

# THE NEW PAPER – MISS UNIVERSE SINGAPORE

In an age of competing news sources, it is getting more important for a newspaper to constantly excite readers and advertisers with innovative solutions.

And thinking out of the box has become one of the key strengths of The New Paper (TNP).

Already synonymous with running a modelling contest called The New Face, in 2016 TNP took the plunge to partner with an established brand, but one with a bigger reach into its target audience of PMEBS (Professionals, Managers, Executives and Businessmen).

So, in a bold move, it moved to run the Miss Universe Singapore franchise, to leverage on its broad media reach while producing content that is attractive across its target audience.

The Miss Universe Singapore pageant has nurtured many intelligent and beautiful ambassadors of Singapore.

While the pageant has evolved over the years, at its core, it remains true to the goal of seeking a role model to champion the ideals and attributes of the modern independent Singaporean woman, who is ambitious and has a steadfast view of her ability to contribute to and make a positive impact on her community. This ideal is in line with the objectives of the newspaper.

This nomination is about how a well selected event can successfully tackle key critical challenges facing newspapers today: Ad revenue and falling or stagnating circulation

The New Paper Miss Universe Singapore did just that. Here's how:

## **EVENT REVENUE BOOST OF \$658,000**

The national edition of Singapore's most prestigious beauty pageant, hosted by The New Paper, brought in a main presenter, Singapore Turf Club, together with other sponsors including imaging partner, Canon Singapore.

For the first time ever, The New Paper managed to attract a luxury car brand, BMW to come on board as an advertiser by being the official car for the event.

The event also brought in an overseas travel partner, Bintan Lagoon Resorts to be the event's official resort. Other new advertisers included hotel, beauty, aesthetics and fashion brands.

## **UNPRECEDENTED DAILY CIRCULATION BOOST**

Miss Universe Singapore was instrumental in paving the way for the newspaper revamp which boosted the daily circulation from 100,000 to over 300,000.

## **DIGITAL MEDIA VISIBILITY**

The event garnered over 730,000 views on The New Paper social media platform. The event was also live screened to audiences world-wide via Miss Universe website, the first time a country outside the US was chosen to livestream its pageant to an international audience.

## **OVERALL**

Running the Miss Universe pageant allowed TNP to not only make significant advertising revenue, it also boosted its digital and print audience at the same time due to the attractive news content. It was a win-win situation for a newspaper, allowing it to leverage on its reach with an event to boost its visibility.

# PUBLICITY OF THE EVENT IN THE NEW PAPER AND OTHER SISTER PUBLICATIONS IN SPH

D12 | life | buzz

THE STRAITS TIMES | TUESDAY, AUGUST 18, 2016



## Suicide Squad are box-office heroes

NEW YORK • Suicide Squad opened on a new record for the year with \$100 million in its first weekend, making it the highest-grossing film in the world since the release of the movie. The movie was a box office success for Warner Bros. Entertainment, bringing in global total to more than \$200 million.

"We had everything we could have," said Mr. Jeffrey Klopper, Warner Bros. Entertainment president. "The movie was a box office success for Warner Bros. Entertainment, bringing in global total to more than \$200 million."



Cheryl Tan  
Miss Universe Singapore & Miss Universe 2005

MISS UNIVERSE Singapore

**"Be confident of your abilities and strive to achieve, but always stay humble and kind."**

Beauty is not just about looks. A beautiful woman exudes quiet elegance and grace, and shows a genuine spirit of kindness and generosity. Cheryl Tan embodies all these qualities that made her a winner with heart. During her reign, she was involved in charities like the Society for the Prevention of Cruelty to Animals and Women Make a Difference.

If you are that woman, aged between 18 and 27, log on to [logon.missuniverse.com.sg](http://logon.missuniverse.com.sg) by 17 August and show the world what it really means to be beautiful.

Terms and conditions apply.

The winner of the coveted title of Miss Universe Singapore 2016, will receive a cash prize of \$10,000 • Coverage in Singapore Press Holdings' sister publications, radio and television • Right to represent Singapore at the annual Miss Universe pageant • Return flight tickets and accommodation to the Miss Universe 2016 pageant.

Co-sponsor: 

Official Imaging Partner: 

B16 | Invest

THE SUNDAY TIMES | Sunday, October 2, 2015



## Survey: Investors' great expectations unrealistic

Global poll finds mismatch between their expectations of investment returns and reality

Investors' expectations of investment returns are unrealistic, according to a global survey by investment research firm Capgemini. The survey found that investors expect returns to be 7.5 per cent higher than what is realistic.

The survey also revealed that investors expect returns to be 7.5 per cent higher than what is realistic. The survey also revealed that investors expect returns to be 7.5 per cent higher than what is realistic.

MISS UNIVERSE Singapore

Who is the most Beautiful of them all?

