



Case Study

Singapore Tourism Board Project Postcard 2008

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The Singapore Tourism Board (STB) is an economic development agency for the Tourism service sector in Singapore, and its mission is to develop and champion tourism so as to build the sector into a key driver of economic growth for the country. With this, STB works towards creating exciting and innovative experiences for Singapore's visitors, in close partnership with the trade industry, thus painting an image of Singapore as a compelling and unique destination to visit.

In order to encourage a boost in tourism growth for the country, STB initiated a Uniquely Singapore Project Postcard campaign, to give Singaporeans and residents living here, a chance to play tourism ambassadors, and encourage people living abroad to visit Singapore.

This year, STB launched the Project Postcard campaign in conjunction with the world's first night race Grand Prix that was held in Singapore. STB collaborated with ZoCard to print and distribute 1 million postcards to households, schools, clubs, embassies, tourist spots as well as on over 500 of ZoCard racks. The postcards were well received by the public and encouraged them to pen their messages to family and friends living abroad.

Front of ZoCard



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At the crossroads of the city's rich past and present, I saw the future making history.

UNIQUELY Singapore
visitsingapore.com

Send these postcards to your friends abroad and send their pulse racing here!

Project Postcard is your chance to play tourism ambassador to your friends and family living abroad. Invite them to experience for themselves the vibrancy of Singapore! And what could be more exciting than watching firsthand the world's first FORMULA ONE night race during the Singapore GP Season?

Simply send these prepaid postcards to your friends and family overseas, and you're not only giving them a chance to win an unforgettable FORMULA ONE holiday here, you too could be joining them to catch the exhilarating race action. So step on it!

You can also log on to visitsingapore.com/projectpostcard to send e-cards and take part in the lucky draw online.

Back of ZoCard

2 Grand Prizes*
Each Prize:

- 2008 FORMULA 1™ SingTel Singapore Grand Prix VIP tickets for 2
- Business Class return ticket to Singapore on Singapore Airlines and 5-star hotel accommodation at Marina Mandarin Singapore for 1 overseas winner
- Passes to a host of lifestyle experiences at the Singapore GP Season

*One each for postcards and e-cards entry.

40 Consolation Prizes

- Dining and entertainment vouchers to the hottest venues in Singapore

All postcards must be sent by 17 August 2008 to enjoy free postage. All postcards will be mailed overseas only after the lucky draw. Log on to visitsingapore.com/projectpostcard for terms and conditions. By sending these postcards you acknowledge and agree to be bound by such conditions.



UNIQUELY Singapore
visitsingapore.com

BY AIRMAIL Singapore, Host city of the 2008 FORMULA 1™ SingTel Singapore Grand Prix

Come experience for yourself a city brimming with unique attractions and exciting entertainment. Lifestyle offerings all year round! And if it's action you're after, gear up for the Singapore GP Season (20 Sep - 5 Oct 2008). To find out more about the events held during the Season, go to visitsingapore.com/gpseason

Project Postcard
Overseas postage paid by Singapore Tourism Board

From: _____ To: _____
Mobile & Email: _____ Address: _____
Message: _____

Project Postcard is made possible by:

UNIQUELY Singapore
visitsingapore.com



Campaign Details:

Client: Singapore Tourism Board

Start of Campaign: 3 July 2008

Cards Finished in Zo Store: 7 August 2008

Number of designs: 1 (4 panel card)

Total Print Quantity:

- 60,000 for ZoCard Distribution points available island wide.
- 940,000 for households, schools, embassies, tourist spots, hotels.

Total Distribution Quantity: 1,000,000

ZoCard Account Manager: Shuvra Ghatak

Campaign Objectives:

STB initiated this Uniquely Singapore Project Postcard campaign, to give Singaporeans and residents living here, a chance to play tourism ambassadors, and encourage people living abroad to visit Singapore.

Target Audience:

The Project Postcard campaign was aimed to receive as many responses and to send as many greeting messages to people living abroad, in order to encourage them to visit Singapore. The campaign was targeted at all age groups.



Campaign Execution:

The 4 panel postcards that incorporated a design of a race car and driver, was tied in with a contest at the back of the cards that gave senders a chance to win fabulous prizes at the lucky draw. The cards were distributed island wide amongst popular shopping centres, food and beverage outlets, pubs, clubs, educational institutions, arts and culture, as well as fitness and recreation centres, travel and tourism outlets, cyber cafes, cinemas, agencies and Changi Airport. The cards were also distributed to households.

Campaign Results:

The campaign received an overwhelming response from the people who enthusiastically participated in this Project Postcard campaign and sent the postcards overseas. In addition to an impressive participation rate, the popularity of the cards managed to raise good brand awareness for Singapore as a truly unique tourist destination.