

NOTES TO EDITORS

1. Success of Uniquely Singapore

In the span of 6 years since Uniquely Singapore was launched, we have seen a strong increase of visitor arrivals from 8.3m in 2004 to 9.7m in 2009, representing growth of 16.8%. Singapore has also witnessed strong growth in its Tourism Receipts during this period from S\$9.8 billion in 2004 to S\$15.2 billion in 2008, a growth of 55.1%.

The Uniquely Singapore brand campaign broke away from traditional “picture-postcard-perfect” tourism advertisements, and went beyond showcasing the functional attributes of Singapore to focus on the emotional connections that visitors experience in Singapore. Singaporeans have come to use the phrase “Uniquely Singapore” in every day conversation.

2. Keeping abreast of competition

Over the past five years, destination marketing has become increasingly competitive and less differentiated as more countries compete with similar branding positioning and creative execution. Within Asia Pacific alone, new destination brands such as Incredible India, Korea Sparkling, and Definitely Dubai are jostling alongside stalwarts like Malaysia – Truly Asia and Amazing Thailand for the same consumer mindshare. To continue to compete, it is imperative for Singapore break through the advertising clutter by sharpening and refreshing our brand communications.

To cut-through and differentiate Singapore as a destination requires breaking a number of conventions that currently dominate the tourism category behaviour. This includes embracing the shift in media consumption and updating our brand expression to one that reflects today's landscape and differentiates Singapore from our competition.

STB's plan is to claim the digital space by putting digital at the heart of our destination marketing strategy. Traditional media will not be excluded from our communications strategy, but it will play a more specific role, to emotionally engage our audience and drive potential visitors to our digital platforms where they can experience and have a glimpse into what Singapore has to offer or even book their travel itinerary to Singapore.

3. Holistic digital approach

Social Media and internet based search and e-commerce tools have fundamentally changed the way people plan and book travel. Over 50% of visitors to Singapore who

sourced for pre-arrival info cite the Internet as their most important source for planning and booking travel.

The shift in consumption habits is evidenced by the fact that 75% of internet users say that they rely on the internet to plan and book their trips (source: Google). Current trends show that:

- 7 in 10 Chinese leisure travellers access destination websites and 6 in 10 use online travel forums. (source: Nielsen "New Chinese Outbound Travel Monitor 2008")
- 48% of overseas leisure travellers from India use the Internet for information (source: Nielsen "Indian Outbound Travel Monitor 2008")
- 55% of UK Internet users book holidays online (source: Nielsen / Net Ratings)
- Even in Indonesia where internet penetration is still relatively low, 82% of Indonesian travellers use the internet as a key source of information to plan where to go (source: MasterCard Pan Asian Travel Index H2, 2008)

Internet penetration is high in most of STB's key markets: (source: www.internetworldstats.com):

- Internet penetration is between 65 and 80% in Australia, Korea, Japan, UK, North America, Germany and Malaysia
- In other target markets (e.g. China, India, Vietnam, Indonesia, Philippines, Thailand), the internet audience is huge and mostly made up of affluent individuals.
- China currently has the world's largest number of internet users at 384 million (December 2009), with 13.4% earning more than US\$500 and above (source: China Internet Network Information Centre).

4. www.yoursingapore.com

The www.yoursingapore.com portal offers more than destination information. It allows a user to build an itinerary to visit Singapore by browsing attractions, festivals, activities and other pertinent travel information. By sorting through the information with a few simple clicks, the user can then drag and drop the information into a Your Singapore Guide, a version of an online shopping cart, which then collates all their areas of interest into a suggested itinerary which is printable, or available as a download.

www.yoursingapore.com also provides a metasearch facility which will enable the user to browse available flights to Singapore and book hotel room nights or even buy a ticket to a musical or show.

Planned advances with the website include integrated social networking tools and mobile applications which will be rolled out later in the year.

5. YourSingapore logo

Living Logo

Nearly everywhere we look these days, we see digital displays. This is significantly different from a decade ago, where most images were represented statically. As we are no more bound by the static limitations of the past, it is timely that the YourSingapore logo be presented digitally as a Living Logo.

The YourSingapore Living Logo captures the spirit of personalisation and the ability to make Singapore your own – whether it is the buzz of nightlife or a tranquil nature walk. Packed within an island outline, the logo reflects the imagery of Singapore's attractions. The logo never stops moving, but is always looking to what is next: across a myriad of themes, icons, designs, moods and emotions. It is in a constant state of transformation, and is relentless and dynamic.

Destination Logo

As a Destination Logo, YourSingapore expresses the message inherent in the Living Logo. It is represented by the use of cubes, which is a reference to the school of Cubisms which employs geometric shapes to present different perspectives on a flat 2D format, suggesting that there are different facets to the island. The seemingly haphazard placement of the cubes suggests that the island is in a state of flux, never quite resting in a comfortable spot, never settling but always eager to move ahead. Different versions of the destination logo represent different parts of STB, for example.

Thematic Logo

As a thematic logo, YourSingapore features imagery that may reflect events, attractions, moods or even texture. The YourSingapore themed Logos will typically be static and may be used on static mediums to illustrate or simulate the constantly changing nature of the Living Logo.

6. Unveiling the YourSingapore brand

Along with the new website and logo, the YourSingapore Living Logo will be revealed to the public locally in a series of five second blips of the logo unfurling, which will be

featured on Mediacorp stations Channel 5 and Channel 8. It may also be displayed on digital posters around the city.

Banners featuring one of the two developed Themed Logos will be displayed around Singapore city and in print material.

In certain markets outside of Singapore, two different television commercials will be shown. The commercials portray Singapore from two people's point of views – a 35-year-old male, and a young boy – both telling the story of how much they can do in Singapore and how easy it is to do it. The first commercial to be shown will feature a high energy story from the 35-year-old male's point of view. Both commercials are directed by the world renowned video director, Oliver 'Twist' Gondry.

In keeping with the strategy of drive to web, search engine marketing and online 'rich media' advertisements will be a large part of the YourSingapore marketing campaign.

7. A ROLE FOR EVERYONE

Singaporeans and expatriates alike are urged to engage with the YourSingapore marketing campaign. You can play your part by creating your own itinerary on www.yoursingapore.com and sharing it through your social networks, or by email, with friends and family abroad.

The travel industry in Singapore is encouraged to do the same, by linking their websites to www.yoursingapore.com or by sharing suggestions for itineraries with potential customers.