



NGC ASIA - SINGAPORE TOURISM BOARD

PARTNERSHIP



**NATIONAL
GEOGRAPHIC
CHANNEL**

Think Again.

Singapore Tourism Board

BRIEF: To launch STB's new 'Uniquely Singapore' brand campaign

To promote Singapore as a city that is unique in all aspects of the country; food, culture, arts, architecture, history and nature.

MEDIA SOLUTION: 3 world renowned photographers; Mike Yamashita, Steve McCurry & Sisse Brimberg, were invited to visit Singapore on assignment to capture on film 'A Uniquely Singapore' experience. Each picked a topic of interest mentioned above and their experiences were translated into 30sec vignettes on air NGC & advertorials on National Geographic Magazine.

ON-AIR

6x 30sec vignette (2 on each photographer)

ON-LINE

8 week Online microsite (includes contest)

Post campaign analysis through an on line survey with results as follows:

84% of respondents agree/ strongly agree that the vignettes *helped to change their image of Singapore.*

94% of respondents agree/ strongly agree that the vignettes make Singapore a *more attractive vacation destination.*

97% of respondents agree/ strongly agree they *enjoyed watching the vignettes.*

88% of respondents felt that the vignettes made them somewhat/ much more interested in Singapore *than before.*

52% of respondents has never encountered the "Uniquely Singapore" term before seeing it on NGC/ NGM.

48% of respondents would like to receive more information on Singapore after viewing the vignettes.



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RESULT

CASBAA Pay-TV Awards 2005 Award for Best Best Travel & Tourism Campaign.

"I am pleased with the success of the Singapore Tourism Board's Uniquely Singapore campaign on National Geographic Channel (NGC). The concept of having world class photographers share their unique Singapore moments with audiences worldwide was at once refreshing and personal. Each advertisement was a compelling showcase of our unique blend of the modern world and rich cultures; and the enriching experiences they provide Singapore's visitors. We are happy to have partnered with NGC on this exciting campaign and congratulate them on their endeavor to provide a gamut of innovative and creative media solutions for its advertising partners."

Bill Ang
Director Brand Management
Singapore Tourism Board



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THANK YOU

Please feel free to contact us
for more information

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