

# SINGAPORE TOURISM BOARD AND MSN CREATE NEW DESTINATION ATTRACTING VISITORS

## Background

The Singapore Tourism Board (STB) is responsible for promoting Singapore as a premier world class destination, tourism hub and business centre. In establishing Singapore as a unique attraction in global tourism, the STB also strives to offer an integrated travel experience for visitors, resulting in regional development and economic prosperity for the city-state. The STB launched a two-month online campaign on MSN Malaysia to promote its annual year-end visual and performing arts festival "For Art's Sake".

## Challenge

The STB wanted to create awareness and interest for the "For Art's Sake" festival. As the event tantalizes the visual and auditory senses, the STB wanted its online campaign to be colorful-offering and capturing what the eleven-week festival is all about. It was also important for the STB to maintain its existing corporate image and branding identity. The STB also wanted an online campaign geared to offer detailed tourist information about Singapore.

*"Because of the wide reach of MSN, we received an overwhelming response. Through online marketing, STB was able to reach out to our worldwide audience in the most efficient and economical way."*

*Ms. Chew Boon Heang,  
Manager of Events Marketing,  
Singapore Tourism Board*



## Goals

- Promote awareness for the festival and ultimately drive tourism to Singapore

## Solution

- Targeting the countries of Malaysia, Hong Kong, Indonesia, Thailand and Australia, an online campaign on MSN was created to highlight the festival. While providing information on the event and Singapore as a tourism destination, the site also boasted stellar names and performances from celebrities such as Wynton Marsalis and Vanessa Mae. Through online contests, viral marketing mechanics and the chance to subscribe to the STB's newsletter, awareness and interest in "For Art's Sake" and Singapore were promoted.

## Target

- Adults, aged 21-34

## Results

- During the two-month period, the STB microsite attracted over 47,000 unique users
- More than 5,000 contest entries were received from Malaysia and beyond-a total of 39 countries
- Over 5,000 users subscribed to the STB newsletter