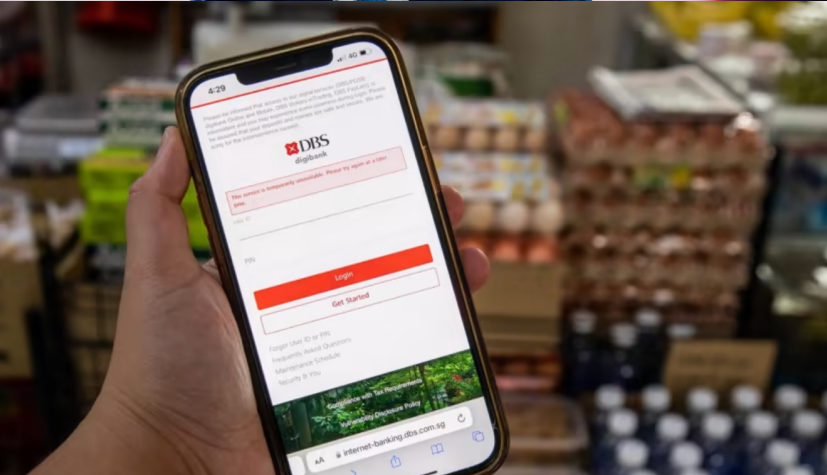


SECRET LIVES OF SINGAPOREANS

Issue #27 – Week commencing 03 April 2023

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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”.

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 :

TIKTOK CEO CHEW SHOU ZI AND THE US CONGRESS FACE OFF OVER SECURITY CONCERNS

WHAT

TikTok CEO Chew Shou Zi was recently summoned by the United States Congress to testify before the House Energy and Commerce Committee.

In a five-hour hearing that has since taken the Internet by storm, Chew addressed US lawmakers' concerns that the social networking app allows China's Government to access US user data.

The Singaporean CEO was commended for his earnest, temperate and composed demeanor whilst in the hot seat and amid increasing US-China tensions.

TIKTOK'S SINGAPOREAN CEO TAKES THE HOT SEAT AT A US CONGRESS HEARING



Sources: The Straits Times, TODAY, BBC

Just a few years prior, Facebook CEO Mark Zuckerberg was similarly summoned for a US Congress hearing over security concerns with Facebook and subsequently Instagram and WhatsApp.

Five years later, Facebook seems here to stay — at least for the time being.

With the potential TikTok ban in the US and the volatility of social networking platforms, what does this mean for advertisers in Singapore?

- In order not to be bound to or limited by platforms in the event of a ban or outage, approach always-on and hygiene content marketing from a platform-agnostic perspective.

This will ensure that your fundamental marketing efforts are not at the mercy of soon-to-be defunct platforms and can continue if a platform must shut down.

- For emerging social networking platforms, evaluate the risk appetite of the brand before jumping onboard the bandwagon as an early adopter in view of brand reputation. Additionally, be extra mindful of a new platform's privacy terms.

SO WHAT



One thing people in Singapore are searching for :

DISRUPTION TO DIGITAL BANKING AND IMMIGRATION SERVICES

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WHAT

For the second time in as many years, DBS' digital banking services experienced an outage on 29 March. The outage lasted for 10 hours and left many customers high and dry, especially since cashless payment is the norm for most Singaporeans these days.

The banking giant has since restored its services and issued an apology as well as a statement saying that they are investigating the issue.

DBS is not the only major institution that was disrupted in the past week or even the past year.

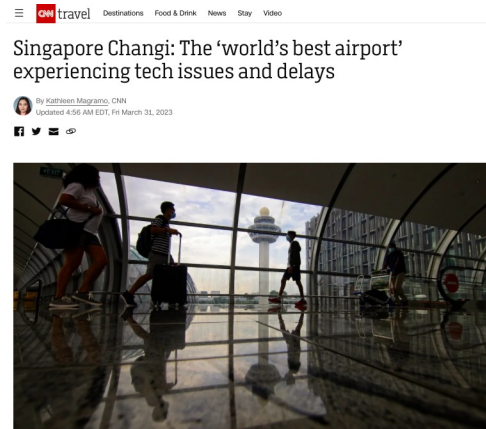
On 31 March, travellers passing through Changi Airport experienced long delays as there was a technical issue with the immigration system.

