

Modern Take On Classic Tales

LinkPoints Targets Women Shoppers With 'Mag-alogue'



By **Muneerah Bee Mohamed Iqbal**

We've known them since our early days of learning to read. Now NTUC Link is reviving three of fairytales' beloved princesses – and giving them a modern 'Sex and the City' kind of twist!

These three characters take centre stage in LinkPoints Reward Programmes' "mag-alogue" (magazine-cum-catalogue), targeted specially at women aged 20 to 40. The 20-paged "mag-alogue" tells the story of three trendy best friends, Snow, Cindy and Beauty as they go about their daily lives with LinkPoints. No extra points for guessing these characters are based on Snow White, Cinderella and Sleeping Beauty!

Director of Marketing, Communications and Rewards of the LinkPoints Rewards Programme Jerry Goh explained the creative idea: "We wanted to present the LinkPoints Reward Programme in a refreshing and light-hearted manner which is easy to read and we chose

these characters as they are classic fairytale icons many people are familiar with."

The colourful "mag-alogue" measuring 29.5 cm by 29.5 cm lists some of the attractive items available for redemption. It also aims to generate more awareness for services like LinkPoints-On-mobile, checking LinkPoints via Short Message Service and online trading with Lim & Tan Securities.

On 30 January 2010, the "mag-alouges" were distributed to the public at various locations across the country. They will also be disseminated to LinkPoints merchants' stores and union houses in the following weeks.

The "mag-alouges" will also be mailed out to 10,000 female NTUC members. Mr Goh explained: "LinkPoints Rewards Programme and the retail scene are strongly inter-related.



Women play a very important role in shopping, not just for themselves, but for their children and other family members and we want to strengthen our presence with them. We also have plenty of merchants which appeal to women of all ages. For example, retailers such as Metro, John Little, Bata and Poh Heng

Jewellery; beauty merchants like NeuGlow The Aesthetics Doctors, Mary Chia Beauty & Slimming Specialist and Slender Shapes International as well as health merchants such as Unity NTUC Healthcare and ZTP Ginseng Birdnest. We also offer rewards items such as beauty products and household items which members can redeem with their LinkPoints."

With such wide variety of products and services, it gives women of all ages more reasons to shop happily (ever after).

Keep On Shining

nEbO Welcomes Its 30,000th Star

She loves acting and singing. Not only that, she has the distinction of being nEbO's 30,000th member. On 30 January 2010, Miss Jean Goh was officially welcomed into the Labour Movement family by NTUC Assistant Secretary-General Josephine Teo and NTUC Club Chief Executive Officer Yeo Khee Leng.

18-year-old Miss Goh, a full-time Mass Communications student, plays the piano, guitar and even the French horn. She is no stranger to the limelight, having acted in several MediaCorp dramas. One of her most memorable roles includes playing a cancer-afflicted patient in the idol drama, "Let It Shine", headlined by the first generation of Campus Superstar finalists.

Always looking for platforms to exhibit her

talents, Miss Goh has found the perfect youth community where she can pursue her deep interest in the performing arts. What's more, Miss Goh through nEbO, has also been given the opportunity to put the skills she learns in school to good use. Since joining nEbO in November last year, Miss Goh has been reporting on its events for the nEbO website.

"nEbO is a very loud, colourful and vibrant community of like-minded youths who are proactive and driven. Being a nEbO member has provided me with unparalleled opportunities to pursue my passion as well as platforms to perform. I love nEbO!" said Miss Goh.

To date, nEbO has organised 120 events reaching out to 160,000 youths through its six communities of Music & Events, Sports, Care, Gaming, Lifestyle and Entrepreneurship.



Bringing Out The Best In Youths

"We take pride in nurturing youths and bringing out their potential. Each individual is unique and a raw gem in the making. Youths such as Jean Goh, our 30,000th member, appreciates what nEbO is about and what it stands for because we genuinely care about them."

Lim Eng Lee, NTUC Alignment Director (12-21)