

Tourism Industry Conference 2018

Marketing Innovation Programme





MARKETING INNOVATION PROGRAMME

MARKETING INNOVATION PROGRAMME 2018



Today, we face a very challenging marketing environment. The consumer is becoming more technologically-savvy, distracted and consequently more demanding.

STB'S MARKETING VISION

AGILE, BOLD AND CREATIVE

Delivering destination marketing that inspires and delivers results, **with you.**

MARKETING INNOVATION PROGRAMME 2018



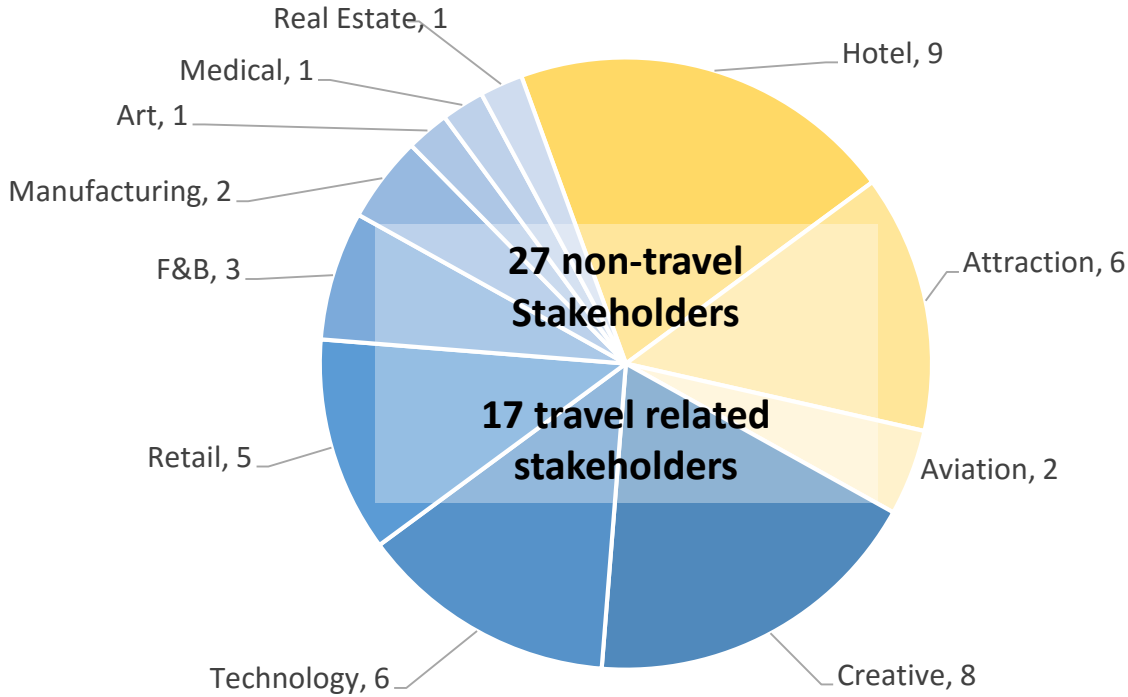
The Marketing Innovation Programme aims to **catalyse a culture of innovation and experimentation in marketing.**

We hope to encourage **both tourism and non-tourism** stakeholders to be bold and innovative; delivering campaigns that inspires and deliver results. .

We want to **seek out and help to amplify the best-in-class marketing ideas.** To recognise and showcase these ideas at industry platforms to inspire more stakeholders to come forward with **more experimental and disruptive marketing ideas that tell the Singapore story.**

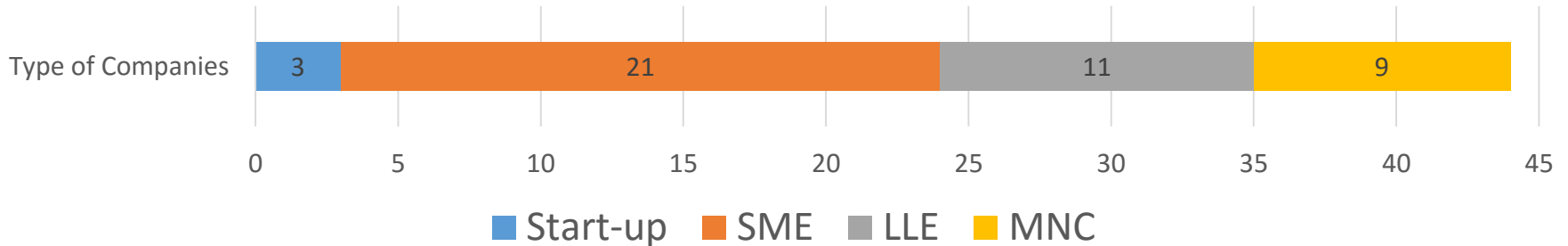
A SNAPSHOT OF MIP 2017

44 Submissions from a Wide Range of Industries



3 Campaigns Supported

- AccorHotels with Dentsu X "Singapore Start Over"
- M Social Singapore "M Social Communities, The Passionart Sessions"
- Wildlife Reserves Singapore "Land of Giants"





MIP 2018: THE AWARD

Up to **S\$300,000** in dollar-for-dollar matching of campaign **marketing costs**.

This includes creative production of assets & collaterals, marketing-related costs for publicity events and activation, talent engagement and media buys.

NEW!

Dedicated working sessions with marketing experts to push the boundary of innovation for the selected campaigns.

2-STAGE EVALUATION PROCESS

SHORTLISTING

1. **Relevance** in telling a destination story for Singapore.
2. **Target Audience** that is aligned with STB's priority markets and segments

JUDGING: PRESENTATION TO A PANEL OF JUDGES

40%

Innovativeness of marketing campaign

How bold, differentiated and imaginative is the marketing campaign?

40%

Potential impact of campaign on destination marketing

Is the marketing campaign able to generate strong destination awareness and recall, enhance appeal to visit etc?

20%

Feasibility of marketing campaign

Are the marketing activities of sufficient scale, is the project budget reasonable etc?

IMPORTANT DATES



Submission Open	15 May 2018
Closing Date	15 Sept 2018
Presentations by Shortlisted Entries	Oct 2018
Announcement of Winners	Dec 2018
Campaign Period	Jan – Dec 2019
Reimbursement	After Campaign Completion

HELPFUL HINTS

LOOK OUT FOR ADMINISTRATIVE OVERSIGHTS

- Did not include how STB's funds will be used for amplification.
- Proposed campaign duration is not within qualifying period.
- Proposals were submitted without application forms.

CHECK THE CONTENT OF YOUR PROPOSAL

- Proposal is for product development instead of marketing campaign.
- Proposal is actually to pitch to STB and require 100% funding.
- Campaign has no relevance to the destination story.

Be bold! Be creative!

**Look out for our Marketing Innovation Programme Workshops.
Exchange ideas and be inspired by our panel of Marketing Experts!**



THANK YOU