Both incidents left Singaporeans disgruntled and attracted negative news coverage from overseas media.

DBS apologises for 'embarrassing' service disruption, sets up special committee to look into incident



Customers of DBS Bank were unable to access DBS' digibank online and mobile services, as well as the popular PayPal app and investment platform DBS Vickers, on Wednesday. © iStock.com/robert



Travelers walk across a bridge linking terminals at Chang International Airport on June 11, 2022 in Singapore.

Sources: The Straits Times, CNA

Brands' marketing and communications teams may not always have control over disruption of digital services. But they can help to mitigate the fallout, by ensuring that:

- 1) Transparent and public updates are provided at regular intervals to the customers
- 2) They acknowledge the situation with an apology
- 3) There is a temporary solution to ease the inconvenience while the problem is being fixed
- 4) They detail steps to be taken to ensure it won't happen again

In this case, DBS' CEO issued an apology and an acknowledgement of the gravity of the situation, adding that it is their utmost priority to review the events of that day and that a special board committee would be put together to do so.

DBS also extended banking services at several branches by two hours so that customers could physically head to a store for their transactions, as they could still use their cards.

SO WHAT

A vibrant bird park enclosure with a wooden building, a windmill, and various birds like parrots and cockatoos. The scene is set in a lush, green environment with large rocks and a wooden walkway. A person's hand is visible in the foreground, holding a camera. The sky is filled with many birds in flight.

One thing in the news in Singapore:

JURONG BIRD PARK MOVES TO MANDAI, RENAMED BIRD PARADISE

WHAT

Singapore's Jurong Bird Park closed its doors on 3 Jan, and moved to Mandai, with the rest of the Mandai Wildlife Group. The whole process involved moving 3,500 animals across the country into their new homes.

As part of the lead up to its opening, the park has announced that tickets will be discounted from 8 May to 26 May, during its soft opening.

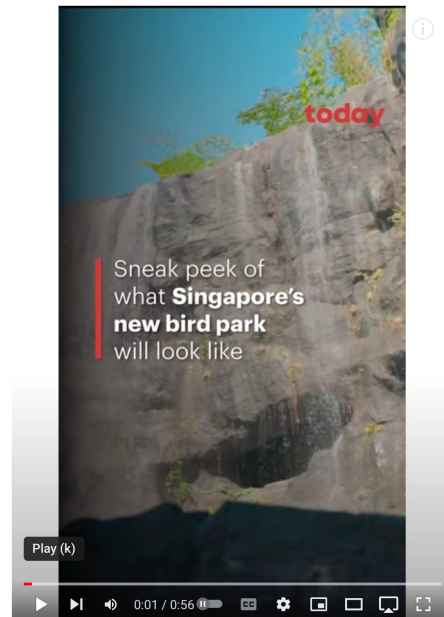
It also worked with CNA and TODAY to show behind-the-scenes footage as well as sneak peeks to drum up anticipation for their opening.

Behind the scenes: How Singapore's bird park is moving 3,500 animals to their new home

More than 2,000 birds have acclimated to their new home, says the bird park.



A shoebill getting checked by a vet at Jurong Bird Park before being placed into a crate to be moved to Bird Paradise in Mandai. (Photo: CNA/Try Sutrisno Foo)



Sources: CNA, TODAY Online

With the influx of Gen Zs on social media platforms and entering the market as consumers, there has been a noticeable shift in the demand for the types of content available to consumers.

Most notably, the demand for “authenticity” and “raw, unfiltered” content, which has led to the meteoric rise of video platform TikTok and brands scrambling to push out content that don't look too staged or edited.

To keep up with the demand from a new generation of consumers, marketers should consider updating their playbook to replace grand, polished, one-way brand films with new and interesting formats and content.

This can come in the form of:

- 1) Behind-the-scenes content
- 2) Formats that enable two-way conversations
- 3) Allowing collaborators to create content in their own style

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 more compact.

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Hungry for more?

Talk to us at secretlivessg@ogilvy.com