

**SECRET LIVES OF  
SINGAPOREANS**

Ogilvy

# LABUBU, PARALYMPICS, AND CAT LICENSING


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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



## 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
- 



ONE THING PEOPLE ARE  
TALKING ABOUT:

**LABUBU**



## WHAT PEOPLE ARE TALKING ABOUT:

# LABUBU

Labubu is a little plushie keychain which has become the hottest status symbol in Singapore. A character in the illustrated The Monsters series sold by Pop Mart, Labubu went viral globally when Blackpink's Lisa first posted photos of herself accessorising her luxury bags. The popularity of Labubu is further fueled by the blind box phenomenon, giving an element of surprise and the thrill of discovery as each figure feels like a special find.

## SO WHAT:

Labubu's rise as a must-have status symbol highlights the power of exclusivity and viral trends. For brands and marketers, it's a prime example of how limited-edition products and surprise elements can drive massive buzz and engagement. Embracing similar tactics, like incorporating elements of surprise or partnering with influencers, can create excitement and elevate your core brand's appeal by association.

LABUBU  
LABUBU  
LABUBU

ONE THING PEOPLE ARE SEARCHING FOR:

# THE PARALYMPICS





## WHAT PEOPLE ARE SEARCHING FOR: **PARALYMPICS**

Singapore's Jeralyn Tan and Yip Pin Xiu have done Singapore proud in the recent Paris Paralympics 2024. Jeralyn achieved a historic milestone by clinching Singapore's first-ever silver medal in boccia, marking a significant moment in the country's Paralympic history. Meanwhile, Yip Pin Xiu solidified her legendary status by winning not one, but two gold medals in swimming.

### **SO WHAT:**

The Paralympic wins present a significant under-tapped opportunity for brands in the realm of influencer marketing. Aligning with Paralympic athletes like Jeralyn and Yip Pin Xiu instead of the regular influencers, allows brands to:

- Connect with narratives of perseverance and resilience
- Showcase their support for inclusivity
- Avoid getting drowned out by the many other brands each influencer works with.



ONE THING THAT'S IN THE NEWS:

# CAT LICENSING

# CAT LICENSING



## **ONE THING THAT'S IN THE NEWS:**

In Singapore, cats were historically not allowed in HDB flats due to concerns about hygiene, noise, and stray management in densely populated areas. But things are changing.

The new Cat Licensing Scheme now legalises cats in homes, requiring them to be licensed, vaccinated, and microchipped. This shift reflects a more compassionate approach to urban living, recognising the love many Singaporeans have for their feline friends.

## **SO WHAT:**

The new Cat Licensing Scheme is a win for Singapore's pet community and a great opportunity for brands. Dyson, for instance, has a Pet Grooming Kit to help keep furballs at bay, while Tesla's Dog Mode lets pets stay comfortable in parked cars. While innovating pet-specific products will take time, everyday brands can also join in by highlighting the pet-friendliness of their existing products and services. It's a great opportunity to connect and engage with the passionate pawrent community in Singapore.



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](mailto:secretlivessg@ogilvy.com)