Miss Universe Singapore 2016 Finale  
Sunday, 16 October 2016 • 7pm  
Grand Copthorne Waterfront Hotel, Grand Ballroom

The top 15 finalists of Miss Universe Singapore 2016 have been chosen. If there is an exceptional lady among them, whom you think is deserving of the crown and the opportunity to represent our country on the world stage, now's the time to give her your full support. Book a table for friends and family, and enjoy a sumptuous four-course dinner as you unveil the deserving winner with us.

Ticket pricing for a pair of seats: \$800 • Book at <http://www.eventing.asia.com/register/missuniverse2016>  
Ticket pricing for a table of 10: \$3,888  
• Email [mrkqrd@sp.com.sg](mailto:mrkqrd@sp.com.sg)

Closing date: 13 October 2016

Seats are allocated on a first-come, first-served basis only. You will be informed of your assigned seat at a later date. For full terms and conditions, visit [www.eventing.asia.com/register/missuniverse2016](http://www.eventing.asia.com/register/missuniverse2016)

Stirring Performances Await

Missed our submission deadline for Miss Universe Singapore 2016? Join our waitlist for the next chance for a shot at the crown (Aug 27) at 11am, at the Holidays auditorium, 11000 Cross Street, Singapore 310994

Go to [www.facebook.com/missuniverse2016](http://www.facebook.com/missuniverse2016) for more information

life

STARRING HITLER AS JEKYL & HYDE  
Everyone harbours ability to do evil, says playwright

MISS UNIVERSE Singapore

30 NEWS → VOCAL

Here's your last chance for a shot at the CROWN

Missed our submission deadline for Miss Universe Singapore 2016? Join our waitlist for the next chance for a shot at the crown (Aug 27) at 11am, at the Holidays auditorium, 11000 Cross Street, Singapore 310994

Go to [www.facebook.com/missuniverse2016](http://www.facebook.com/missuniverse2016) for more information

YOUR SAY

CRANE ACCIDENTS

FROM HO SIONG KIN  
MINISTER OF WORKPLACE SAFETY AND HEALTH

MOM to review crane operators' training

MIN is working with the National Crane Safety Foundation and Singapore Crane Safety Council to review training programmes for persons involved in lifting operations to improve their competency.

The Taskforce encourages companies to implement the following safety measures to ensure safe lifting operations:

- Regularly and adequately maintain all cranes in good working condition at the workplace after each use.
- Conduct daily pre-use checks to ensure key components and safety devices are functioning normally and in good condition before use.
- Prepare plans and documents all lifting operations in a lifting plan and ensure all personnel involved in the lifting operation are briefed and aware of the operation in accordance to the plan; and
- Train all personnel involved in lifting operations. Crane operators must undergo familiarisation training prior to operating cranes of different models or configurations.

MIN has also mandated all new mobile cranes used in Singapore

MISS UNIVERSE Singapore

Who is the most Beautiful of them all?

Miss Universe Singapore 2016 Finale  
Sunday, 16 October 2016 • 7pm  
Grand Copthorne Waterfront Hotel, Grand Ballroom

The top 15 finalists of Miss Universe Singapore 2016 have been chosen. If there is an exceptional lady among them, whom you think is deserving of the crown and the opportunity to represent our country on the world stage, now's the time to give her your full support. Book a table for friends and family, and enjoy a sumptuous four-course dinner as you unveil the deserving winner with us.

Ticket pricing for a pair of seats: \$800 • Book at <http://www.eventing.asia.com/register/missuniverse2016>  
Ticket pricing for a table of 10: \$3,888  
• Email [mrkqrd@sp.com.sg](mailto:mrkqrd@sp.com.sg)

Closing date: 13 October 2016

Seats are allocated on a first-come, first-served basis only. You will be informed of your assigned seat at a later date. For full terms and conditions, visit [www.eventing.asia.com/register/missuniverse2016](http://www.eventing.asia.com/register/missuniverse2016)

Stirring Performances Await

Missed our submission deadline for Miss Universe Singapore 2016? Join our waitlist for the next chance for a shot at the crown (Aug 27) at 11am, at the Holidays auditorium, 11000 Cross Street, Singapore 310994

Go to [www.facebook.com/missuniverse2016](http://www.facebook.com/missuniverse2016) for more information

WIN A PAIR OF RETURN AIR TICKETS TO LONDON

Simply log on to [sgtravel.com](http://sgtravel.com) or on the mobile app, and answer a quick quiz to win a pair of return air tickets to London.

TRAVEL TO LONDON

18 Aug - 18 Sep 2016  
Travel to London  
18 Aug - 18 Sep 2016  
18 Aug - 18 Sep 2016

Arts fest director disagrees with play's R18 rating

THE STRAITS TIMES





