



MEDIA ALERT
For immediate release

Grey Group Singapore Turns Web Banner into Online English Language Guide

Innovative project with British Council provides meaning and pronunciation of words in real-time to internet users.

Singapore, 30 April 2014 - Grey Group Singapore today announced that the agency has launched the 'Know Your English' interactive banner for British Council Singapore. The innovative web banner offers internet users a convenient, real-time online English language dictionary and pronunciation guide.

Launched in Singapore, Malaysia, Shanghai and Bangkok the 'Know Your English' web banner is able to track when a user highlights any word on the web page and reveal the meaning of the word as well as an audio clip on its pronunciation. This is achieved by scanning outside of its allocated web banner space and tracking users' activities on the web page in real-time. In contrast to traditional web banners, 'Know Your English' remains non-intrusive throughout the experience.

The 'Know Your English' web banner was conceptualised for the British Council to help raise its profile among working professionals who are non-proficient in English. Recognising that today's workforce is more likely to turn to the internet for information, the 'Know Your English' web banner brings British Council closer to its audience while staying true to its mission to promote the English language and culture, by helping improve its proficiency among non-native speakers.

Regina Goh, Director of Communications, British Council, said, "The 'Know Your English' web banner has all the qualities that brought our brand to life. It helps people expand their English language competencies, promotes active learning and reinforces our commitment to creativity and excellence. We are thrilled that this novel approach has garnered so much attention since its launch."

The 'Know Your English' web banner has reached an estimated of 15861 internet users during this three-day campaign. Users average interaction rate was of 51.8% (19.5 times more than the average rich media and 272 times more than the standard banner) Average time spent interacting with the banner was two minutes and 14 seconds (eleven times more than time spent in rich media banners).

"At Grey Group we are always looking for new ways to help our clients promote their brand and reach out to their target audiences. Businesses do recognise the importance of an online presence in an increasingly digital era. However, the average internet user today is already



bombarded with a myriad of messages that often diminish the online experience. With this insight in mind, Grey Group decided to create a smart banner that scans beyond its allocated space to really add value to a user's internet experience. 'Know Your English' combines the dictionary with intuitive web behaviour to turn a simple online reading experience into an interactive learning opportunity. We are proud to partner the British Council to create the first 'teaching' web banner in the world," said Subbaraju Alluri, CEO Grey Group Singapore.

The web banner ran on I-S Magazine Online. A demonstration video can be viewed on www.knowyourenglishbanner.com

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About Grey Group Singapore

Grey Group ranks among the largest global communications companies and its total offering includes Grey (advertising) and G2 (brand activation). Its parent company is WPP (NASDAQ: WPPGY). 'Famously Effective Since 1917', Grey Group serves a blue chip client roster of many of the world's best known companies. Grey Group is represented in 96 countries, with 432 offices operating in 154 cities. Grey Singapore is one of Singapore's largest integrated communications agencies that include Grey V, a production suite and York, digital advertising specialists. Its roster of clients includes Abbott Nutrition, Allianz, Contact Singapore, ESPN, Greenlam Asia Pacific, GlaxoSmithKline, KFC, Metro, Procter & Gamble, Qatar Airways and the Workplace Safety and Health Council of Singapore.

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