

# SECRET LIVES OF SINGAPOREANS

Issue #4 – Week commencing 14 March 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”.

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:


# TOWKAY IN THE TRENCHES

Image Credits: Lim Hock Chee's Facebook

# WHAT

Sheng Siong supermarket's billionaire CEO, Lim Hock Chee, and his wife have been praised for quietly helping to stock grocery shelves at their Commonwealth outlet after four workers contracted Covid-19.

-  TaskPlane1321 · 2 hr. ago  
leading by example and connected to the ground! 🙌  
↑ 2 ↓ Reply Give Award Share Report Save Follow
-  Wowmich · 11 hr. ago  
Down to earth leader. Hope he passes down his traits to his children when they take over.  
↑ 18 ↓ Reply Give Award Share Report Save Follow
-  law90026 · 14 hr. ago  
He's super humble so think that makes a huge difference. He used to live in his warehouse with his workers even when he was getting wealthy, that's the kind of guy he is.  
Yes some might say he's cheapo but he came from really humble beginnings and the way he lives his life is indicative of that.  
↑ 117 ↓ Reply Give Award Share Report Save Follow

 ngrenjie · 3 hr. ago  
I think that bosses and middle management should be made to get down and dirty every once in a while. There are often a lot of issues on the ground that go unnoticed or ignored because "it's not their problem". Make it their problem by showing them how shitty the situation really is, and suddenly the issue gets solved overnight when they are the ones who need to wallow in the same mud as well.  
↑ 4 ↓ Reply Give Award Share Report Save Follow

 maomiimama · 10 hr. ago  
I actually walked past him setting up some new year decorations at the Bedok branch!  
↑ 4 ↓ Reply Give Award Share Report Save Follow

Brand and communications teams managing the profiles of their senior management may wish to take a cue from the unvarnished, "less talk, more action" persona he portrays.

# SO WHAT

One thing people in Singapore are searching for:

# TO CRYPTO OR NOT TO CRYPTO



# WHAT

Singapore has a love-hate relationship with cryptocurrency.

- People are increasingly interested in it. There's been strong double-digit year-on-year percentage growth in crypto-related searches.
- But the authorities appear to [discourage the public from trading in it.](#)

Keyword ↑	Avg. monthly searches	YoY change
coin marketcap	40,500 	+22%
coinbase stocks	2,900 	+307%
crypto	12,100 	+83%
crypto prices	1,900 	+53%
gemini crypto	2,400 	+53%

Investment platforms can position their offerings as the middle ground between boring “lose nothing, gain nothing” savings and sexy “high risk, high reward” crypto.

# SO WHAT

One thing in the news in Singapore:

# RAYA CELEBRATIONS RETURN



# WHAT

After two years of pandemic-enforced hiatus, scaled-down Hari Raya bazaars will return from 2 April to 2 May 2022 (the full fasting month of Ramadan) in at least three locations popular with those who celebrate the Muslim festival: Geylang Serai, Kampong Gelam and Simei. Two million people visited the last Geylang Serai bazaar, in 2019.

Coupled with the subtle loosening of home visiting regulations (previously only able to have five visitors a day, households can have five at a time from 15 March), signs point to this year's festive celebrations being less muted than they have had to be in recent years.

Brands that used to run Hari Raya campaigns, might want to start planning again. When doing so, consider...

Where to play:

- We expect it'll be mostly food vendors at the bazaars. Sellers and buyers of other products are likely to continue transacting on digital platforms.
- Brands that aren't at the bazaars can set up pop-ups or guerilla marketing efforts.

What to say:

- How can the brand support Muslims in their daily lives, especially during the fasting month of Ramadan?
- Are there any initiatives or promotions through which the brand can do good for the community during Ramadan?

# 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), and a grid of squares in different shades of red and pink.

**Hungry for more?**

Talk to us at [secretlivessg@ogilvy.com](mailto:secretlivessg@ogilvy.com)

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