

## 80 Home-grown Talents in New *Passion Made Possible* Global Campaign

**Singapore, 29 August 2018** – The Singapore Tourism Board (STB) launched a new *Passion Made Possible* global campaign today. In the latest wave of marketing activities that will cover 16 overseas markets in the next few months, STB continues to bring the *Passion Made Possible* brand to life by celebrating Singapore’s people, talent and stories through marketing campaigns, consumer events and industry partnerships.

First launched in August last year, the *Passion Made Possible* brand encapsulates Singapore’s never-settling spirit of enterprise in making passions possible through grit and determination. Since launch, STB’s marketing efforts for the brand have accumulated a global audience reach of over 555 million and close to 300 million video views.

Ms Lim Shoo Ling, Brand Director, STB, said, “Over the past year, it has been gratifying to find the *Passion Made Possible* brand resonating well with domestic, international and trade audiences. Our storytelling approach to destination branding has been lauded for being refreshing and inspiring, and many have shared feedback that they enjoy the personal stories of Singaporeans and discovering a deeper side to Singapore as a destination.”

### Activating Three More Passion Tribes

As part of the *Passion Made Possible* brand launch last year, STB introduced the concept of Passion Tribes with the unveiling of four specific tribes, namely Foodie, Collector, Explorer and Progressor. In the new campaign, three more Passion Tribes – Culture Shaper, Socialiser and Action Seeker – will be activated, which will allow more consumers to cultivate their passions and interests in Singapore. With that, STB’s seven tribes would have all been rolled out. Please see [Annex A](#) for more information on the Passion Tribes.

STB’s campaign and marketing activities this year will feature around 80 talents, including singer-songwriter Nathan Hartono, contemporary artist Jahan Loh, Native’s mixologist Vijay Mudaliar, DJ KoFlow, indoor skydiver Kyra Poh, founder of Geylang Adventures Cai Yinzhou, founders of local bookbinding company Bynd Artisan Winnie Chan and James Quan, as well as culinary teacher Ruqzana Vasanwala. The activities that involve these talents range from appearances in short films for marketing campaigns to participation in promotional events overseas. Please see [Annex B](#) for more information on some of these personalities.



Apart from showcasing home-grown talents in films, STB is paying tribute to the local creative talents behind the scenes. For this, STB has partnered Viddsee, an online video platform for short premium content contributed by creatives, to co-create two films for the Culture Shaper and Socialiser tribes. One main difference is that for the first time, these directors, among them Wee Li Lin and Jacky Lee, helmed the conceptualisation and creation of the films. Earlier films created as part of the brand launch were led by STB and creative agency TBWA.

"We're proud to work with STB in producing their next wave of films," said Mr Derek Tan, Viddsee co-founder. "Giving home-grown talents an opportunity to showcase Singapore's cultural diversity and vibrant social scene through their unique vision, style and voice to the world embodies both Viddsee's mission to empower storytellers, while fulfilling Singapore's promise as a country where passion is made possible."

STB is also working with Khairuddin Hori, curatorial director and partner of Chan+Hori Contemporary, to organise an art and augmented reality technology showcase. Featuring the works of seven artists, the showcase will be brought to selected overseas markets to delight and inspire visitors to visit Singapore and explore their passion for art.

In another first, STB has chosen to work with creative talents who themselves belong to the respective tribe that they are working on. This is a deliberate move to bring out authentic tribe stories from Singapore and build affinity within the tribes. Please see [Annex C](#) for more information on these creative talents.

### **Bringing the Singapore Story Alive through Experiences**

STB continues to partner industry stakeholders to develop tours and hotel experiences in line with the brand. Since the launch of the brand in August last year, tour operators saw a 10 to 35 per cent increase in total sign-ups for refreshed Passion Tours. There are now 27 Passion Tours available, of which three are new.

Tour participants can explore Chinatown, Kampong Glam and Little India on a bicycle and fill their stomachs with local delicacies on the *Bike and Bites Food Tour*. Admiring murals in Little India while exploring its back lanes at night is another option with the *Down to the Bare Walls Tour*, where participants get to feel the smooth silk of a saree, learn how to tie a turban and enjoy traditional Mughlai dishes. They can also explore a labyrinth of back alleys filled with contemporary street art and tantalise their taste buds with traditional snacks such as *vadai* and *kueh ko swee* on the *Street Art and Food Tour*.

STB is also partnering hotels to enhance visitors' stay in Singapore by elevating the hotel experience beyond accommodation to appeal to their passions and interests through storytelling and tours.



