

**SECRET LIVES OF
SINGAPOREANS**

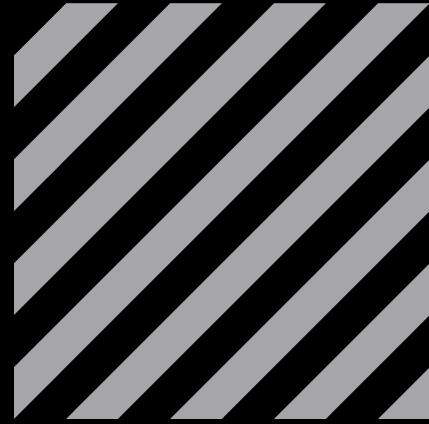
Ogilvy

AI CONCERT, THE LAST SUPPER AND LADY DIOR

IMAGE CREDIT: GRAZIA SINGAPORE

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Secret Lives of Singaporeans is an ongoing collection of marketer-friendly briefs on the fascinating people of the little red dot, by planners and PR consultants from the big red agency. It's not "thought leadership", it's...



INSPIRATION TO DO



EACH ISSUE COMPRISES

- One thing people in Singapore are talking about
- One thing people in Singapore are searching for
- One thing that's in the news in Singapore



ONE THING PEOPLE ARE TALKING ABOUT:

AESPA X AI

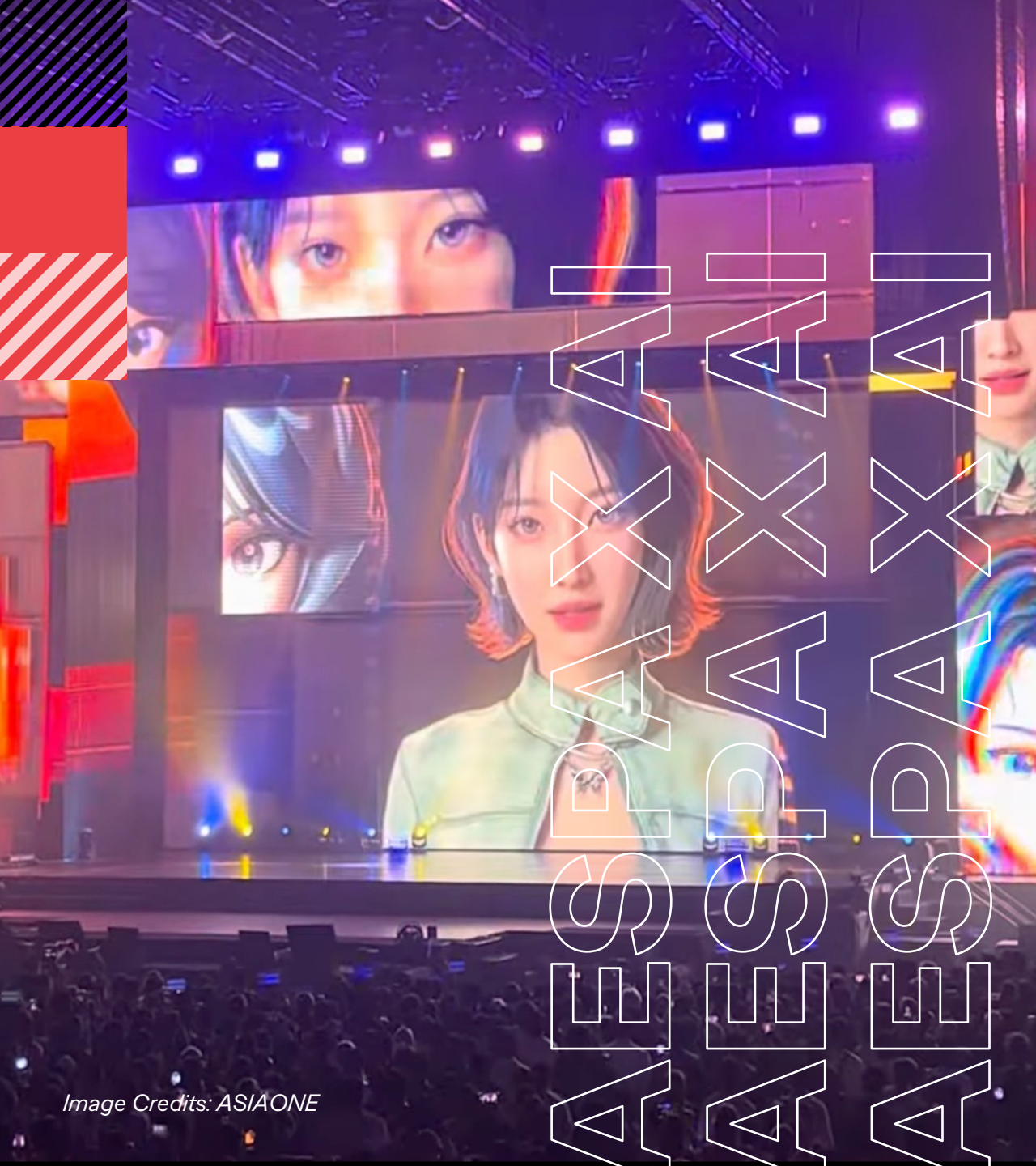


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WHAT PEOPLE ARE TALKING ABOUT:

AESPA X AI

Just when you think concerts can't get cooler and more exciting, an AI's solo debut on stage might make you reconsider. On July 20th, Singapore fans of popular K-pop group AESPA were expecting to see some strobe lights, glam outfit changes and lots of dancing. However, AESPA surprised their fans by giving the limelight to Naevis – an AI-character they frequently show in their music videos. She performed for a whole song with visual effects that captivated the audience.

SO WHAT:

Giving centrestage to an AI in an IRL concert is a bold move. Here are some ways in which blending IRL experiences with AI can elevate the consumer experience in exciting ways:

- 1. Personalised experiences:** Be it recommending what to wear based on style preferences to the shade of lipstick best suited based on skin colour analysis, AI can make brand interaction even more effective.
- 2. Immersive storytelling:** Virtual worlds and influencers have the ability to transform your brand's narrative by pushing the boundaries of innovation and creativity.

ONE THING PEOPLE ARE SEARCHING FOR:

THE LAST SUPPER





Image Credits: X

THE LAST SUPPER
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WHAT PEOPLE ARE SEARCHING FOR: **THE LAST SUPPER**

The 2024 Summer Olympics officially began on 26 July with a one-of-a-kind ceremony across Paris. The ceremony showcased the culture of Paris, star-studded performances, the lighting of the Olympic cauldron and none other than the parade of athletes. From the controversies that marred its build-up to the excitement and anticipation of the games, the ceremony was all the buzz. However, one thing that stood out and sparked much debate was the performance that featured drag queens and dancers that arguably resembled “The Last Supper”. In Singapore, this has become one of the top searches related to the Olympics.

SO WHAT:

Cultural Sensitivity: It is important to understand and respect cultural and religious symbols. Though it may not have been intentional, it is important to know your audience and do proper risk management by anticipating reactions.

Crisis Management: Responding swiftly and transparently, as well as taking accountability, can help to mitigate damage. Developing a crisis management plan that includes protocols for handling unexpected reactions can help with preparedness.



ONE THING THAT'S IN THE NEWS:

LADY DIOR SG



ONE THING THAT'S IN THE NEWS:

LADY DIOR SG

Art meets fashion! Dior is honouring its iconic handbag, Lady Dior, with a touring exhibition that has landed in Singapore for the first time. This exhibition celebrates Lady Dior by showcasing its numerous reinventions through the lens of global artists. The Singapore edition features 32 interpretations along with commissioning Singapore artists – Grace Tan, Genevieve Chua, and Samuel Xun to contribute original artworks to this exhibition.

SO WHAT:

Even luxury brands like Dior need to localise to unlock new market opportunities.

While FMCG or retail players often try to localise their brands, luxury brands usually adopt a one-size fits-all approach. Dior's changed that. Beyond getting high-end celebrities to endorse them in different markets, incorporating cultural nuances and artistic collaborations (like Lady Dior x SG artists) can help such brands to become more meaningful in APAC.

SG
SG
SG
DIOR
DIOR
DIOR
LADY
LADY
LADY

The Ogilvy logo is centered on a large red square. The logo itself is white and features a classic serif font. The 'O' is particularly large and has a distinctive shape with a small loop at the bottom. The 'g' is lowercase and has a long, sweeping tail that extends to the right. The 'i' is lowercase and has a small dot. The 'l' is lowercase and is a simple vertical bar. The 'v' is lowercase and has a sharp peak. The 'y' is lowercase and has a long, sweeping tail that extends to the right.

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Hungry for more?

Talk to us at secretlivessg@ogilvy.com