

# SECRET LIVES OF SINGAPOREANS

Issue #17 – Week commencing 26 Sep 2022

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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

A photograph of Billie Eilish performing outdoors. She is on the right, wearing a black and white striped cardigan over a black top, holding a microphone. To her left, a man with reddish hair is playing an acoustic guitar. The background is a lush green garden setting.

One thing people in Singapore are talking about :

# **BILLIE EILISH PERFORMS AT GARDENS BY THE BAY, PRAISES SINGAPORE**

# WHAT

Singer Billie Eilish, and her brother Finneas, recently shot two music videos at the Cloud Forest in Singapore's Gardens by the Bay. The 20-year-old singer collaborated with the Singapore Tourism Board for the shoot as part of the SingapoReimagine campaign.

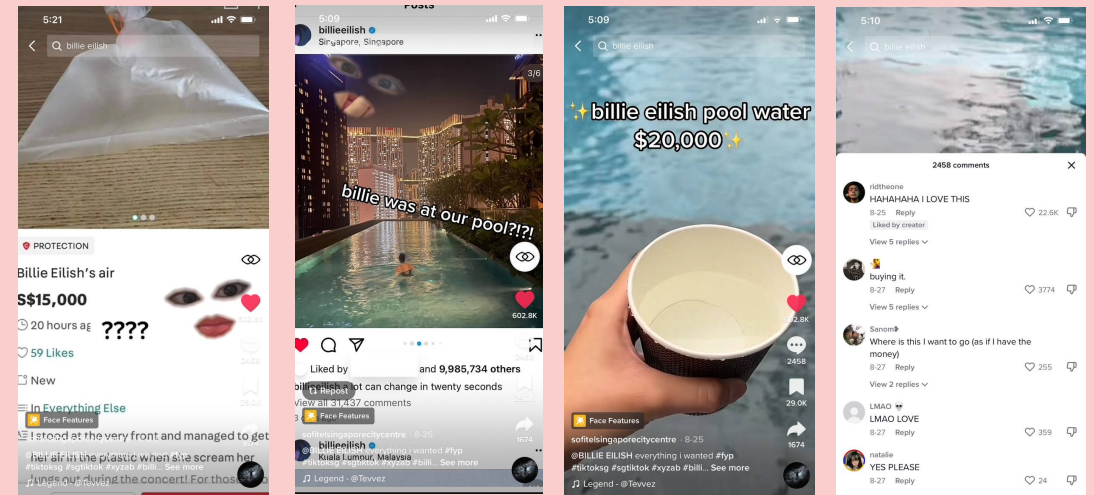
She also released a statement saying: "The Cloud Forest is one of the most beautiful places I've ever seen in my life," endorsing Singapore as a must-visit country and the Cloud Forest as an attraction not to be missed.




#7 ON TRENDING FOR MUSIC  
Billie Eilish - TV (Live from the Cloud Forest, Singapore)

Other brands have been quick to capitalise on Billie's presence in Singapore. Most notably, Sofitel Singapore posted a joke about selling their pool water on Carousell for \$20,000. This worked for them: their TikTok got 5.4M views, with extremely positive comments. The joke worked because it (lightly) poked fun at how fans would be willing to shell out mad cash for something their favourite celebrity used or touched.

Brands should look out for relatable moments that their target audience can identify and laugh along with, without seeing them as crass or contrived (see [previous issue](#) on the QEI bandwagon).



# SO WHAT



One thing people in Singapore are searching for:

# **JAPAN OPENS UP: BRANDS CAPITALISE ON SINGAPOREANS' LOVE FOR JAPAN**

# WHAT

Japan [tops many Singaporeans' to-visit list](#). In fact, many of them have been waiting for Japan to open its borders for their “perfect trip”. Fortunately for them, the country just announced that they are now allowing visa-free travel. Unfortunately for them, the demand has caused prices to shoot up.

Brands such as McDonald's, Subway, Calbee and Genki Sushi have capitalised on Singaporeans' love and nostalgia for Japan and launched products to fill the void in their hearts.

