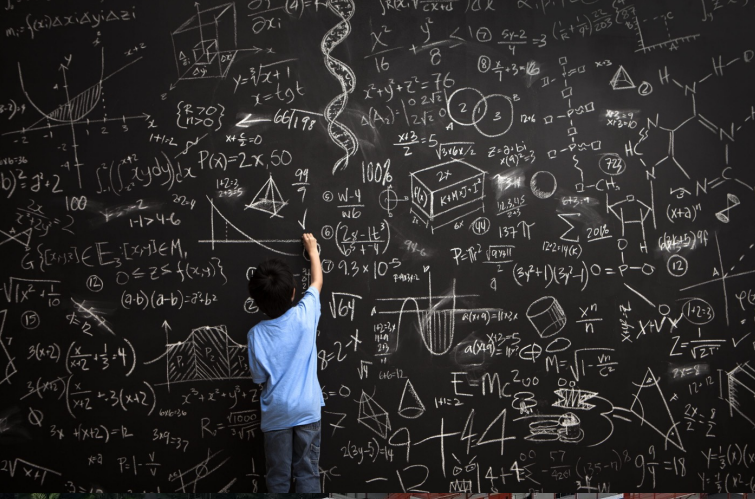


SECRET LIVES OF SINGAPOREANS: BIG BOMBS, BAD MATH(S), AND BOLD ACTIVISM

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Ogilvy



Secret Lives of Singaporeans is an ongoing collection of marketer-friendly briefs on the fascinating people of the little red dot, by planners and PR consultants from the big red agency. It's not "thought leadership", it's "inspiration to DO".

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Each issue comprises

- One thing people in Singapore are talking about
- One thing people in Singapore are searching for
- One thing that's in the news in Singapore

An aerial photograph of an industrial or construction site. In the foreground, a large stack of grey concrete blocks is surrounded by a thick plume of white smoke and a bright orange fire, indicating a recent explosion. To the left, there are various pieces of industrial equipment, including a large blue machine and several yellow and white containers. The ground is a mix of dirt and concrete slabs. In the background, there are more industrial structures and a fenced-off area.

One thing people in Singapore are searching for:

THE BUKIT TIMAH BOMB

WHAT

On 20th September, construction workers at a site in Bukit Timah uncovered an unexploded bomb from the Second World War.

The bomb-disposal team from the SAF disposed of the relic on 26th September, during which time nearby buildings had been evacuated by the SPF.

The event evoked huge amounts of interest from Singaporean audiences, who evidently searched the terms “Bukit Timah Bomb” and “Bomb Bukit Timah” enough times to drive it to the top of Google Trends.



Two lessons from this unusual news event:

- First, Singaporeans have a **deep love for the dramatic**. In sterile Singapore, explosive events like the discovery of a bomb easily capture the public’s imagination. How can your communications bring audiences out of the ordinary and get them thinking?
- Second, Singapore is ever-changing – and **Singaporeans are always looking for links to their past**. Like the blockbuster historical exhibitions at the National Museum, government agencies and local enterprises can consider tapping into this interest to create a sense of affinity with their messages.

SO WHAT

One thing people in Singapore are talking about:

BOY/GIRL MATH

WHAT

Tik Tok's latest trend is a new way to math: Girl math and boy math

- Girl math: Satirically justifying big-ticket spending in interesting ways that do not always add up mathematically
- Boy math: Instead of focusing on finance or extravagant spending, this trend revolves around humorously highlighting some of men's most absurd behaviours.



Yes, it's a trend and there're many conversations across the social platforms and by the media on why these trends are irreverently hilarious and why it deserves its time in the social limelight.

Brands are always looking for the next most relevant cultural tension to trendjack and carve a space for themselves in these viral moments. In this instance, it ultimately isn't about the numbers. It is about the emotional connection that people when buying what they desire, and then finding their own ways to justify their behaviours.

For brands, this means connecting to consumers' hearts with good storytelling . Stories that connect, appeal, and evoke an emotional response are the ones that will stay with consumers and make them more likely to purchase.

Girl/boy math will fade with time, but one thing is for sure - consumers will always find a way to rationalise why they do what they do.

SO WHAT

WHAT

On September 23rd, over 1,400 people attended a rally at Hong Lim Park to raise awareness for the SG Climate Rally.

This year's edition focused on the inclusivity in the context of fighting climate change. Featuring speakers from various ethnic, socio-economic, and professional backgrounds, a key point of the rally was around how lower-income groups disproportionately bear the impacts of climate change.

The rally was an opportunity to not just raise awareness for the cause, but also to help passionate people find communities where they can expend their efforts.



Source: [Today Online](#)

The mainstreaming of the conversation around climate change means that it has become increasingly nuanced. Where it was once enough to declare one's opposition to climate change, we should now be more equitable with our climate goals.

Brands looking to broaden their CSR communications can consider the added dimension of **inclusive climate action**: understanding how specific groups are affected by climate change. For example:

- Can they spread awareness about groups in their community that can benefit from climate relief?
- Are there positive climate-related externalities from their CSR efforts that are worth sharing?

Sound interesting? A great place to start is at the SG Climate Rally site [here](#).

SO WHAT

The Ogilvy logo is centered on a large red square. The logo itself is white and features a classic serif font. The background of the entire image is a collage of various geometric patterns and colors, including solid black, white, and shades of red and pink, as well as diagonal stripes in black and white, and red and white.

Hungry for more?

Talk to us at secretlivessg@ogilvy.com