Triumph holds inaugural marketing competition

BY RYAN REUBEN

Triumph International Singapore recently held its first ever marketing competition for tertiary students here — dubbed Take the Plunge! — to provide students of various disciplines the opportunity to design a marketing campaign celebrating the 10th anniversary of its Maximizer bra.

“This competition is the first for Triumph in Asia and will play an important role in our partnership with our trade associates, consumers and the community at large,” said Triumph Singapore Director Doy Teo, adding that the competition would also help “identify and cultivate innovative and entrepreneurial talent”.

Two teams from the National University of Singapore (NUS) and three from Singapore Management University (SMU) were shortlisted as finalists, with over 300 participants from all the local polytechnics and universities initially signing up for the competition. Proposals were judged on points such as visual creativity, originality, innovativeness and feasibility for execution.

The winning team, SMU’s Project MaxX, bagged $3,000 in cash and a trophy and will also get the chance to execute their campaign on an islandwide basis. Triumph also possibly intends to offer high-calibre participants an internship at its local or regional offices.