# Singapore Tourism Board innovates marketing to capture shorter attention spans



The Singapore Tourism Board (STB) is adapting to changing consumer behaviours and the challenge of reduced attention spans by innovating its marketing strategies. According to Marketing Interactive, the average human attention span has diminished to just 8.25 seconds, shorter than that of a goldfish. This shift presents a significant obstacle for brands, especially in travel and tourism, where emotional connection and discovery are vital to influencing consumer decisions.

Kenneth Lim, assistant chief executive of STB's marketing group, highlighted the evolving landscape during a recent fireside chat at Marketing Interactive’s Content360 conference in Singapore. Lim emphasised that the current media environment is saturated with entertainment, memes, and viral content, making it necessary for brands not just to reach audiences, but to capture and sustain their attention during those critical initial seconds. “To address this, we’ve reimagined how we tell Singapore’s story in this age of constant scrolling. This means moving beyond traditional marketing approaches to create content that not only stops the scroll, but also resonate authentically with our target audiences,” Lim said.

STB is steering away from conventional advertisements and is instead prioritising authentic partnerships with pop culture icons, social-first branded content, and engagement on gaming platforms where audiences are increasingly present. One notable example is the partnership with global music band Coldplay, who filmed the music video for their song "Man in The Moon" in Singapore in collaboration with Warner Music Singapore. Lim described this as "native branded entertainment content," seamlessly integrated with the band’s usual work and their platforms for more genuine engagement.

This collaboration extended beyond the music video to include a destination sizzle reel shared across both Coldplay’s and STB’s social channels, supported by paid media campaigns. The partnership reached over 200 million unique users worldwide, covering key markets such as the US, UK, Indonesia, the Philippines, India, and China. It also resulted in significantly higher social media engagement compared to STB’s traditional branded marketing efforts.

Further capitalising on high-profile events, STB collaborated with former Formula 1 champion Jenson Button during the Singapore Grand Prix. Beyond the race itself, the campaign aimed to showcase the thrilling experiences Singapore offers away from the track. Button’s adventurous persona and strong media presence aligned well with Singapore’s vibrant and dynamic spirit, helping STB connect with motorsport enthusiasts in major markets including the US, UK, and Australia.

As part of its broader "Made in Singapore" master brand platform, STB also launched the "Culinary capital" campaign, featuring a 30-second music video titled "What do I eat first?" led by Paddy Ong of indie-pop band Club Mild. This campaign adopted a social-first approach and involved creators from key source markets to generate user content using shared visual templates. Early data showed that content driven by creators significantly increased engagement, underscoring the value of involving creators in marketing efforts.

Additionally, the Friends of Singapore (FOSG) creator programme was piloted to leverage the enthusiasm of international influencers already planning visits to Singapore, thereby fostering a more organic mode of brand advocacy.

In acknowledging the importance of emerging digital platforms, STB ventured into gaming with the launch of Singapore Wanderland on Roblox, an interactive experience where players explore digitally reimagined Singapore landmarks such as Gardens by the Bay and Jewel Changi Airport. The experience comprises mini-games and challenges targeted at younger consumers, namely Generation Z and Alpha.

Lim explained, “Singapore Wanderland is part of our broader objectives to drive destination awareness, discover new and immersive ways for audiences to interact with Singapore product and engage new audiences and build communities.” To integrate the digital experience with real-world engagement, players who completed challenges could redeem rewards at CapitaLand malls, where prizes were offered from over 30 brands. Since its launch, Singapore Wanderland has recorded over eight million plays and attracted more than four million unique users.

Lim acknowledged some limitations related to analytics and brand impact studies on Roblox but noted that the platform yields quality engagement levels compared to traditional social media.

Throughout his discussion, Kenneth Lim stressed the necessity for STB to maintain agility in response to shifting consumer habits. He concluded, “Our focus is not just on creating content that captures attention, but on building meaningful connections with audiences.”

By combining pop culture tie-ups, creator collaborations, branded content, and expanding into gaming and immersive platforms, STB aims to sustain Singapore’s appeal amongst a new generation of global travellers.

Source: [Noah Wire Services](https://www.noahwire.com)