For example, visitors can choose to stay in a *Made-in-Singapore* room in Village Hotels by Far East Hospitality, which features designs that showcase Singapore's multi-racial history and culture. They can learn about Singapore's colonial history on a tour by the Amara Sanctuary Resort Sentosa, or find out more about local designers and their works at a fashion showcase at Ascott Orchard Singapore.

Please see [Annex D](#) for more information on these offerings.

### **Discovering Passion Made Possible at Home**

On the domestic front, STB hopes to get Singaporeans to share more *Passion Made Possible* stories of Singapore and her people. To this end, STB will be working with media partners to get their readers to submit inspiring *Passion Made Possible* stories of everyday Singapore heroes. These stories will then form the basis of engaging content that can be produced for sharing subsequently on print, online and broadcast media platforms.

### **Global Campaign Roll-Out**

Between August and December 2018, the new *Passion Made Possible* global campaign will be rolled out to 16 overseas markets. Please see [Annex E](#) for more information on the roll-out.

An exciting slate of overseas marketing activities has been planned to bring music, art and culture to overseas audiences. For instance, audiences can win a trip to Singapore by taking part in sing-offs in Philippines and Korea, appreciate the works of local artists at a pop-up art showcase featuring augmented reality technology in Russia, Myanmar and India, and dance through the night at invite-only parties in markets such as Vietnam and China.

Said Ms Lim: "As we move into the second year of the *Passion Made Possible* global campaign, it is important that STB remains focused in telling a great Singapore story by profiling our personalities and talents in ways that best bring across our authenticity. In the process, we hope to get both locals and overseas consumers to share more about how Singapore is indeed *Passion Made Possible*."

- End -

### **Download Links**

Brand Personality Images: <https://bit.ly/2ojEokU>

Brand Personality Profile and Itinerary Films: <https://bit.ly/2PM5Ns8>

Bios of local creatives: <https://bit.ly/2ohWhAB>

## MEDIA RELEASE



**Passion  
Made  
Possible**



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**About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com) or follow us on Twitter @STB\_sg ([https://twitter.com/stb\\_sg](https://twitter.com/stb_sg)).

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## ANNEX A

### A Destination of Visitor Passion Points & Possibilities

STB has grouped potential visitors together into Passion Tribes based on their lifestyles, interests, and what they travel for. There are seven such “Passion Tribes”:

Wave 1	Wave 2
<ul style="list-style-type: none"><li>• <b>Foodies</b> delight in food, cooking and dining and want to experience flavours in new ways.</li><li>• <b>Collectors</b> enjoy shopping and collecting items that showcase their unique identities.</li><li>• <b>Explorers</b> enjoy exploring and discovering different places and spaces, enabling them to create new stories.</li><li>• <b>Progressors</b> are business travellers seeking to connect, collaborate and innovate.</li></ul>	<ul style="list-style-type: none"><li>• <b>Culture Shapers</b> enjoy immersing themselves in arts and culture to gain new perspectives.</li><li>• <b>Action Seekers</b> seek action and excitement, always chasing the next adrenaline rush.</li><li>• <b>Socialisers</b> enjoy the energy of the nightlife and entertainment scene and how music enables them to blend these experiences together.</li></ul>

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**ANNEX B**

**Brand Personalities and Singapore Talents\*  
Featured in the New *Passion Made Possible* Campaign**

<b>Tribe</b>	<b>Talent</b>
Culture Shaper	1. Jahan Loh, contemporary artist
	2. Santha Bhaskar, Bhaskar's Arts Academy artistic director
	3. Ivan Heng, W!LD RICE founding artistic director
	4. Siti Khalijah Zainal, thespian
	5. Kenny Tan, producer
	6. June Cheong, filmmaker
	7. MeshMinds, art showcase tech provider
	8. Kenny Ong, filmmaker
	9. Chua Seng Yew, filmmaker
	10. Jac Min, filmmaker
	11. Jason Ho, filmmaker
	12. Cheng Chai Hong, filmmaker
	13. Esther Goh, artist
	14. Fong Qi Wei, artist
	15. 8 Eyed Spud, artists
	16. Adeline Tan, artist
Socialiser	17. Rishi Budhrani, comedian
	18. Sharul Channa, comedian
	19. Tabitha Nausser, musician
	20. Sezairi Sezali, musician
	21. DJ KoFlow

