

## FAQs

### **1. Is there a limit to the number of entries that each business/organization can submit to the MIP?**

There is no limit to the number of entries that each business/organization can submit for the MIP. However, each submission and proposal must be unique.

### **2. Can I apply for the MIP for the marketing of a project that had previously received funding from STB and/or other government grants?**

Yes, provided that the marketing campaign proposal submitted for MIP has not received funding support from any government grants (including STB). Applicants will be required to declare if they have any intention of applying for other government grants with their proposal as well.

### **3. Can we submit a marketing campaign proposal for an existing product/event?**

Marketing campaign proposals for an existing product/event can be accepted, provided the campaign has not yet been launched.

### **4. Can I submit a proposal in collaboration with one (or more) company/companies? Can marketing agencies apply for this programme?**

Yes, proposals can be submitted in collaboration with other company/companies. However, there should be only be one applicant per proposal. All partnership details, including written proof of collaboration or intent, should be included in the proposal.

### **5. Why does the MIP only award dollar-for-dollar cost matching for campaign distribution costs only?**

The objective of the MIP is to amplify best-in-class and innovative marketing campaigns. Hence, by awarding funds to support campaign distribution costs, we ensure that these campaigns can achieve greater impact in reaching out to a wider target audience.

### **6. 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 MIP?**

Currently, only Singapore-based corporations can apply for the MIP. The MIP will amplify the distribution of content for the campaign by matching these costs dollar for-dollar. This excludes content creation and creative production.

STB will be exploring supporting the creation and production by individuals for future phases of the MIP. This will be announced at a later stage.

**7. Are innovative Information and Communications Technology (ICT) projects that can enhance destination marketing (e.g. a mobile phone application that can curate user-generated content or track travellers' social media interests for greater targeting) eligible for the MIP?**

The MIP rewards innovative marketing campaigns that can help tell a great Singapore story. The MIP may be able to award proposals that use ICT solutions or technology innovatively to distribute a marketing campaign, depending on how well it meets the evaluation criteria.

For the development of ICT products with tourism marketing potential (e.g. mobile apps), this may be considered under other Tourism Development Fund schemes that STB currently administers, such as the Experience Step-Up fund.

**8. Are overseas campaigns eligible for the MIP?**

Yes, campaigns can be executed either overseas or locally, as long as the campaign idea demonstrates the potential to reach out to tourists and deliver marketing outcomes for Singapore (e.g. drive pre-arrival consideration to visit Singapore, post-arrival visitor spend and advocacy etc.).

**9. What are some out-of-scope projects or campaigns that will not be eligible for the MIP?**

Marketing campaigns that are already supported by other STB/government grants (e.g. Leisure Events Fund)

Projects submitted by non-Singapore registered companies and individuals

New standalone product/experience/technology/service that is not related to a marketing campaign. These may be supported by other existing STB or government funding schemes.