

## **MEDIA RELEASE**

oOh!media Limited  
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## **COMMUTERS TAPPING INTO SINGAPORE'S SOCIAL SCENE**

Commuters are tapping into Singapore's social scene via interactive screens at major commuter hubs in Sydney and Melbourne, as part of Singapore Tourism Board's *Passion Made Possible* campaign with oOh!media.

Achieving impact and cut-through, Commute by oOh! interactive digital screens - located at Flinders St Station, Melbourne and Town Hall and Central stations in Sydney - encourage thousands of commuters to tap on animated maps of Singapore's neighbourhoods to reveal its hidden social gems.

By interacting with the screens, commuters can have a one on one experience to unlock surprises to reveal points of interest such as unique tropical rooftop bars and foodie oases, hidden speakeasies, retail hotspots and other lesser-known nightlife experiences.

Singapore Tourism Board's Area Director for Oceania, Stephanie Yong said the aim of the campaign was to inspire and engage with 25-49 year old working adults, by presenting Singapore as an exciting destination with a bustling nightlife scene where visitors can experience the city's energy and meet new friends.

"It's extremely hard to grab the attention of this tech savvy segment who are bombarded with online messages 24 hours a day, seven days a week, so we needed to look beyond traditional advertising," Yong said.

"With oOh! we can achieve greater cut through with this audience by grabbing their attention and engaging with them while they're out and about through more interactive campaigns."

oOh!'s Chief Commercial & Product Officer Robbie Dery said this engaging campaign would ensure Singapore was at the forefront of the minds of the target audience when planning their next holiday.

"This campaign achieves both mass exposure with thousands of commuters, but also engages one-on-one, promoting Singapore as an experience-fueled holiday destination to inspired commuters," Mr Dery said.

"Our audience and data insights indicate that railway stations are top performers when it comes to engaging the 25-49 year olds.

“The use of Commute by oOh! helps prime and influence audiences on their way to work and brings the Singapore brand to top of mind.”

Kaga Bryan Media Content Creative Director of Zenith/Publicis Media - which led the creative, strategy and media for the campaign - said the campaign represented a fusion of out-of-home, interactive experiences and beautifully crafted 3D experiences.

“We really wanted to let audiences explore beyond the billboard, so we designed a completely interactive, animated experience for mobile that can be launched simply by interacting with the Facebook Messenger code on the panel,” Mr Bryan said.

The interactive activation is part of a wider Out of Home campaign by Singapore Tourism Board, with creative targeting the Sydney and Melbourne CBD across Commute by oOh!’s Street Furniture network and rail assets intermittently for the next five months.

**Credits:**

**Client:** Singapore Tourism Board  
**Creative:** Publicis Media and Space 66  
**Media agency:** Zenith  
**Media:** Commute by oOh!

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**About oOh!media:** oOh!media is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!’s diverse network of more than 30,000 locations across Australia and New Zealand including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, bars and universities and integrating with experiential, social, mobile and online - helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry’s best data, insights and media planning tools, as well as leading technological innovation, to give advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.

**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. **Passion Made Possible** celebrates the spirit and attitude of a city whose tenacity and innovation continually create new experiences and possibilities for its people and visitors. 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)).