

◦ **FREQUENTLY ASKED QUESTIONS** ◦
SINGAPOREIMAGINE MARKETING PROGRAM (SMP)

OVERVIEW OF SMP

1) What is the SingapoReimagine Marketing Programme (SMP) about?

SMP aims to:

- catalyse and support innovative destination marketing plans by industry stakeholders to inspire travel to Singapore via a marketing competition.
- raise marketing capabilities of destination marketers, prepare industry to be ready for the future of marketing and effectively promote Singapore to leisure and business travellers.

2) How is SMP different from other grant schemes in STB?

SMP is dedicated to supporting and amplifying the distribution of marketing activities for stakeholder's existing products/services.

To encourage companies to be more innovative with their marketing, recipients will be awarded funds based on the completion of project deliverables and milestones, instead of achievement of business or tourism outcomes.

APPLICATION

3) When and where can I submit my campaign plans?

Applications open on 7 September 2022 and must reach STB by 28 October 2022.

Please refer to [STB's website on the submission requirements](#) and submit your application [here](#).

- 4) Who can apply for SMP?**
- 5) Must the applicant be a Singapore-registered company?**
- 6) Can non-tourism organisations or government agencies apply for SMP?**

SMP is open to entities registered in Singapore only.

STB highly encourages organisations from the tourism (licensed Hotels, Attractions, Travel Agents, MICE Venues, MICE Event Organisers etc.) and lifestyle industries (Fashion, Retail, Food, Beverage, Souvenirs, Lifestyle event organisers etc.) to apply.

SMP is not open for government agencies. For interested agencies, please share this programme with relevant stakeholders in your sector and encourage them to apply.

- 7) Is there a limit to the number of submissions that each business/organisation can submit for SMP?**

There is no limit to the number of submissions that each business/organisation can submit for the SMP. However, each submission must be unique, similar submissions will be rejected.

- 8) My campaign is currently being funded by STB or other government grants; can I still submit the project for judging and potentially receive support for marketing?**

Yes, if the marketing campaign has not been launched. An application may be submitted even if the campaign is being funded by STB or other government grants, STB may fund part of the scope that has not been funded.

Applicants must submit a declaration if:

- a) They intend to apply for other STB or other government grants; or
- b) Their campaign is currently funded by STB or other government grants. Details of the scope of work being funded must be provided.

- 9) Can we submit a marketing campaign proposal for an existing product/event?**

Yes, if the marketing campaign has not been launched. The campaign work can only start after the applicant has been awarded the Letter of Award. Only costs incurred within the Campaign Qualifying Period (Date of Letter of Award – 31 Dec 2023) will qualify for reimbursement.

10) Can I submit a proposal in collaboration with other companies?

Yes, we highly encourage innovative cross sector collaborations. Proposals can be submitted in collaboration with other companies in Singapore. However, there should only be one applicant per proposal. All partnership details, including collaboration or intent, should be included in the proposal.

11) Do the collaborating companies have to be local?

To qualify for the cross-sector funding, all other entities that the applicant collaborates with must be registered in Singapore.

12) If I am an individual, or if I have an innovative idea for marketing content creation (e.g. video) that promotes the destination, can I apply for the SMP?

Currently, only entities registered in Singapore can apply for the SMP.

13) What are the key target segments and markets of STB?

Please refer to slide 5 and 6 in the [SMP Programme Outline](#) for further info on STB's key target segments and markets.

14) Does the campaign submitted for SMP need to be a global campaign targeting all of STB's key markets?

No, it does not have to be a campaign targeting all of STB key markets, applicants can submit an innovative marketing plan targeting specific international markets in line with STB's key markets.

15) Are domestic campaigns eligible for SMP?

Only campaigns targeting international visitors are eligible for SMP.

16) Are post arrival campaigns eligible for SMP?

Post-arrival campaigns targeting international visitors are eligible.

17) What is STB's T203X strategy?

In response to an increasingly challenging and competitive tourism landscape, there is a greater need for STB to evolve its marketing further to better capitalise on fast-changing trends and new opportunities. To differentiate Singapore from other destinations as we

reopen our borders, STB is focusing on 4 Key pillars of the longer-term T203X strategy.

These are:

- I. Global Asia Node for Business Tourism
- II. Sustainable Urban Destination
- III. Urban Wellness Haven
- IV. 2x the Fun

Please refer to the Tourism Industry Conference 2022 materials [here](#) for more information on tourism reopening and collective efforts towards recapturing the international travel market share.

18) Must I include any or all elements of STB's T203X strategy in my campaign proposal?

