

A background image of a sparkler exploding against a dark blue night sky. The sparks are bright yellow and orange, creating a bokeh effect. A white rectangular box is overlaid on the center of the image, containing the title text.

Singapore Tourism Board SingapoReimagine Marketing Programme (SMP) 2022-2023

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OBJECTIVE OF THE PROGRAMME



- 1** To catalyse and support innovative destination marketing plans by industry stakeholders to inspire travel to Singapore.



- 2** Raise marketing capabilities of industry stakeholders, prepare industry for the future of marketing and effectively promote destination Singapore to leisure and business travellers.

WHY THE NEED TO DO SO?



Destination Singapore needs to **stand out from the competition** as we ramp up international marketing efforts to recapture market share.



STB would like to **upskill and inspire industry to ideate and execute innovative marketing campaigns** through marketing webinars and masterclasses.

Look out for marketing masterclasses and webinars coming your way!



be awarded

Up to \$550,000*

Submit your innovative marketing campaign to STB.

Each winning SMP submission will be supported:

1. 70% marketing costs (capped at S\$500,000).
2. 10% funding booster for cross sector collaborations (capped at \$50,000).

*T&Cs apply

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WHAT ARE WE LOOKING FOR?

Innovative international marketing plans that promote Singapore positively in line with [STB target segments](#) and relevant aspects of [STB's T203X Strategy](#).

Judging Criteria	Details	Weightage	
1. Creative	a. Strong application of analytics and insights to develop campaign idea e.g. using insights (such as tourism trends, consumer insights, spend behaviour, market gaps) to guide development of campaign idea.	5%	40%
	b. Innovativeness of campaign idea e.g. first mover, novel to the sector.	20%	
	c. Relevance of campaign idea to effectively promote destination Singapore e.g. includes using sustainability, wellness themes and experiences.	15%	
2. Media	a. Good media mix to deliver campaign messaging e.g. developed strong media strategy using complementary paid/owned/ earned marketing channels, clarity in consumer journey.	15%	40%
	b. Unconventional use of media or distribution channels that amplifies the campaign e.g. creative use/ format/ location of OOH to attract attention, clever use of media to generate talkability & organic content, innovative use of traditional/ digital media to connect with your target audience on an emotional level (beyond functional info).	25%	
3. Overall	a. Overall cohesiveness of campaign e.g. strong integration of creative idea and media strategy, clarity in how the campaign meets the set objectives.	10%	20%
	b. Overall potential impact. Campaign demonstrates high potential to reach international audiences, cut through the clutter, go viral, promote SG favourably and inspire leisure and/or business travel to SG.	10%	
Total		100%	100%

STB TARGET SEGMENTS



- Early careers: single or couples generally aged 25 – 34, employed
- Families with young children aged 12 years and below
- Established careers: single or couples generally aged 40 – 49, employed
- Active silvers: retirees generally aged 55 or above
- Business event visitors

STB MARKET INSIGHTS (FOR REFERENCE)

Overall Key Trends:

- ✓ Rising trend of Bleisure travel across markets.
- ✓ Travellers are seeking new and differentiated experiences.
- ✓ Increasing trend of travellers seeking wellness and nature.
- ✓ Communications to be inclusive, culturally and politically sensitive.

North Asia

1. Travellers segment:



2. Preferred experiences:



China

1. Travellers segment:



2. Preferred experiences:



Americas

1. Premium traveller segment:



2. Preferred experiences:



UK & Europe

1. Traveller segment:



2. Preferred experiences:



Hong Kong & Taiwan

1. Travellers segment:



2. Preferred experiences:



Southeast Asia

1. Premium Travellers segment:



2. Preferred experiences:



Oceania

1. Traveller segment:



2. Preferred experiences:



Legend:

	Arts		Hotel with USP
	Attractions		Leisure Events
	Bars		Luxury Experiences
	Branded Experiences		Nature
	Concerts/Music		New Experiences
	Culture		Shopping
	Exploring Neighbourhoods		Tours (differentiated/provides access)
	F&B		Wellness

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STB T203X STRATEGY

In response to an increasingly challenging and competitive tourism landscape, there is a greater need for STB to evolve its marketing further to better capitalize on fast-changing trends and new opportunities. To differentiate Singapore from other destinations as we reopen our borders, STB is focusing on the 4 key pillars of the longer-term T203X strategy. These are:

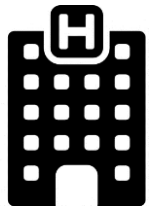


Please refer to the Tourism Industry Conference 2022 materials [here](#) for more information on tourism reopening and collective efforts towards recapturing the international travel market share.

WHO SHOULD SUBMIT?

SMP is open to entities registered in Singapore from tourism and lifestyle industries.

Tourism



E.g. Licensed Hotels, TAs, Attractions, MICE Venues, MICE EOs

Lifestyle



E.g. Fashion, Food, Beverage, Souvenirs, Lifestyle event organisers.

