

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

ANNEX D – CREATIVE BRIEFS FOR REQUIRED PROPOSALS FOR SUBMISSION

There are two PR and marketing challenges described below. Tenderers must develop and submit detailed proposals in response to both challenges as part of this RFP for Singapore Tourism Board (STB) Americas' consideration.

Deliverable 1 – Develop and present a 24-month (from April 1, 2021 to March 31, 2023) marketing communications strategy and plan for STB Americas.

- a. The plan should be based on the Scope of Work and expected deliverables detailed in Annex C for STB Americas' leisure and BTMICE travel segments.
- b. STB Americas welcomes innovative ideas that will allow us to engage with our target audience effectively and create greater awareness and excitement in-market. The plan should also consider the current and forecasted travel climate, consumer sentiments and media landscape amid recovery from the COVID-19 pandemic.
- c. The proposal should at least comprise the following aspects:
 - Overview of current and forecasted media landscape and consumer sentiments
 - Overview of the proposed marketing communications strategy
 - Proposed PR and messaging framework taking into consideration the dynamic pandemic and recovery situation
 - Proposed strategies, tactics, activities to achieve the project's objectives
 - Project timeline with key milestones and deliverable deadlines
 - Shortlist of potential media titles, partners, channels, and/or influencers
 - Key performance indicators, targets and success metrics
 - Estimated budget range per suggested project

Deliverable 2 – Develop an integrated creative campaign idea, including a marketing communications strategy and plan, targeting Early Careers & Established Careers segments based on the following brief.

Background

- a. STB Americas' overall business objectives are to increase Visitor Arrivals and Tourism Receipts from the Americas to Singapore, with a focus on US and Canada. Through our Passion Made Possible brand and the sharing of many great stories of Singapore and Singaporeans, our aim is to build a deeper personal connection with our target audience, and drive excitement and interest for Singapore. We invite them to think about what they can *be* in Singapore based on their passions¹ (rather than what they can do), and to know

¹ STB has identified seven passion tribes (i.e. collective of people with shared passions) to whom we will shape and target our communications to:

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that they will find many like-minded people in Singapore to celebrate with. Generally, STB Americas focuses on Foodie, Explorer, Culture Shaper and Progressor passion tribes for our marketing and communications efforts in the US.

- b. Meanwhile, the COVID-19 pandemic has upended global travel and tourism. Despite the ongoing challenges, the pandemic has offered Singapore an opportunity to reset, revive and reimagine travel. To that end, STB recently launched a new initiative – SingapoReimagine², encouraging the world to reimagine travel together with Singapore in 2021 and beyond. We seek to be in conversations with global partners to spark new ideas and strategies and collectively shape the future of our tourism sector, particularly in focus areas spotlighted by the pandemic such as safety & health, technology & innovation, wellness, sustainability, and unique travel experiences.
- c. Singapore’s borders have also been closed to international short-term visitors since March 23, 2020. While they are gradually reopening to allow for safe travel to Singapore in limited numbers with the safeguards in place under the Green/Fast Lane arrangements, the Air Travel Pass or with special prior approval (more info [here](#) and [here](#)), it is unclear when the borders will reopen to global visitors, including those from the US and Canada.

About Early Careers & Established Careers travelers

<u>Early Careers</u>	<u>Established Careers</u>
	
<ul style="list-style-type: none">• Singles or couples• Employed• Generally aged 25 – 34 years• Travel to take a break from daily lives while broadening their horizons• Tends to seek more local, authentic and novel experiences compared to other segments	<ul style="list-style-type: none">• Singles or couples• Employed• Generally aged 40 – 49 years• Valuable and fast-growing segment for luxury travel• Tend to seek out quality and unique experiences different from what they’ve seen in previous travels

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- Foodies are people who have passion for food and drinks;
 - Explorers are people who love exploring the places of interests that the city has to offer;
 - Collectors are people who have a passion for shopping/retail and collector items;
 - Culture Shapers are people who love to immerse in the local culture, arts and music scene;
 - Socializers are energetic partygoers who love nightlife, entertainment and attending festivals;
 - Action Seekers love the action, thrill/sporting events and outdoor activities; and
 - Progressors are driven business or business events travelers with a passion for growth.

² For more information about the SingapoReimagine initiative, please download the press release dated December 10, 2020 [via this link](#).

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- d. Both the Early and Established Careers are STB America’s key target segments due to their strong growth in visitor arrivals and tourism spend in Singapore before the pandemic. This was in part due to increased non-stop Singapore-US flights and heightened destination awareness from popular mainstream medium (e.g. Crazy Rich Asians, The Bachelor). Overall, they are avid, independent and quality travelers, with passions strongly aligned with what Singapore has to offer. More details about the segments can be found [here](#).

Campaign Objectives & Challenges

- e. As STB Americas plans towards tourism recovery in 2021, the Early and Established Careers segments are even more so important to us as they are predicted to be among the first groups to resume leisure travel in 2021. They will be travelling to relax and unwind from the stressors of the long-drawn pandemic, spend time with family and friends, and experience new destinations and experiences, while still ensuring that health and safety precautions are taken into consideration.
- f. As such, STB Americas would like the PR agency to plan and execute an integrated creative PR and marketing campaign specifically to target the Early and/or Established Careers, positioning Singapore as the leisure destination of their choice when international travel resumes.

Objectives

- Strengthen Singapore’s brand proposition as a destination with authentic, reimagined yet safe experiences for visitors to explore.
- Bring the ‘Passion Made Possible’ brand and ‘SingapoReimagine’ messaging to life.
- Build excitement, desire and top-of-mind awareness for Singapore, and convert that into travel to Singapore the moment travel restrictions are lifted for US visitors.

Challenges

- Sustaining the excitement and momentum from the campaign until travel restrictions are lifted for US visitors.
- Dynamic pandemic situation globally and in the US: Uncertain when travel restrictions will be lifted for US visitors; when the health situation will improve; whether physical events can be safely held in the US, etc.
- Thinking creatively and out-of-the-box to find suitable strategic partner(s) that resonate with the target segment(s) and to stand out from potential campaign clutter from competing destinations.

Target audience

- Targeted demographics of the Early and/or Established Careers segment who are:
 - From New York, California and Washington states in the US

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- Aligned with our passion tribes
- Able to afford mid to long-haul travel within the next 12 months
- Open to international travel to Asia within the next 12 months

Reference budget

- For purpose of planning and proposal, agencies can work with a reference planning and production budget of **US\$200,000-250,000** to execute their proposed plan.
- Note that this budget is for reference only and is not indicative of any eventual project costs.