

SECRET LIVES OF SINGAPOREANS

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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



One thing people in Singapore are talking about :

WAKANDA FOREVER OR "WO KAN TA FOREVER"?

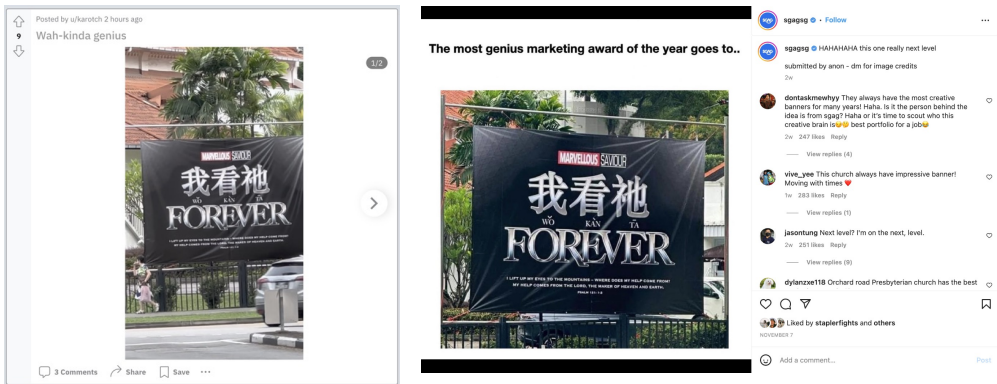
WHAT

Following the tragic passing of Chadwick Boseman and the decision against recasting the iconic Black Panther, many wondered how the Marvel Cinematic Universe would introduce a brand-new saviour.

With Black Panther: Wakanda Forever being the film that would round up Phase 4 of the MCU, it roused the attention of many and consequently became the talk of the town.

Along with its release in Singapore on 10th November 2022, the Orchard Road Presbyterian Church seized the opportunity to put up 'Wo Kan Ta Forever' publicity banners on its gate, with 'Wo Kan Ta' ('I look to him' in Mandarin) being a play on 'Wakanda'.

How did people react? By posting photos of the banners and [complimenting the church for its wit](#).



Sources: Reddit, SGAG

With this example in mind, brands can take note of the importance of noting emerging trends and buzz-worthy conversations.

Regular social listening provides brands with the repertoire of content to leverage on. This also accentuates the significance of trendjacking at opportune moments instead of simply jumping on the bandwagon.

In this example, marketing efforts were planned beforehand with the foreknowledge of the release of Wakanda Forever. Hence, it was relevant and timely, appealing to the likes of Singaporeans.

The cherry on top was the creativity and wit in playing on the pun of "Wakanda Forever" to fit the agenda of the organisation. Similarly, brands can look out for opportunities to insert themselves into conversations by trendjacking in a hyperlocal way.

SO WHAT



One thing people in Singapore are searching for :

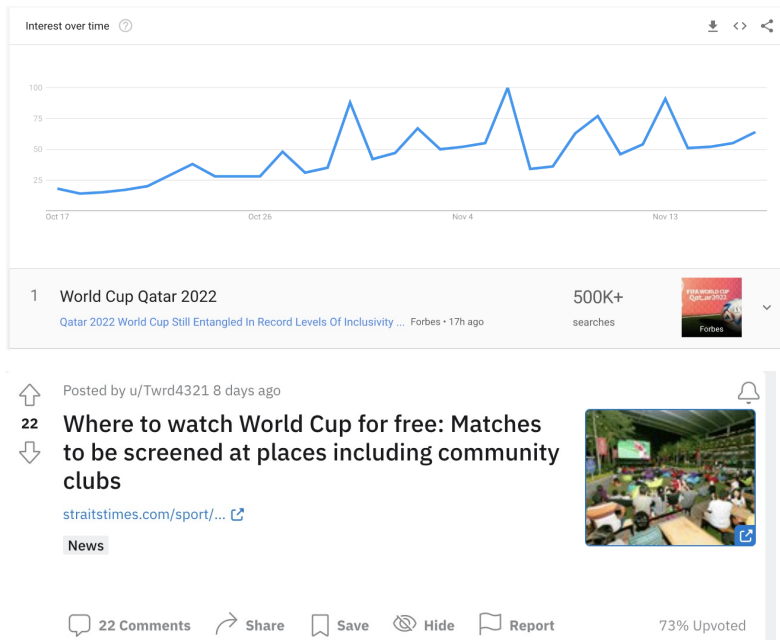
WORLD CUP QATAR 2022

WHAT

The 2022 World Cup kicked off a string of controversies as FIFA found itself entangled in [accusations](#) by engaging Qatar as the host nation.

Allegations of bribery and corruption, the deaths of 6,500 migrant workers, human rights abuses present in the host nation.

While FIFA is under fire for its decisions, facing boycotts and some [brands taking a stand against the Qatar World Cup](#), the popularity of the World Cup amongst local fans doesn't seem to have been affected. Singaporeans are preoccupied with a far more pragmatic concern: where they can watch matches for free.



Sources: Google Trends, The Drum, Reddit

Macro level:

With the controversy surrounding the 2022 World Cup, brands are to be aware of the conversations about it. It is important to be cautious and conscious of how they approach this topic should they try to trendjack or take a stand.

Micro level:

Singaporeans are no exception to the World Cup frenzy. It's a prime opportunity for marketers to leverage on the social moments that take place in this season. For example, delivery platforms can prepare to cater for late-night orders during the matches.

SO WHAT



Dementia Go-To Point

If you see any person appearing lost and displaying signs or symptoms of dementia, we can help!

are trained to help people with dementia.

Useful information, resources and service links are available at the Go-To Points [GTPs].



Scan here for the list of GTPs.

Sign up as a Dementia Friend with the app and help build a more caring community.



One thing in the news in Singapore: SAFE RETURN POINTS FOR PEOPLE WITH DEMENTIA



WHAT

Dementia awareness training conducted by the Agency for Integrated Care (AIC) and Dementia Singapore in August 2022 is provided to staff at Fairprice and Sheng Siong, to educate them on how to help customers with dementia.

Knowing how and what to look out for allows the staff to be able to spot the symptoms and signs of dementia and use the right approach and care towards the customer.

These [Go-To-Points \(GTP\)](#) serve as a safe return point where members of the public can take a person living with dementia if they appear to be lost or are unable to remember their way home, so that they can be reunited with their caregivers.

The GTP at these supermarkets will complement existing ones in transport nodes such as MRT stations and bus interchanges.



Brands can do their part by showing empathy in similar aspects by learning more about current and ongoing concerns in society.

With these learnings, brands can implement initiatives to help relieve and overcome such issues.

When brands take the initiative to address topics like this, it signals to consumers that there's more to their business than just being transactional.

Especially with this initiative by heartlander-friendly brands Fairprice and Sheng Siong – it's an ongoing initiative and not just one-off – it shows their commitment to do good and not just run a token CSR initiative.

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