EVALUATION

There will be two rounds of evaluation:



1. SHORTLISTING

- Submissions will be shortlisted based on the following eligibility criteria:
 - i. From eligible industry - tourism and lifestyle
 - ii. From an eligible company - Singapore-registered company
 - iii. Required submission information and documents are complete.
- Applicants are to ensure that all required information and documents are accurate and complete during submission to prevent disqualification.



2. JUDGING

- Shortlisted submissions will be evaluated by a judging panel comprising of senior marketing professionals.
- Winning proposals will be supported by STB.

WHAT'S IN IT FOR WINNERS?



70% support (capped at S\$500k) per submission

Qualified costs must be 3rd party marketing costs only, such as media buys, creative production of assets & collaterals, publicity activation, talent engagement.

In addition to innovative marketing, we will award additional funding for marketing campaigns that include Cross-sector Collaborations.

+10% Funding Booster (capped at S\$50k) Cross-sector Collaborations



For example:

1. Hotels, Attractions, Restaurants in the same precinct can come together and develop an integrated marketing plan, creating interesting content, telling the story of the entire precinct.
2. Hotel working with TA to offer new tours for their in-house guests.
3. Hotel working with Made With Passion brands to showcase the product in hotel room.

SMP FUNDING PARAMETERS

Qualifying Costs: 3rd Party Costs Only		Support Level
Marketing Costs	<ol style="list-style-type: none"> 1. Production costs of marketing assets such as online & offline advertisements, videos, flyers and posters. 2. Media buys. 3. Engagement fees of Key Opinion Leaders (KOLs). 4. Marketing-related costs for publicity events, activation and material costs. 	70% (capped at \$500,000 per submission)
Cross-sector Collaborations	<ol style="list-style-type: none"> 5. Marketing costs for cross-sector initiative(s). 	Additional 10% (capped at \$50,000 per submission)
Audit Fees	<ol style="list-style-type: none"> 6. Audit cost on claims submitted. 7. All claims must be audited by authorised third party auditor before submission for claims. 	100% (capped at \$2,000 per audit) 1 audit per application. Reimbursement of audit fees is in addition to the total funds awarded to each company

The following costs will **NOT** qualify*:

Marketing Costs

1. Creative, Media and PR agency retainer fees.

Overseas Tradeshows, Roadshows & Corporate Sales Calls

2. Costs relating to STB-supported tradeshows
3. Ground transport costs
4. Airfare & accommodation

Others

5. Manpower costs such as engagement of temporary and contract staff
6. Product and price subsidies or discounts
7. All other non-campaign related costs e.g. maintenance, IT, marketing, finance

**STB reserves the right to reject claims that do not qualify and decision on all matters related to the reimbursement shall be final and binding.*

DELIVERABLES, REPORTING & DISBURSEMENT OF FUNDS

The awarded quantum, deliverables, reporting and disbursement milestones will be detailed in a Letter of Award (LOA) issued to winners.

Deliverables

- Deliverables will be tied to **key execution milestones** as outlined in your **Letter of Award** based on the submitted marketing campaign.
- Funding will be **pro-rated** for partial completion of key milestones.

Reporting

To help us to assess the effectiveness of SMP and to effect future refinement, applicants are required to **submit campaign performance report upon completion of campaigns:**

Campaign performance indicators such as but not limited to:

- a. Total reach (online + offline)
- b. No. of views
- c. No. of landings on campaign page
- d. Social engagement rate
- e. No. of bookings and equivalent gross merchandise value (absolute and % terms)
- f. No. of footfall (absolute and % terms)

Disbursement of Funds

- Disbursement will be done after complete submission of supporting documents (e.g. 3rd party invoices) **and** post campaign performance report, at the end of the campaign.
- All claims must be **audited** by a third party auditor before submission to STB for disbursement.

KEY DATES

Activities	Key Dates
Submission of Application	Applications open on 7 Sept 2022 and must reach STB by 28 Oct 2022, 1800 Hours (GMT +8.00)
Announcement of Results	Winners will be contacted latest by 31 January 2023
Qualifying Campaign Period	From Date of LOA to 31 December 2023
Submission of claims	One time disbursement of claims only and final claims to be submitted by 28 February 2024

Look out for marketing masterclasses and webinars coming your way!

SUBMISSION TOOL KIT

Register at this link: <https://go.gov.sg/smp-apply>, complete the online application and submit the following documents in the same form.

No	Items
1	Applicant Details & Declaration
2	Executive Summary Please include an executive summary on your campaign objective, target audience, concept, execution and distribution plan in less than 500 words/ 1 page . (PDF format, Max file size: 1 MB)
3	Detailed Project Proposal Please provide details of your proposed marketing campaign concept and execution. (PDF format, Max file size: 10 MB) Do include: <ul style="list-style-type: none">a. Background and overview of the organisation, products/services etc.b. Creative conceptc. Media pland. Overall potential impact of campaigne. Success measuresf. Key project milestones (Maximum 5)g. Why do you think this campaign is innovative?
4	Project budget Please download and outline your campaign budget and proposed breakdown in the Project Budget Schedule document here . (PDF format, Max file size: 1 MB)

For more information, visit:
<https://go.gov.sg/smp-2022>



For enquiries, please email:
stb_smp@stb.gov.sg

Applications close **28 October 2022**

End.