	22. DJ MYRNE
	23. Vijay Mudaliar, mixologist at Native
	24. Lee Panying, mixologist at Nutmeg and Clove
	25. THELIONCITYBOY aka Kevin Lester, rapper
	26. Nathan Hartono, singer-songwriter
Action Seeker	27. Sasha Christian, wakeboarder
	28. Ho Kun Xian, e-sports athlete
	29. Christian Ho, go-kart racer
	30. Kyra Poh, indoor skydiver
Foodie	31. Ruqxana Vasanwala, founder of Cookery Magic
Explorer	32. Cai Yinzhou, founder of Geylang Adventures
Collector	33. James Quan, founder of Bynd Artisan
	34. Winnie Chan, founder of Bynd Artisan

\*This is a non-exhaustive list

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**ANNEX C**

**Collaborating with Local Creatives**

<b>Film directors</b>	
<p><b>Viddsee</b> is an online video platform for short premium content contributed by creatives.</p> <p>STB is working with Viddsee to co-create two films targeted at the Culture Shaper and Socialiser Passion Tribes.</p>	<p><u>Culture Shaper Tribe Film</u> As lead director of the Culture Shaper film, <b>Wee Li Lin</b> will be mentoring a group of emerging film directors including:</p> <ul style="list-style-type: none"> <li>• Sabrina Poon</li> <li>• Don Aravind</li> <li>• Tariq Mansor</li> <li>• Sun Ji</li> </ul> <p>All five filmmakers will tell their own story of how Singapore has inspired the Culture Shaper tribe.</p> <p>Li Lin is one of the pioneer female filmmakers in Singapore. She has made numerous short films and two feature films as well as several telemovies and commercials. She has won several awards locally and internationally, such as "Best Director" at the Singapore International Film Festival. More recently, she directed the music video for the National Day Parade 2018.</p> <p><u>Socialiser Tribe Film</u> <b>Jacky Lee</b> will direct a short film showcasing Singapore's entertainment and nightlife scene. He has directed videos for brands like Gucci, Puma, Facebook and VICE China.</p> <p>On top of that, he is also a keen contributor to the local art, design and music scene, often directing videos for Singaporean musicians and brands. His films are often visually vibrant with colourful characters, a catchy soundtrack and offbeat humour.</p>
	<p><u>Action Seeker Tribe Film</u> As of 2015, <b>Desmond Tan</b> heads boutique production house atypicalfilms. He will be directing the film targeted at the Action Seeker tribe.</p> <p>Desmond's most recent works include campaigns for Committee on the Future Economy, Singapore Navy, Singapore Tourism Board, McDonald's latest Samurai &amp; Ninja Burgers, Unilever Wall's ice cream and a trio of quirky spots for insurance giant Direct Asia. He's also worked on a meaningful series for Facebook #SheMeansBusiness, which saw him shooting in both Singapore and Japan.</p>



**Artists**

**Atypical Singapore – Pop-up art showcase featuring augmented reality technology**

Chan+Hori Contemporary curatorial director and partner Khairuddin Hori has selected seven contemporary artists with different specialisations – ranging from performance art, sculptures, painting, gif animation, video art and AR effects – to create artworks inspired by Singapore. These artworks will be exhibited in countries such as Russia, Myanmar and India.

**Khairuddin Hori**

Khai is best known for his multidisciplinary and unconventional approach to curating art, supported by his experience in theatre and work as an artist. Khai's profile was placed under the spotlight in 2014 after he was personally invited by the President of Palais de Tokyo in Paris, Mr Jean de Loisy, on board Europe's largest and internationally renowned art centre as its Deputy Director of Artistic Programming.

The seven artists are:

1. Daniel Yu
2. Gerald Leow
3. Speak Cryptic (Farizwan Fajari)
4. Amanda Tan
5. Eugene Soh
6. anGie Seah
7. Muhammad Izdi

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**ANNEX D**

**Brokering Partnerships: A Singapore Story Shared by Everyone**

STB is working with industry partners to integrate *Passion Made Possible* into our core tourism products and experiences. This is with the aim of sharing deeper stories and experiences of Singapore, building emotional connections with travellers, and enhancing our destination appeal.