## 1 Japan travel

[Japan to lift COVID-19 restrictions on foreign tourists from October](#) CNA • 8h ago

10K+

searches



Posted by u/homerulez27 3 hours ago

Look how prices went up overnight after Japan announced full reopening

Photos, Videos

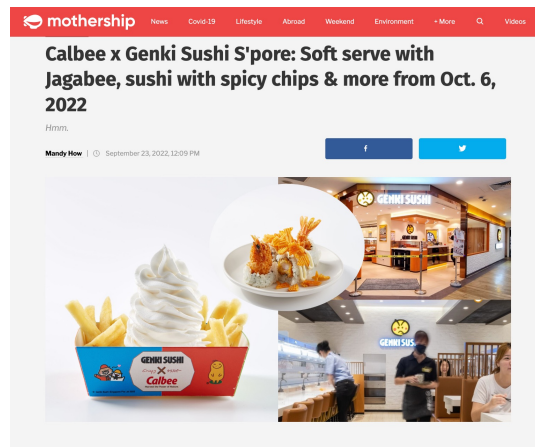
From Singapore  
Osaka

Sun, Oct 23 – Sun, Oct 30

Scout	Round trip - Economy	↑ SGD 1,339
23 Oct - 06:25-14:10	6 hrs 45 min SIN-NIX	Direct
30 Oct - 14:15-20:05	6 hrs 50 min NIX-SIN	Direct

Price history

See booking options



## McDonald's Releases NEW Hojicha Soft Serve And McFlurry



Photo: McDonald's Singapore

Product launches or innovations don't always have to reference a popular celebrity or brand collab. Marketers can also anticipate major events to tap on consumers' love and nostalgia for places.

A few considerations to evaluate whether to incorporate a location-inspired product:

1. Singaporeans' love and affinity for the location
2. Would the final product work? (e.g., tastes good, looks good, sounds good)
3. What void would the product fill for the audience?

