

SECRET LIVES OF SINGAPOREANS

Issue #16 – Week commencing 12 Sep 2022

Authored with pride by Yu Liming and Christina Wong

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".

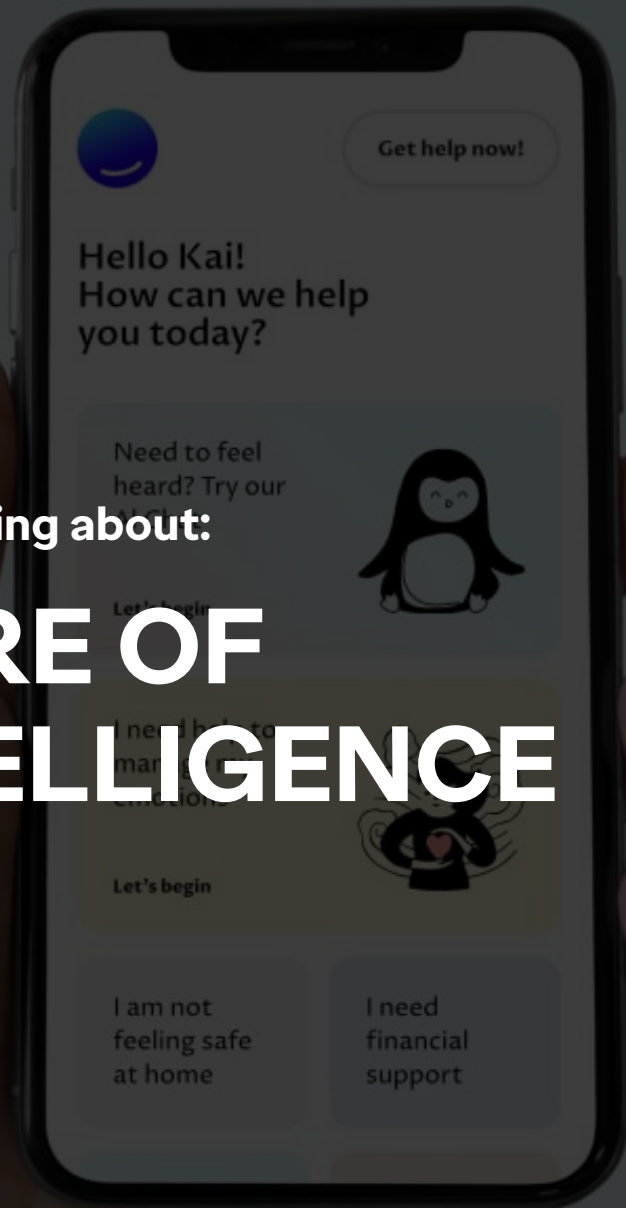
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Each issue comprises

- 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

One thing people in Singapore are talking about:

SERVICE FAILURE OF ARTIFICIAL INTELLIGENCE

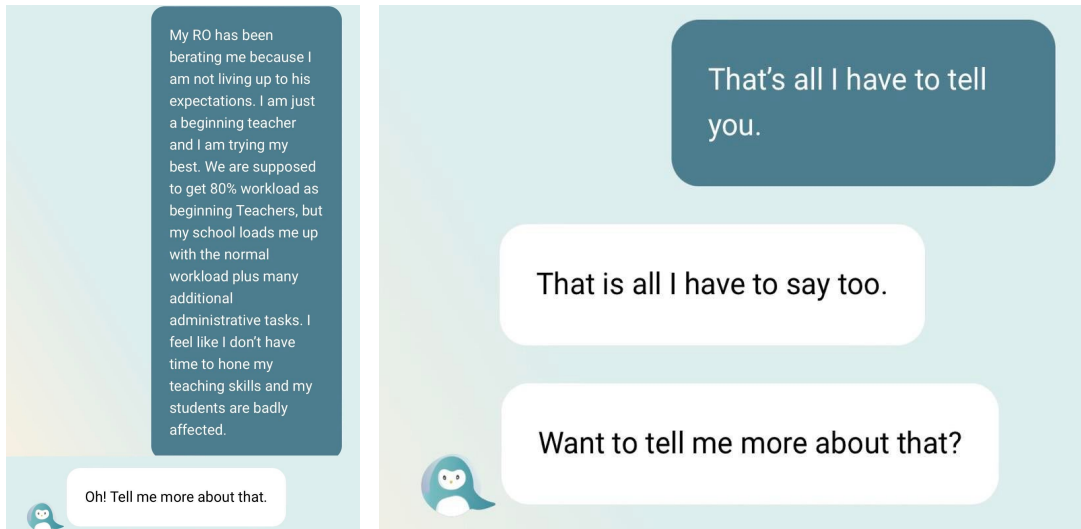


WHAT

The Ministry of Education's (MOE) therapy chatbot attracted criticisms on [Reddit](#) and TODAY Online for being unhelpful towards teachers who were seeking mental health support with issues like burnout and overwhelming workload.

Using the application, users may converse with an artificial intelligence (AI) penguin named Wysa, who guides users in self-care exercises, and aims to alleviate stress from users.

However, a new teacher's experience with the chatbot sparked heat online as the bot did not provide counsel or tips to reduce stress. Instead, it abruptly ended the conversation with "That is all I have to say too".

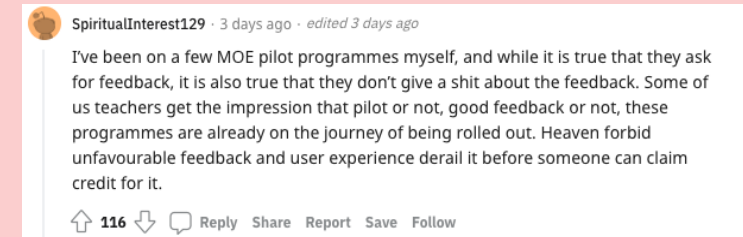
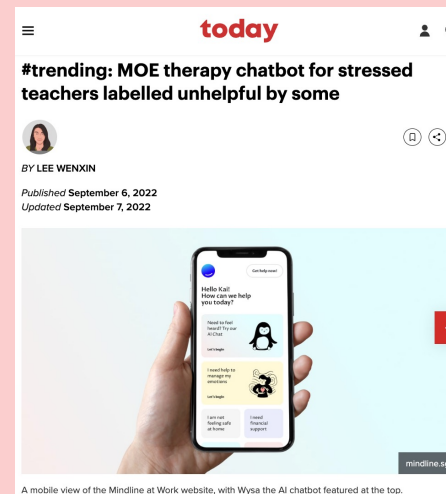


Many organisations are automating customer care and business operations for reasons of efficiency. In so doing, however, they should consider two questions:


- 1) Is *every function* suitable for automation?
- 2) If they've decided to go ahead, how can they balance business efficiency with user experience?

Ultimately, the human touch is irreplaceable. Businesses need to strategically complement AI with an adequate dose of empathy to elevate the online experience – by

- Incorporating empathy in the training of AI bots; and
- Ensuring that there is sufficient big data for AI to draw upon and respond appropriately.



SO WHAT



One thing people in Singapore are searching for:

PIKACHU CARRIERS: HYPE EQUALS BUSINESS OPPORTUNITIES

Image Credits: Must Share News

PIKACHU CARRIER
Available from 8th Sept!



WHAT

Hype and news related to McDonald's Pikachu carriers are all over social media and online publications. There was a massive spike in search on the launch day of the cute Pokémon merchandise.

Underneath the hype for Pikachu carriers is the business opportunity that it brings for enterprising Singaporeans – some are flipping the product online at varying prices, even exploring the extreme end of S\$200k. It's not a new phenomenon: other products with skyrocketing resale value include Omega x Swatch watches, Jackson Wang's Marquee tickets and Dota tickets.

