

## ANNEX A – MEDIA FACTSHEET

### **Passion Made Possible: Global Tourism Campaign**

*STB's Global Marketing Campaign and Approach*

*Passion Made Possible* serves as a unifying brand for Singapore on the international front for business and tourism audiences. It will also provide the platform for Singaporeans to showcase their enterprising and persevering spirit to the world.

The Singapore Tourism Board (STB) will unveil the *Passion Made Possible* brand across key markets and audiences through global and regional content partnerships, featuring a series of films and visuals that bring to life how Singapore is *Passion Made Possible*. The global campaign will be complemented with on-ground activities that are tailored to local cultural differences to appeal to the respective audiences of each key market.

#### **Singapore: Where Passions are Made Possible**

Research has shown that 47% of people have a strong idea of the brand they will choose before they need to make a purchase<sup>1</sup>. There is thus a need to build affinity and positive mindshare of Singapore at the onset, even before potential visitors are thinking of travel.

With this in mind, STB has developed various brand assets to share authentic stories of Singapore and capture the interest of potential visitors. In line with one of the key thrusts of STB's Marketing Strategy 2020, "Telling a Great Singapore Story", films and visuals showcasing the various places, people and stories of Singapore will be shared through global and regional content partnerships, with media partners such as CNN, BBC and National Geographic and digital partners such as Mafengwo and WeChat.

#### **Passion Made Possible Films**

A key anchor of STB's Global Marketing Campaign is a series of films that share how Singapore is *Passion Made Possible*. Featuring close to 100 Singaporeans, residents and notable personalities representing Singapore's diverse society, these films will be broadcast on various media channels, social media platforms, and Singapore's destination website VisitSingapore.com.



#### **Passion Made Possible Tourism Brand Film: "This is Where"**

*Brings together the diversity of people, places and passions in Singapore, to showcase the Singapore spirit.* <https://www.youtube.com/watch?v=BJE3HIKQ4zU&t=2s>

- Set against various iconic locations, the film aims to build positive affiliation for Singapore.
- The video was directed by directed by Roslee Yusof, co-founder of The Prosecution Co, and produced by The Prosecution Co. and TBWA\Singapore. The soundtrack was performed by home-grown singers Tay Kewei, Alemay Fernandez, Fendi Sahid (Fuze Collective) and Sivadorai Sellankannu (Jack&Rai).

<sup>1</sup> Source: MEC Momentum Study (of 240,000 respondents in 34 countries), as published in *Build purchase momentum*, Admap, 2014

### Tribe Films



*Features groups of people united by a common passion, or “Passion Tribes”, to present Singapore’s destination offerings as places that enable visitors to deepen their passions, and not just to visit.*

- The Tribe films aim to appeal to the aspirations of visitors by showcasing the depth of offerings and how Singapore ignites these passions.
- STB has grouped potential visitors together based on their lifestyles, interests, and what they travel for. There are seven major “Passion Tribes”:
  - ▽ Foodie: People who delight in culinary experiences
  - ▽ Collector: People who enjoy shopping and curating items
  - ▽ Explorer: People who enjoy exploring the outdoors and places of interest
  - ▽ Action Seeker: People who seek out thrills and sporting events
  - ▽ Culture Shaper: People who enjoy immersing in the arts and culture
  - ▽ Socialiser: People who enjoy making meaningful connections through music and entertainment
  - ▽ Progressor: Business travellers seeking to connect, collaborate and innovate
- In the first phase of the launch, STB is unveiling two films:
  - ▽ Foodie: <https://www.youtube.com/watch?v=ECIVy6sMBhY>
  - ▽ Explorer: <https://www.youtube.com/watch?v=bJClApzj88>

### Brand Personality Films



*Features passionate individuals – from big heroes to everyday locals – and stories of how they have realised their aspirations in Singapore, to build deeper emotional connections with visitors.*

- The Brand Personality films feature Singaporeans and residents who have persevered and achieved their dreams, constantly striving for progress amidst challenges, whom potential visitors might be able to personally identify with.
- STB has engaged these passionate people as Brand Personalities, whose attitude, mindset and life stories embody the spirit of the brand. Through their stories, part of our inside-out approach to the brand, we are able to engage with and build deeper connections with our visitors.
- In the first phase of the launch, STB is unveiling three films:
  - ▽ Malcolm Lee (Foodie Tribe)
  - ▽ Mark Ong (Collector Tribe): <https://www.youtube.com/watch?v=Ar6aUQG9vdU&feature=youtu.be>
  - ▽ Subaraj Rajathurai (Explorer Tribe): [https://www.youtube.com/watch?v=GhUmT\\_h1\\_Q0&feature=youtu.be](https://www.youtube.com/watch?v=GhUmT_h1_Q0&feature=youtu.be)

## Global Campaign Roll-Outs: Connecting Passions on the World Stage

The *Passion Made Possible* brand will be introduced across 15 markets worldwide through STB’s regional offices. These include some of our key source markets such as China, India and Indonesia, and longer-haul markets such as Australia, the United Kingdom (UK) and the United States (US).