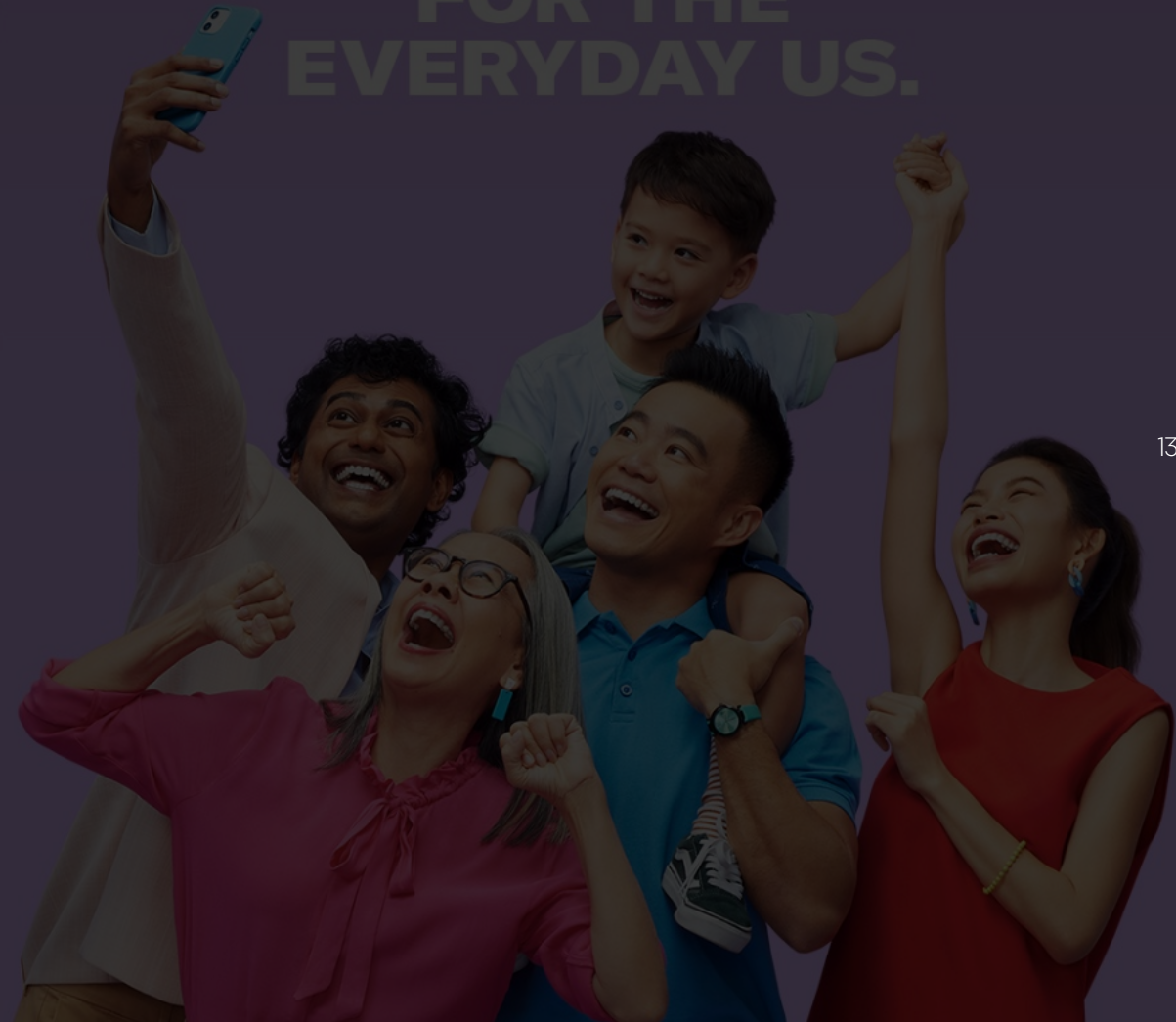
# SO WHAT

THE DIGITAL BANK  
THAT REWARDS YOU  
EVERY DAY.

THE DIGITAL BANK  
FOR THE  
EVERYDAY US.

One thing in the news in Singapore:

# DIGITAL BANKS: A GAME-CHANGER?



# WHAT

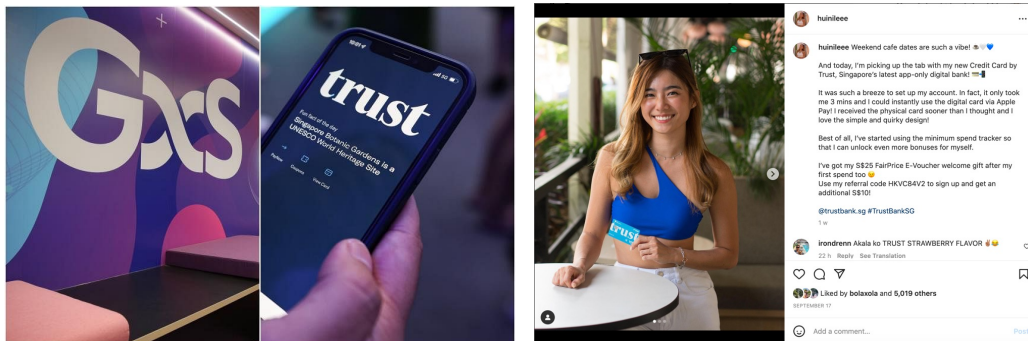
A new wave of digital banks has hit Singapore's shores. So far, two have started operations:

- 1) Trust Bank – led by Standard Chartered Bank and Fairprice Group
- 2) GXS – led by Grab and Singtel

Note how these digital banks are formed between parent companies that are not your traditional banks, but between established digital ecosystems that already cater to a specific and large customer base.

Unlike traditional banks, services are provided online rather than at a physical branch, offering innovative and personalised financial services. For example, Trust Bank designed a “numberless” card, which aims to protect the users card details, perfect at a time where scams are widespread.

Trust Bank hit 100,000 sign-ups within its first week, and influencers are even promoting the card in what looks like non-sponsored ads.



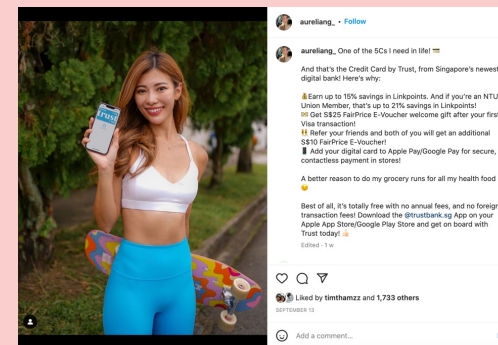
Here's what makes digital banks so attractive to audiences that makes them want to sign up for yet another bank account:

- Convenience – simple steps and easy-to-use UI
- Personalisation – digital banks can be more customer-centric and “agile” because everything is on the cloud
- Knowing what appeals to their audiences – offering deals and promotions that cater to their customer base (e.g. Trust targeting their middle-aged target audience with \$10 Fairprice vouchers)

It seems almost inevitable that many will sign up for digital banks as their secondary bank.

But what are consumers truly looking for in banking and beyond? Is it the numberless, eco-friendly card? Or is it the 1% interest rate savings account? Or the stackable \$10 Fairprice voucher you get each time you refer a friend to Trust?

Is what gets them in the door, what will sustain their relationship with the bank? Can traditional banks defend their primary pride of place by doubling down on their inherent advantages in track record and physical presence?



# 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, 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)