

VIRTUAL INFLUENCER
OPEN CALL FOR COLLABORATION BRIEF

INTRODUCTION

1. The Singapore Tourism Board (“STB”) is seeking a collaborator (“Collaborator”) to co-develop a non-branded Virtual Influencer (“VI”) whom consumers can trust for relatable, engaging, and inspiring destination content so as to expand the ability for STB to build preference for destination Singapore by connecting with our target audiences.

PROJECT OVERVIEW

Background

2. The STB-owned VI is envisioned to:
 - a. Eliminate risk of brand safety issues that can be associated with real-life influencers;
 - b. Be a self-sustaining channel with a stable cadence of content, with revenue gained through monetisation opportunities with commercial partners;
 - c. Open up an additional marketing resource and channel for STB’s partners who are keen to experiment and feature their products to reach new audiences;
 - d. Expand the scope of stories STB can tell with singular, in-depth features of experiences; and
 - e. Foster greater trust around destination content with STB’s target audience by adopting a non-branded¹ perspective.

Desired Outcomes

3. STB seeks to achieve the following desired outcomes with the VI:
 - a. Resonance with target audience: Demonstrated through a sizable pool of highly engaged followers of the VI. These audiences should see value to continually engage with the VI with the channel serving as a trusted content source for destination Singapore experiences and an attractive channel for tourism-related businesses. It should also be differentiated from the clutter of influencer and lifestyle content and give reasons for audience to follow the VI.
 - b. Cost-efficiency in ability to reach and engage audience with VI’s content: The VI should be a cost-efficient resource to engage with our target audience and expand reach in the mid-longer term.
 - c. Brand lift and increased destination preference: The VI should contribute to building destination Singapore brand and increase preference for the destination.
 - d. Sustainable model to maintain and grow the VI: There are monetisation strategies that would provide the resources needed to sustain the VI.

¹ Non-branded means that the VI can relate to Singapore’s tourism products or services but does not include STB’s company name.

COLLABORATION REQUIREMENTS

- STB and the Collaborator shall enter into a two-year collaboration to co-develop and be jointly vested in the on-going success of this new marketing channel.
- STB expects the first year to be focused on the conceptualisation, development and establishment of the VI in the market, while the second year will be focused on growing the VI's audience reach and monetisation opportunities. STB envisions the following split of roles and responsibilities between STB and the Collaborator in the two-year period, but is open for the Collaborator to propose additions and/or changes to the roles/responsibilities in their proposal, subject to final agreement from STB.

	<u>STB</u>	<u>Collaborator</u>
Shared Objective	Develop and grow the VI as a channel with a sizeable and relevant audience base, so it can expand respective marketing and commercial opportunities.	
Main Role	Owner of Intellectual Property ("IP") of the VI, co-investing in the development and operationalisation of the VI through content creation using GenAI tools and paid amplification.	Co-developer, co-investor, licensee and primary manager of the VI, providing know-how and execution of the build, growth and monetisation strategy of the VI.

Both parties shall commit to establish a process to regularly track and monitor the performance of the VI so that joint action plans can be put in place to ensure that objectives of the collaboration are achieved.

- The exact scope and details of the collaboration shall be set out in a formal agreement to be executed by STB and the Collaborator after STB has selected the Collaborator ("**Agreement**").
- The Parties may extend this collaboration for another one (1) year, subject to terms to be mutually agreed between the Parties.

Detailed Collaboration Conditions

- Full details of the scope of works in the Requirement Specifications, Price Schedule, the Conditions of Contract, and other relevant annexes will only be disclosed after interested applicants submit a signed Non-Disclosure Agreement ("**NDA**") by email.

To request the NDA and submit a signed copy, please contact:

Lim Mu Yao
Senior Manager
Social

Email: LIM_Mu_Yao@stb.gov.sg

Watt Yi Ting
Senior Manager
Social

Email: WATT_Yi_Ting@stb.gov.sg

Applicants should endeavour to submit the signed NDA by 24 May 2024 to ensure there is sufficient time to submit an offer by the stipulated closing date.

SUBMISSION

9. Applications submitted should include:
 - a. Detailed VI proposal, including creative and content strategy, proposed concepts, potential partners (including brands, F&B personalities, sponsors), business plan, marketing plan, working timeline, and monetisation plans for the VI. Proposals should articulate how requirements and deliverables will be achieved.
 - b. Applicant profile, including company's portfolio, team composition and track record.
 - c. Financial projection and schedule of rates for the collaboration.
10. All documents must be in English and submitted electronically by email to int_procurement@stb.gov.sg by 18 June 2024, 4.00pm (SGT). All proposals submitted to STB will be treated with the strictest confidence.
11. Applicants wishing to seek clarifications on the tender or extended of the open call period should submit their requests to Mr. Lim Mu Yao and Ms. Watt Yi Ting (refer to abovementioned contact details), at least two (2) working days before the closing date for submission, failing which STB may disregard any such request.

Briefing

12. Interested applicants are invited for a briefing scheduled on 21 May 2024 (Tuesday) at 11.00am (SGT) at STB's Tourism Court (1 Orchard Spring Lane, Singapore 247729). While not mandatory, applicants are encouraged to attend the briefing. Please contact Mr. Lim Mu Yao and Ms. Watt Yi Ting to register your attendance (refer to abovementioned contact details).

Interview

13. Shortlisted applicants may be invited for presentations and further discussions with STB.