To ensure that each in-market campaign and event will be relevant and relatable to audiences, STB will be facilitating collaborations between *Passion Made Possible* brand personalities, Singapore talents, and influential public figures from the various countries or cities. These include Japan, with Singapore: Inside Out Tokyo bringing Singaporean and Japanese contemporary creative talents together; and China, where Stefanie Sun, as the official Singapore Tourism Ambassador for Greater China, will collaborate with Nathan Hartono (one of the Brand Personalities) to introduce places in Singapore that inspire them. These campaigns will showcase Singapore’s passions and talents while sharing with the world how Singapore enables travellers and visitors to realise their passions and dreams.

*Passion Made Possible* will be rolled out across Asia-Pacific and longer-haul markets, including\*:

Country/City	Date
Japan	25 August 2017
Thailand	1 September 2017
Indonesia	6 September 2017
China	7 September 2017
Taiwan	14 September 2017
The Philippines	15 September 2017
Vietnam	22 September 2017
Malaysia	23 September 2017
Germany	September 2017
United Kingdom	2 October 2017
Hong Kong	12 October 2017
South Korea	20 October 2017
USA	October 2017
Australia	3 November 2017
India	17 November 2017

\*Note: List is not exhaustive and is accurate as of 21 Aug 2017.

## In Singapore: A Singapore Story Shared by Everyone

STB is working with a range of partners to integrate *Passion Made Possible* into our core tourism products and experiences. This is with the aim of sharing deeper stories and experiences of Singapore, building emotional connections with travellers, and enhancing our destination appeal.

<p><b>Curating tours themed around Passion Tribes to incorporate deeper storytelling elements</b></p>	<p>STB has worked with tour operators to curate or refresh more than 20 tours based on Passion Tribes, to enable visitors to discover Singapore based on their lifestyles and interests. There are four newly created tours:</p> <ul style="list-style-type: none"> <li>• <u>[Foodie Tribe] Next Gen Hawkers Food Tour by Wok ‘n’ Stroll*</u> Connect with the passionate spirit of Singapore’s new generation of hawkers, who have rejuvenated their offerings while still staying true to their heritage roots.</li> </ul>
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	<ul style="list-style-type: none"> <li>• <u>[Explorer Tribe] Singapore Sideways Vespa Tour by Betel Box Asia</u> Explore Singapore’s first heritage town in a vintage Vespa sidecar, and uncover hidden gems, time-honoured visual arts and crafts, and Singapore’s famed hawker delights.</li> <li>• <u>[Collector Tribe] Treasures of Kampong Glam: The Insider’s Tour by Ruby Dot Trails</u> Visit old gems and uncover new treasures in one of Singapore’s most charming precincts, Kampong Glam – a perfect blend of history, cultural fashion and trendy boutiques.</li> <li>• <u>[Progressor Tribe] Made in Singapore by Tribe</u> From uncovering the history of how Singapore became one of the largest industrialised shipping ports in the world, to learning about today’s urban farmers changing the way farming is done on this little red dot, discover the Singapore spirit that constantly strives for progress in just one tour.</li> </ul> <p>Several tour operators will also revamp their city tours, targeted mainly at first-time visitors on packaged tours, to tell the Passion Made Possible story and encourage visitors to explore new experiences.</p> <p><i>*Available from September 2017</i></p>
<p><b>Complementing hotel stays with experiences appealing to varied passions</b></p>	<p>STB is also partnering hotels to enhance visitors’ stay in Singapore by elevating the hotel experience beyond functional accommodation, and appealing to various passions and interests through storytelling and tours. Some of these hotels will be rolling out new experiences in early 2018, including*:</p> <ul style="list-style-type: none"> <li>• <u>[Culture Shaper Tribe] Made-In-Singapore Rooms by Village Hotels by Far East Hospitality</u> The Village brand hotels will collaborate with local art schools, young designers and/or aspiring hotel graduates to design a ‘Made-in-Singapore’ room inspired by the heritage precincts of the various Village Hotels – Changi, Katong, Bugis and Albert Court. Guests booking these room stays will receive a package including a Village passport to ‘Explore like a local’, tickets for two to ‘Eat like a Local’, a take-home recipe card of recommended local dishes, and a Singapore-inspired souvenir.</li> <li>• <u>[Explorer Tribe] Heritage Tour by Amara Sanctuary Resort Sentosa</u> A curated heritage experience leveraging the rich history and elements – including the British colonial buildings – of Sentosa. Participants will be immersed in stories of historic Singapore, Sentosa and the British Colonial times, and have an opportunity to visit Singapore’s last two remaining WWII air raid shelters.</li> <li>• <u>[Progressor Tribe] PARKROYAL on Pickering: Augmented Reality Tour</u> PARKROYAL on Pickering plans to offer a curated architectural and eco tour via an augmented reality app, to showcase how they pioneered the concept of green hospitality in Singapore.</li> </ul> <p><i>*List is not exhaustive</i></p>