**Frequently Asked Questions**

1. **What does the MIP award comprise of?**
2. Dollar-for-dollar matching of campaign marketing costs of up to S$300,000 (excluding GST)
3. Cost of an audit capped at S$4,000 for each winning campaign, as the award recipient will be required to submit audited reports for reimbursement.
4. Dedicated working sessions with marketing experts, of up to 10 hours for each winning campaign.
5. **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.).

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 submitfor the MIP. However, each submission and proposal must be unique.

1. **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). As part of the submission requirements, applicants will be required to declare if they have any intention of applying for other government grants with their proposal as well.

1. **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 is new and has not yet been launched.

1. **Can I submit a proposal in collaboration with one (or more) company/companies?**

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.

1. **What types of marketing campaigns can be considered for support under the MIP?**

Campaign proposals can include but are not limited to:

1. Application of new technology solutions or adaptation of existing solutions to marketing campaigns (e.g. gamification, augmented reality) in a creative way;
2. Clever use of data or consumer insights to deliver campaign message and content;
3. Impactful and innovative use of distribution channels (e.g. social media campaigns or out-of-home activations in overseas markets) etc.
4. **What types of marketing costs can be considered for support under the MIP?**

Qualified marketing costs can include but are not limited to the following items:

1. Creative production
2. Production costs of marketing assets and collaterals
3. Media buys
4. Marketing-related material costs e.g. giveaways, souvenirs
5. Marketing-related costs for publicity events and activations
6. Talent engagement

The following marketing costs will not be supported:

1. Agency or event management fees
2. Internal manpower costs
3. Product and price subsidies
4. Discounts
5. **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 registered organizations can apply for MIP. MIP will amplify campaign marketing by matching these costs dollar-for-dollar. Content creation and developmental projects will be supported under a separate scheme.

1. **What are some out-of-scope projects or campaigns that will not be eligible for the MIP?**
2. Projects submitted by non-Singapore registered companies and individuals
3. Product/technology/service development that is not related to a marketing campaign. These may be supported by other existing STB or government funding schemes.
4. Marketing campaigns that are already supported by other STB/government grants (e.g. Leisure Events Fund).
5. Projects requiring full funding.
6. **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 in marketing, 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.

1. **When is the deadline for application?**

STB must receive hard and soft copy proposal submissions from 15 May 2018 to 15 October 2018.

**13. When will I know if I’ve been awarded?**

Winners for the second cycle of MIP will be announced by December 2018.

**14. When can campaigns be executed in order to be eligible for MIP support?**

Awarded recipients’ campaigns can commence from 1 January 2019 and end no later than 31 December 2019.

**For more information on the STB, you may also visit the following:**

* Corporate Website: [www.stb.gov.sg](http://www.stb.gov.sg)
* Corporate Facebook: [www.facebook.com/STBSingapore](http://www.facebook.com/STBSingapore)
* Corporate Twitter: [www.twitter.com/STB\_sg](http://www.twitter.com/STB_sg)
* Destination Website: [www.visitsingapore.com](http://www.visitsingapore.com)
* MICE Website: [www.visitsingapore.com/mice](http://www.visitsingapore.com/mice)
* Content Hub: <https://tih.stb.gov.sg>
* Social Media Properties:
* Facebook – [www.Facebook.com/VisitSingaporeOfficial](http://www.Facebook.com/VisitSingaporeOfficial)
* Instagram – @VisitSingapore
* Twitter - @VisitSingapore