It is not a must, but STB highly encourages applicants to include aspects of STB's T203X strategy where relevant in their campaign proposal.

19) What are some out-of-scope projects or campaigns or costs that will not be eligible for the SMP?

- Marketing campaigns that have already launched and are supported by other STB/government grants (e.g. Leisure Events Fund, Experience Step-up Fund, etc.)
- Projects submitted by non-Singapore registered companies and individuals.
- Standalone product/experience/service that is not related to a marketing campaign. These may be supported by other existing STB or government funding schemes.
- Projects featuring any material or content that is controversial such as promoting nudity, genitalia, sexual activities, violence, cruelty, racism, vulgarities, defacement of icons, political laws etc. will not be supported.

STB shall have the sole right and discretion to immediately disqualify the Applicant without the need to notify the Applicant. STB's decision on this shall be final, binding, and conclusive, and no correspondence or appeal shall be entertained.

20) Does my campaign need to be 12-months long?

No, the campaign does not need to be 12 months long. SMP award winners can only start work within the Campaign Qualifying Period, which is defined as the Date of Letter of Award to 31 Dec 2023.

JUDGING

21) Who are the judges for the SMP?

The judging panel comprises of marketing experts from STB and industry representatives.

22) What is the judging criteria?

Judging Criteria	Details	Weightage	
1. Creative	a. Strong application of analytics and insights to develop campaign idea e.g. using insights (such as tourism trends, consumer insights, spend behaviour, market gaps) to guide development of campaign idea.	5%	40%
	b. Innovativeness of campaign idea e.g. first mover, novel to the sector.	20%	
	c. Relevance of campaign idea to effectively promote destination Singapore e.g. includes using sustainability, wellness themes and experiences.	15%	
2. Media	a. Good media mix to deliver campaign messaging e.g. developed strong media strategy using complementary paid/owned/ earned marketing channels, clarity in consumer journey.	15%	40%
	b. Unconventional use of media or distribution channels that amplifies the campaign e.g. creative use/ format/ location of OOH to attract attention, clever use of media to generate talkability & organic content, innovative use of traditional/ digital media to connect with your target audience on an emotional level (beyond functional info).	25%	
3. Overall	a. Overall cohesiveness of campaign e.g. strong integration of creative idea and media strategy, clarity in how the campaign meets the set objectives.	10%	20%
	b. Overall potential impact. Campaign demonstrates high potential to reach international audiences, cut through the clutter, go viral, promote SG favourably and inspire leisure and/or business travel to SG.	10%	
Total		100%	100%

AWARDING

23) How would I be notified of my results?

Winning submissions will be contacted by STB via email latest by 31 January 2023. We regret that only successful applicants will be contacted.

24) What does 'Campaign Qualifying Period' mean?

The Campaign Qualifying Period refers to the period during which costs incurred by the Award Recipient for marketing activities qualify for reimbursement under the SMP. The Campaign Qualifying Period for SMP starts from Date of Letter of Award to 31 December 2023. Only Qualifying Costs incurred within this period will be supported by SMP.

25) Can my campaign extend beyond 31 Dec 2023?

Yes, the campaigns can extend beyond 31 Dec 2023. However, only Qualifying Costs incurred during the Campaign Qualifying Period will be supported by SMP.

26) If my invoice is dated after the end of the Campaign Qualifying Period, can I still be reimbursed?

Yes, provided that the work to which the invoice relates was done during the Campaign Qualifying Period and such cost is a Qualifying Cost.

27) Is there a deadline for submission of claims?

Yes, all audited invoices and supporting documents must reach STB by 28 February 2024. As invoices need to be audited for reimbursement, please allow sufficient time for the audit process so that you can still meet our submission deadline for claims.

FUNDING PARAMETERS

28) What does it mean when STB says that the support level is at 70% of Qualifying Costs?

It means that STB will defray 70% of the cost of the approved marketing plans and their corresponding Qualifying Costs, subject to the funding quantum cap. The applicant will bear the remaining costs.

29) How does the funding quantum cap work?

Each Award Recipient is eligible to claim 70% of the Qualifying Costs up to a maximum of S\$500,000. For example, if a stakeholder submits a campaign plan with third-party marketing costs of \$1,000,000, although the Qualifying Cost is \$700,000, the maximum funding this stakeholder will receive is capped at \$500,000.

ADDITIONAL FUNDING BOOSTER

30) How much additional funding booster will I receive for each cross-sector collaboration?

An additional 10% of the Qualifying Cost for the cross-sector collaboration initiative will be awarded, capped at \$50,000 per submission.

31) What constitutes as a cross-sector collaboration initiative?

