



Norske Skog



GOSS | INTERNATIONAL

# MARKETING MARKETER OF THE YEAR

GEOFF TAN

SENIOR VICE PRESIDENT, HEAD OF STRATEGIC MARKETING  
SINGAPORE PRESS HOLDINGS

“GEOFF IS A DYNAMO WORKING ACROSS THE KEY IMPERATIVES IN THE MODERN MEDIA LANDSCAPE - TRADE AND CONSUMER.

“AN EXTREMELY PROFESSIONAL PORTFOLIO, SHOWING REAL LEADERSHIP IN INDUSTRY MARKETING.

“SINGAPORE PRESS HOLDINGS AND THE STRAITS TIMES ARE AMONG THE BEST NEWSPAPER MARKETERS IN THE WORLD. GEOFF IS CLEARLY A PIVOTAL LEADER IN ITS TEAM.”



## BRANDING

GEELONG ADVERTISER

25,000-90,000

MAGNA CATS



“SPOT ON FOR REINFORCING THE PAPER’S BRAND AS THE PLACE TO GO FOR ALL THINGS CATS. CREATIVE WAY TO MAXIMISE A RELATIONSHIP WITH A SPORTS TEAM AND HAVE FUN WITH THE PROMOTIONS.”