREDIENTS

- 1 large (30cm) pizza base
- 15g Anchor butter
- 1/4 small onion, finely sliced
- 1 garlic clove, chopped
- 1 pork sausage, chopped
- 1/2 capsicum, sliced
- 1/4 tsp paprika
- 1 1/2 tsp Italian parsley, chopped
- 2 bags tomato paste
- Oil or oil
- 200g Perfect Italiano Mozzarella Grated Cheese

STEPS

- Preheat oven to 200°C.
- Heat Anchor butter in frying pan over medium heat. Add onion and garlic and cook until softened. Add sausage and cook for another 5 minutes until lightly browned. Add capsicum, paprika and continue cooking for 5 minutes. Set aside to cool. Stir oil through parsley.
- Spread pizza base with tomato paste, drizzle with oil and sprinkle over Perfect Italiano Mozzarella Grated Cheese to evenly cover the base followed by the sautéed mixture.
- Place pizza in the oven for 10-15 minutes until the cheese is melted and base is crispy.
- Chef's Tip: Get creative with toppings by adding ham and salami, or even replace tomato paste with BBQ sauce!

PREP

5

COOK

25

SERVES

1

Visit www.perfectitaliano.com.sg for more Mozzarella recipe ideas.

Available at all leading supermarkets.

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PERFECT ITALIANO

project

PRESS AD

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Perfect Italiano

Perfect Italiano Mozzarella cheese has a mild flavour that melts and stretches to perfection, while our Parmesan has a rich, bold flavour

Perfect Italiano Pizza Plus is a Superior blend of Mozzarella, Parmesan and Cheddar Cheeses for the perfect taste

Need festive inspirations for cooking with Perfect Italiano?
Take a recipe card home!

More recipes at www.perfectitaliano.com.sg

client
PERFECT ITALIANO

project
SHELFVISON AD
IN-STORE ADVERTISING PANEL

18



Perfect Italiano

Perfect Italiano Mozzarella cheese has a mild flavour that melts and stretches to perfection, while our Parmesan has a rich, bold flavour

Recipes at www.perfectitaliano.com.sg

;;; client ;;;
PERFECT ITALIANO

;;; project ;;;
SHELFVISON AD
WOBBLER

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CELEBRATING OUR
2ND YEAR ANNIVERSARY
AT 239 ALEXANDRA ROAD.



**ENJOY 0% INTEREST RATE
FOR THE FIRST 2 YEARS
PLUS \$1000 INSURANCE SUBSIDIES.***

* Terms & Conditions apply.

Republic Auto Alexandra Branch Showroom
239 Alexandra Road Singapore 159930 Tel: (65) 6471 2333
www.republicauto.com.sg



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REPUBLIC AUTO PTE LTD
Subsidiary of Cycle & Carriage

::: project :::

PRESS AD

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20

**ENJOY 0% INTEREST RATE
FOR THE FIRST YEAR***

* Terms & Conditions apply.

**CELEBRATING OUR
2ND YEAR ANNIVERSARY
AT 239 ALEXANDRA ROAD.**

Republic Auto Alexandra Branch Showroom 239 Alexandra Road Singapore 159930 Tel: (65) 6471 2333



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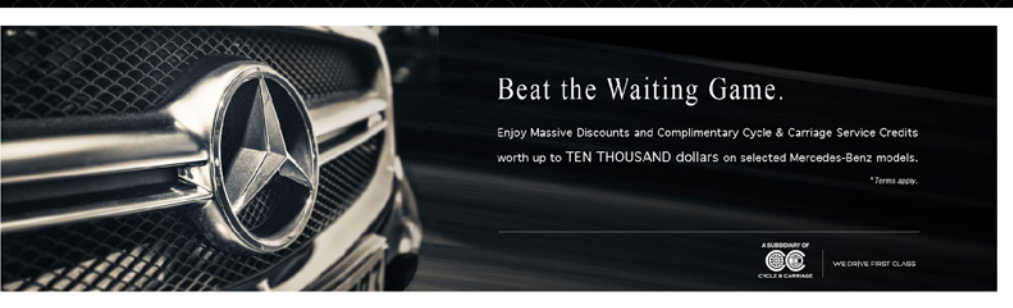
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REPUBLIC AUTO PTE LTD
Subsidiary of Cycle & Carriage

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WEB BANNER

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Subsidiary of Cycle & Carriage

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WEB BANNER

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Merry Christmas
& a Happy New Year!

Selamat Hari Natal & Tahun Baru 2013
聖誕節快樂及新年快樂



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Summer Deal
All 90 day
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BONE HEALTH IS WEALTH

PURCHASE MINIMUM \$10 OF PARTICIPATING BRANDS AND STAND TO WIN **\$18,800 CASH!**

*100 WINNERS X \$188 EACH
PROMOTION PERIOD: 1 JAN-14 FEB 14
FOR MORE INFORMATION, REFER TO ENTRY FORM AVAILABLE AT THE CUSTOMER SERVICE COUNTER

Participating Brands:

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Lunar Chinese New Year Campaign

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Anlene ESSENTIAL BONE NUTRITION

BUY 2

GET 1 FREE



Buy 2 Boxes
(2 x 4 x 110ml)

FREE
(4 x 110ml)
USP : \$3.95 / box

More than 30% savings!
What are you waiting for?
Grab them now!

100% DAILY CALCIUM NEEDS.

Promo Period: 1st Apr to 30 Apr. At all participating FairPrice outlets.
Terms and conditions apply. While stocks last.



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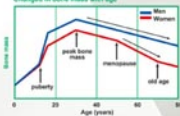
REPORT BY BONE DENSITY
Anlene

GIVE A GIFT OF STRENGTH THIS MOTHER'S DAY

Did you know 1 in 3 women after the age of 50
will suffer osteoporotic fractures?*

Bone mass typically decreases after
peaking around the age 30.
Bone loss is temporarily sped up during
pregnancy, breast-feeding and menopause.

Changed in bone mass with age



Source: National Institute of Arthritis & Musculoskeletal & Skin Diseases

Help your loved ones stay strong & active for life with Anlene

Buy 2 get 1 FREE!*

*Offer valid till 30th April 2013
at all FairPrice outlets for any
Anlene Concentrate flavour.

Spend above \$150 for FREE delivery.**

**Only at the following outlets.

EastZone: Tampines Mall, Tong Bahru Plaza, Orchard Grand Central,

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FairPrice Fresh: Bishan Junction 8, Bukit Timah Plaza, Clementi mall,

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RSP: **\$3.95**
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FairPrice *Today's FairPrice* **40 Years**

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AT YOUR BEST WITH Anlene

1 No.1 ADULT MILK POWDER BRAND IN SINGAPORE

SPECIAL OFFER \$12.50 (UPP: \$13.80)
Anlene Milk Powder (1kg)

REDEEM*
An adidas Gym Bag + Anlene Yoga Mat
*LIMITED TO 4,000 SETS, WHILE STOCKS LAST!

STAND TO WIN*
An adidas Performance Set
*30 SETS TO BE WON!

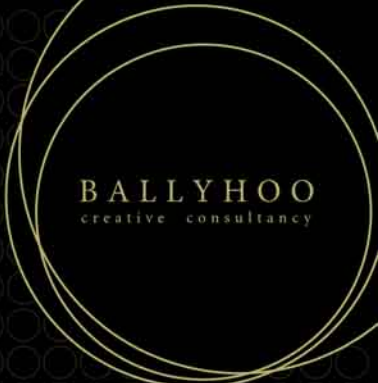
***with accumulated spend of \$69 on Anlene!**

Promotion Period: 1 Sept - 12 Oct '15

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