

SECRET LIVES OF SINGAPOREANS

Issue #8 – Week commencing 9 May 2022

Authored with pride by Natalie Goh and Natalie Tan

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".

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 in Singapore are talking about:

STAND UP SINGAPORE: MORE SINGAPOREANS SPEAK UP FOR CAUSES THEY BELIEVE IN

SEA LEVELS
ARE RISING
BUT
SO ARE
WE!

WHAT

More Singaporeans are increasingly speaking up on issues that matter to them.

Beyond high-profile issues like the annual protest to repeal S377A and the [protest against the death penalty](#), Singaporeans are also more likely to debate social issues such as discrimination against singlehood and single parents. Netizens' uproar on overly lenient treatment of law exam cheaters even reached a judge, who reversed the gag-order on their names.

As consumers get more comfortable sharing their opinions, their real sentiments towards a brand and its products are also more candidly shared online. As such, there is a greater need for regular social listening and brand monitoring to ensure brands know how they are being received by their audiences.

Being on the pulse about what is being discussed in the industry will allow the brand to trendjack in a timely manner, pivot or manage any crises that arise.

SO WHAT

One thing people in Singapore are searching for:

TO GATHER TOGETHER: THE RETURN OF LARGE PHYSICAL GATHERINGS

WHAT

Digital is great but it can never replace in-person interactions. And after more than two years of restrictions on social activities, Singaporeans are ready to ditch the virtual world and head back out into the real one!

Singaporeans are excited for live performances, street-busking, concerts, with higher interests and search patterns around buffets, nightlife and clubbing as well as F1 – it seems like we're [finally getting back to pre-COVID days](#). Even with the downsides of Singapore's signature snaking long-queues and record-breaking ticket sales, Singaporeans are ready to brave the crowds.

And it's not just consumers. While online experiences have resulted in innovative and new avenues for meaningful interactions, our media friends have also had enough of virtual events and warmly welcome the return of physical previews, events, engagements and meetings.

Brands have been rushing to virtual over the past two years and have become more adept at engaging with consumers online. But with the general ease of restrictions, brands can and should look at adopting exciting new ways to engage with customers offline, tapping on the YOLO and FOMO mentality that are driving Singaporeans to socialise.

However, that doesn't mean virtual engagement should be dropped. Instead, there can be more thoughtful implementation of online technologies to support full-funnel interaction.

Brands can consider adopting hybrid models as standard, balancing thoughtful implementation of physical and virtual, and ensure consistent interaction and communications online and offline.

SO WHAT

One thing in the news in Singapore:

THE GREAT SINGAPORE FLIGHT: A LONG WEEKEND PHENOMENON

WHAT

Quarantine-free travel resumed in the past few weeks and Singaporeans, with the highest intention to travel in the region, jumped at the chance to do so. While there are still many [Singaporeans anxiously waiting to get their renewed passports](#), the lucky ones have taken advantage of the Labour Day – Hari Raya weekend for a quick fix to satisfy their wanderlust.

Over the four-day weekend, Singaporeans flocked to the airport and Causeway for a short getaway to neighbouring countries, such as Malaysia, Thailand and Indonesia. [Nearly half a million](#) travellers departed Singapore for Malaysia via land checkpoints, and crowds of Singaporeans were documented [flying to Bangkok](#) over the weekend.

The flip side is that as more Singaporeans are travelling the world, more international tourists are visiting Singapore too.

Brands and businesses who have traditionally focused on the domestic market (like hawker centres and public transport) should also prepare for a larger influx of international visitors. They can look to provide unique experiences and offerings to increase appeal to regional travellers in Singapore.

SO WHAT

The Ogilvy logo is centered on a large red square. The logo itself is in a white, classic serif font. The background of the entire image is a collage of various geometric shapes and patterns, including solid colors (black, white, red, grey), diagonal stripes (black and white, red and white, red and light red), and a grid of squares in different shades of red and pink.

Hungry for more?

Talk to us at secretlivessg@ogilvy.com

Give us feedback (please)

<https://forms.gle/oT7MacokTdSMjSjW6>