A cross-sector collaboration initiative refers to a marketing initiative jointly executed by 2 or more parties from different sectors. All entities in the collaboration must be registered in Singapore. Some examples could be a hotel working with a local travel agent to offer new tours for their in-house guests, or a hotel working with a Made With Passion brand to showcase the product in the hotel rooms.

32) If I am doing a cross-sector collaboration with another party, do I have to pay for the cost, or can my partner pay for it first?

STB will only reimburse the Award Recipient.

QUALIFYING COSTS

33) Can SMP support campaigns that are currently ongoing?

No, STB needs to approve the marketing plans and funding quantum before the applicant can execute the campaign. Only costs incurred within the Campaign Qualifying Period for approved marketing plans will be eligible for reimbursement.

34) What costs qualify for reimbursement and are considered Qualifying Costs?

Qualifying Costs: 3rd Party Costs Only		Support Level
Marketing Costs	<ol style="list-style-type: none"> 1. Production costs of marketing assets such as online & offline advertisements, videos, flyers and posters. 2. Media buys. 3. Engagement fees of Key Opinion Leaders (KOLs). 4. Marketing-related costs for publicity events, activation and material costs. 	70% (capped at \$500,000 per submission)
Cross-sector Collaborations	<ol style="list-style-type: none"> 5. Marketing costs for cross-sector collaborations/initiatives. 	Additional 10% (capped at \$50,000 per submission)
Audit Fees	<ol style="list-style-type: none"> 6. Costs of auditing of claims submitted. 7. All claims must be audited by authorised third party auditor before submission for reimbursement. 	100% (capped at \$2,000 per audit) 1 audit per application. Reimbursement of audit fees is in addition to the total funds awarded to each company

The following costs are NOT Qualifying Costs*:

1. **Marketing costs:**
 - a. Creative, Media and PR Agency retainer fee.
2. **Overseas Tradeshows, Roadshows & Corporate Sales Calls:**
 - a. Costs relating to STB-supported tradeshows
 - b. Ground transport costs
 - c. Airfare & Accommodation
3. **Others:**
 - a. Manpower costs such as engagement of temporary and contract staff
 - b. Product and price subsidies or discounts
 - c. All other non-campaign related costs e.g. maintenance, IT, marketing, finance

**STB reserves the right to reject claims that does not qualify and decision on all matters related to the reimbursement shall be final and binding.*

GST

35) Is GST a qualifying cost item?

No, GST does not qualify for reimbursement.

AUDIT FEES

36) Are audit fees calculated as part of the overall funding quantum or is this over and above the funding quantum companies will be receiving?

The audit fees are not calculated as part of the overall funding quantum. STB will reimburse each applicant for the cost of the audits over and above the total funding quantum it will receive, capped at S\$2,000 (inclusive of GST).

37) Do I need to include audit fees in the application form?

No, applicants are not required to input audit fees as one of the Qualifying Costs in Section D of the application form.

TRACKING INDICATORS

38) Can I choose not to submit the tracking indicators as these are confidential data?

No, companies will need to submit tracking indicators as part of the application. The information will help STB to assess the effectiveness of your marketing campaign and the SMP as a whole. Please be assured that information shared will be kept strictly confidential and for STB's internal use only.

DELIVERABLES

39) What happens if I am unable to execute one of the deliverables?

STB will engage applicants to agree on a set of campaign deliverables prior to campaign execution.

STB may pro-rate the final funding amount for the cost of the initiative that was not executed. The final decision will be determined on a case-by-case basis.

REIMBURSEMENT OF CLAIMS

40) Is SMP support only on a reimbursement basis?

Yes, SMP winners will have to execute and complete their campaigns before they can be reimbursed for the Qualifying Costs incurred.

41) Can an advanced amount be given upfront?

No, an advance amount cannot be given upfront.

42) How long will STB take to pay out the funds once I send in my claims?

The submitted documents for claim must be audited and complete. If there are no further clarifications to be made, STB will endeavour to disburse the funds within 1 month.

43) If I do not fully utilise my total awarded funds, will I be penalised?

No, Award Recipients will not be penalised for unutilised funds.

ADMIN

44) Can I get an extension to the application deadline?

All applications must reach STB by 28 October 2022, 1800h (GMT +8.00) to qualify for SMP.

45) How should I apply for SMP?

Interested applicants are required to fill up the online application form [here](#).

For more information about SMP, stakeholders can refer to the website [here](#).

46) Can I get an extension to submit my claims?

No, all audited invoices and supporting documents must reach STB by 28 February 2024. As invoices need to be audited for reimbursement, please allow sufficient time for the audit process so that you can still meet our submission deadline for claims.