

## ANNEX A: INFORMATION ON MIP RECIPIENTS

|   | Organisation               | Campaign Description   |
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| 1 | Botani Pte Ltd             | <b>Singapore Craft Drinks (Tanglin Gin):</b> The main idea behind Botani's campaign is to tell the Singapore story by shining the spotlight on the lesser-known craft drinks industry – the stories behind the cocktails, artisans and ingredients. This might be done through events such as pop-up shows, festivals, trade fairs, as well as on social media platforms. Their vision is that over time, Singapore's burgeoning craft drinks industry will continue to grow, gain international recognition and pique visitor interest. |
| 2 | Carousell Pte. Ltd         | <b>Embark on your Great Singapore Treasure Trail:</b> The main idea behind Carousell's campaign is to invite Indonesian users to experience Singapore by participating in the 'treasure trail' campaign on the Carousell app, and for them to further discover Singapore by meeting and interacting with fellow Carousell users from Singapore, who share their passions and interests. Their vision is to showcase Singapore as a destination through the eyes of a visitor who engages with the local community.                       |
| 3 | Cocoba Pte Ltd             | <b>SALTED EGG DAY with IRVINS Salted Egg:</b> The #AROUNDTHEIRV campaign celebrates the second edition of Salted Egg Day by IRVINS across regional markets. IRVINS showcases how it provides consumers with an all-rounded experience of its quality products, showcasing how the brand's "Made in Singapore" products is Dangerously Addictive.   |
| 4 | Euro-Asia Holidays Pte Ltd | <b>Native - Beyond the City Lights:</b> The main idea behind this campaign by Euro-Asia Holidays & Native, a home-grown start up, is to debunk the misperception that Singapore is an unexciting city by inviting audiences to immerse in authentic experiences that truly reflect Singapore's culture and way of life.<br><br>Titled 'Beyond the City Lights', the campaign aims to roll out experiences, introduce a contest to identify travel ambassadors who will create content and share about                                    |



Passion  
Made  
Possible



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|   |                               | their experiences in Singapore, and put out a call on social media to their followers to participate in a social movement about authenticity.   |
| 5 | Invade Industry Pte. Ltd      | <p><b>Artbox Singapore: Eden:</b> The main idea behind the campaign for Artbox Singapore is to engage visitors in ways that challenge their creativity. The event features experiential exhibitions and creative workshops, celebrate local talents and showcase Singapore’s vibrancy across arts, culture, food, music and entertainment.</p> <p>The campaign will leverage regional media and influencers and carry out marketing initiatives in regional markets like Malaysia and Thailand to publicise the Singapore event to overseas visitors.</p>   |
| 6 | Savour Events Private Limited | <p><b>Singapore Culinary Stories by SAVOUR</b> - The main idea behind the campaign is to showcase Singaporean culinary stories to an international audience, culminating in two Singapore-themed gourmet festivals in China. Some stories include how Singapore got its Michelin guide, stories of homegrown chefs, traditional recipes and iconic dishes</p> <p>The campaign will also do active pre and post-event marketing to sustain these stories in the minds of consumers. It will also use data gathered to derive consumer insights which can benefit the participating F&amp;B stakeholders and to further improve curation of future festivals.</p> |
| 7 | VICE Media Asia Pacific       | <p><b>“The VICE Insider Guide to Singapore” and the VICE ASIA Young Creators Summit</b> campaign seeks to get youth around Asia Pacific excited to visit and discover the unexplored parts of Singapore, with three key initiatives:</p> <ul style="list-style-type: none"><li>· An online video and editorial series to capture experiential and immersive content that showcases a different side of Singapore.</li><li>· A summit event held in Singapore to gather young and creative individuals across Asia Pacific to</li></ul>  |

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|  |  | <p>create compelling content, a platform to exchange insights and engage with local content creators and KOLs.</p> <ul style="list-style-type: none"><li>· After the summit, international participants will also produce content to showcase "made in Singapore" products and experiences available in their respective countries</li></ul> <p>Audiences will have an opportunity to uncover hidden gems within Singapore's vibrant culture, through its food, music, art scenes and more – through the lens of the youth.</p> |
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