<p><b>Curating tours themed around Passion Tribes to incorporate deeper storytelling elements</b></p>	<p>STB has worked with tour operators to curate <b>27</b> tours based on Passion Tribes – including three new tours - to enable visitors to discover Singapore based on their lifestyles and interests. The three new Passion Tours, which are relevant to the tribes activated as part of the new global campaign are:</p> <p><b>Bike and Bites Food Tour by Let’s Go Tour Singapore</b> Explorer + Foodie Tribes</p> <p>Cycle through the streets of Chinatown, Kampong Glam and Little India and savour local food with an experienced tourist guide.</p> <p>Navigate the streets to discover interesting facts of life in early Singapore. Ride by a temple, the home of former Sultan of Singapore, and flower and spice shops, and learn about the stories behind the street names.</p> <p><b>Down to the Bare Walls by A+B Edu Tours and Travel</b> Culture Shaper Tribe</p> <p>Explore the back lanes of Little India at night, and learn more about the rich history of the cultural precinct. Feel the smooth silk of a saree, learn to tie a turban, and admire the murals that showcase the rich culture and arts. End the tour with traditional Mughlai dishes in a North Indian restaurant.</p> <p><b>Street Art and Food Tour by Wok ‘n’ Stroll</b> Culture Shaper + Foodie Tribes</p> <p>Discover the stories of Singapore through a labyrinth of back alleys in an open-air gallery of contemporary street art amidst curated food stops. Appreciate local and international mural paintings by Yip Yew Chong and Ernest Zacharevic from Lithuania. Indulge in rich and flavourful snacks such as <i>vadai</i>, <i>dosa</i> and <i>kueh ko swee</i>, during this walking tour for art and food lovers.</p>
<p><b>Complementing hotel stays* with experiences appealing to varied passions</b></p>	<p>STB is also partnering hotels to enhance visitors’ stay in Singapore by elevating the hotel experience beyond functional accommodation, and appealing to various passions and interests through storytelling and tours. These new experiences are:</p> <p><b>Aug 2018 – Launch of <i>Made-in-Singapore</i> Rooms by Village Hotels by Far East Hospitality, targeted at the Culture Shaper Passion Tribe</b></p>



Far East Hospitality collaborated with young budding talents from the Nanyang Academy of Fine Arts and Singapore Institute of Technology, to design a *Made-in-Singapore* room in each of the Village Hotel brands namely, Village Hotel Albert Court, Village Hotel Bugis, Village Hotel Changi, and Village Hotel Katong.

Far East Hospitality has taken inspiration from the students' interpretation of Singapore-inspired hospitality and then worked with the hotel's in-house design team to fabricate the *Made-in-Singapore* room which reflects the multi-racial culture, heritage and history of Singapore

**Oct 2018 – Launch of Heritage Tour at Amara Sanctuary Resort Sentosa, targeted at the Explorer Passion Tribe**

A curated heritage experience leveraging the rich history and elements of Sentosa, including the British colonial buildings.

Participants will be immersed in stories of historic Singapore, Sentosa and the British Colonial times, and have an opportunity to visit Singapore's last few remaining WWII air raid shelters.

**Oct 2018 – Launch of Fashion Showcase at Ascott Orchard Singapore, targeted at the Collector Passion Tribe**

Ascott Orchard Singapore will develop a fashion showcase featuring the works of local talents such as handbag designer Ling Wu and jewellery designers Li Ying and Stephanie Chu.

A curated collection of apparel, jewellery, bags, and more, will be exhibited in the hotel lobby, alongside write-ups on local designers and the inspiration behind their work.

During the fashion weekend, guests can see these designer works at a runway show, and hear the passion stories of these designers on a curated tour at their workshops or stores. They can also take part in workshops helmed by the designers and learn to make jewellery, bag straps and leather goods.

**Nov 2018 – Launch of Creative Communities workshops at M Social Singapore, targeted at various tribes including Collector and Foodie**

Creative Communities aim to continually provide an experiential setting for local creatives to enjoy within a unique sharing space. Celebrating Singapore's growing community of start-ups and entrepreneurs, this series of workshops – spanning fashion, fitness, tech, art, travel and culinary delights – for guests will inspire like-minded individuals to discover the multi-faceted creative landscape in Singapore.

*\*This is a non-exhaustive list*



**ANNEX E**

**Global Campaign Roll-Outs: Connecting Passions on the World Stage**

The new *Passion Made Possible* global campaign will be launched across 16 overseas markets through STB’s regional offices\*:

Date	Market
August	Australia
	Malaysia
September	Vietnam
	United States
	Russia
	United Kingdom
	Thailand
	Japan
	Hong Kong
	Taiwan
	Indonesia
	India
	South Korea
	China
	Philippines
December	Germany

*\*Note: List is not exhaustive and accurate as of 29 Aug 2018.*

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