OGILVY

McDonald Pikachu carrier

McDonald's new Pikachu carrier is a hit The Straits Times • 12h ago

5K+

searches



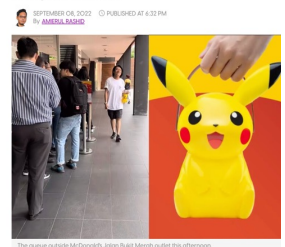
THE STRAITS TIMES SINGAPORE

McDonald's new Pikachu carrier is a hit

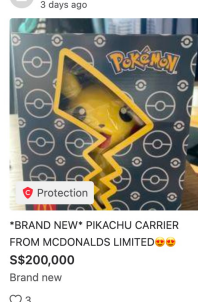


asiaone LATEST NEWS ENTERTAINMENT LIFESTYLE

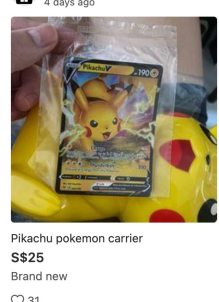
McDonald's Pikachu carrier not sold out yet but scalpers still trying to sell it on Carousell for up to \$15,000



c0r3z 3 days ago



home_essential 4 days ago



Done well, collaboration merchandise can help to earn PR coverage as well as stimulate core retail sales.

It comes down to products with perceived value that is much higher than actual cost.

Some factors that create high perceived value:

1. Loyal fan base
2. Limited edition and the power of FOMO (fear of missing out)

Any retailers up for the next big collab?

NEWS - MUSIC NEWS
Scalpers are trying to sell tickets to Jackson Wang's Singapore party for six times the price
The tickets to Wang's Team WANG showcase at Singapore's Marquee nightclub were sold out the day they were released
By Scott Ng | 2nd August 2022



Jackson Wang. Credit: Kevin Mazur/Getty Images for Coachella

THE STRAITS TIMES SPORT
E-sports: Scalpers mark up prices for Dota 2's TI11 tickets; lawyer warns of possible offences

mothership News Covid-19 Lifestyle Abroad Weekend Environment More
S'pore Carousell scalpers reselling Omega x Swatch watches for as high as S\$19,000 for full set

SO WHAT



One thing in the news in Singapore:

QUEEN ELIZABETH'S DEATH: TRENDJACK DOS AND DON'TS

QUEEN
ELIZABETH II

1926 - 2022

WHAT

Following the passing of Queen Elizabeth II, Britain's longest-reigning monarch, brands all over the world with questionable connections to the British monarch joined in the public mourning (by posting rather awkward tributes).

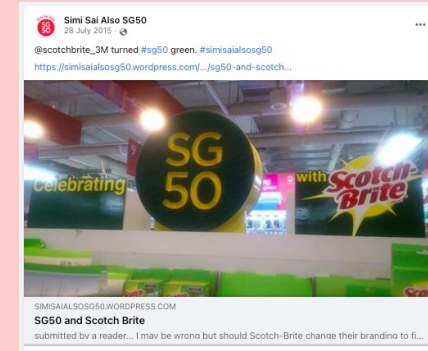
Some examples of local brands:

1. SGX Group: Singaporean investment holding company
2. Skin Inc: Singapore-based skin care brand
3. Golden Village: Cinema operator based in Singapore

The brands may be perceived as opportunists exploiting the aftermath of a tragedy.



This reminds us of 'Simi Sai Also SG50' (Singlish for 'every sh!t also SG50') back in 2015 during Singapore's 50th anniversary of independence, where brands overcooking the SG50 bandwagon were roundly mocked.



A few considerations for brands while they are evaluating whether to hop on a trend:

1. The relevance of subject matter to consumers in the Singaporean context;
2. The relevance of subject matter to your brand and products/services;
3. Whether or not there's a natural link between the subject matter, your brand and the consumers.

If your brand doesn't check all of these boxes, the best bet may be to sit out of the trend.

SO WHAT

The Ogilvy logo is centered on a large red square. The logo itself is white and features a classic serif font. The 'O' is particularly large and has a decorative tail that loops under the 'g'. The 'ilvy' part of the logo is smaller and follows the same serif style.

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Hungry for more?

Talk to us at secretlivessg@ogilvy.com