

**SECRET LIVES OF
SINGAPOREANS**

Ogilvy

X-MEN JITTER, CHATGPT ROAST, AND SIA'S EXEMPLARY SERVICE


ISSUE 52, 26 AUG 2024
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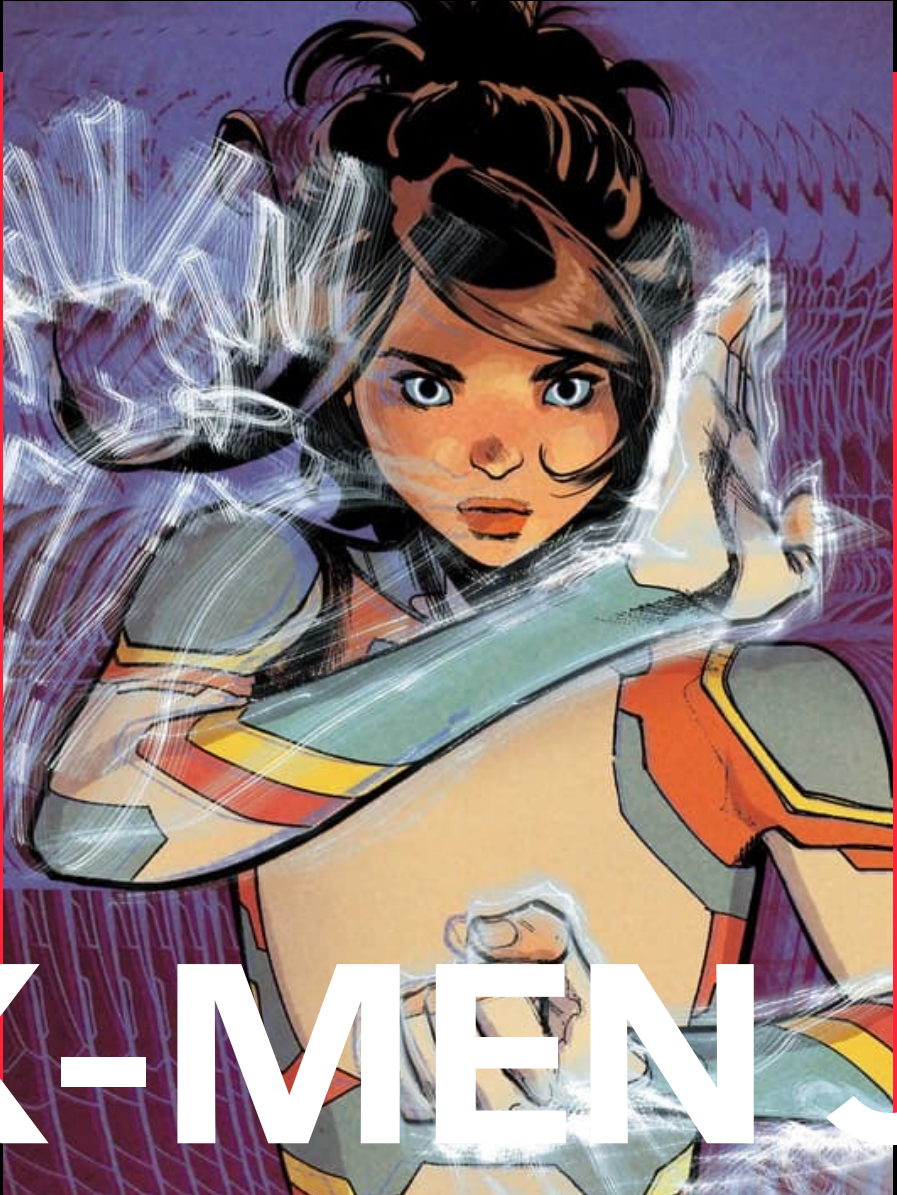
Secret Lives of Singaporeans is an ongoing collection of marketer-friendly briefs on the fascinating people of the little red dot, by planners and PR consultants from the big red agency. It's not "thought leadership", it's

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:

X-MEN JITTER

Image Credits: Marvel





WHAT PEOPLE ARE TALKING ABOUT: X-MEN JITTER

Marvel introduced Jitter, a Singaporean teenager with the mutant power of Hyperfocus, for their Uncanny X-Men comic line. She's part of a new team called the "Outliers."

Jitter's debut sparked excitement in Singapore, with locals celebrating more global representation, relating her to the stereotype of the "burnt-out student" or those raised by demanding "tiger mums."

SO WHAT:

Jitter isn't just a superhero; she's a *Singaporean* superhero. This offers brands a unique opportunity to tap into local pride and connect with audiences through shared cultural identity.

Moreover, her global presence allows brands to leverage the excitement surrounding her story and reach a wider, international audience by including or mentioning her in campaigns and posts.



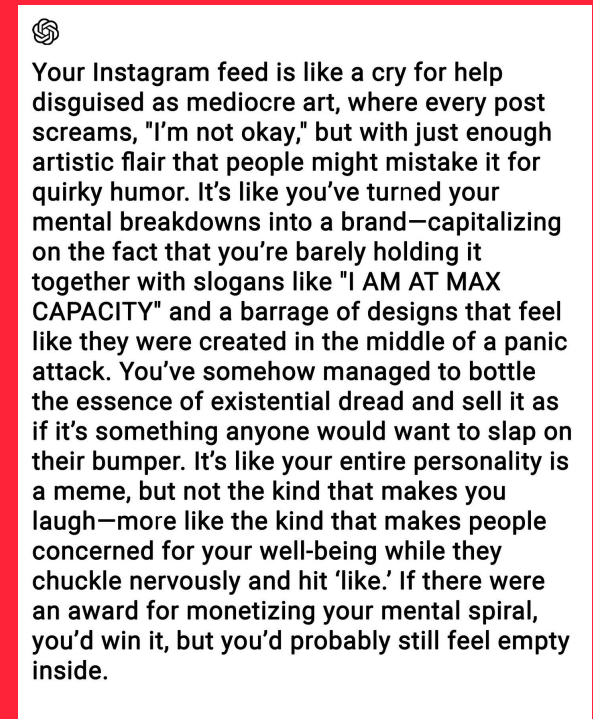
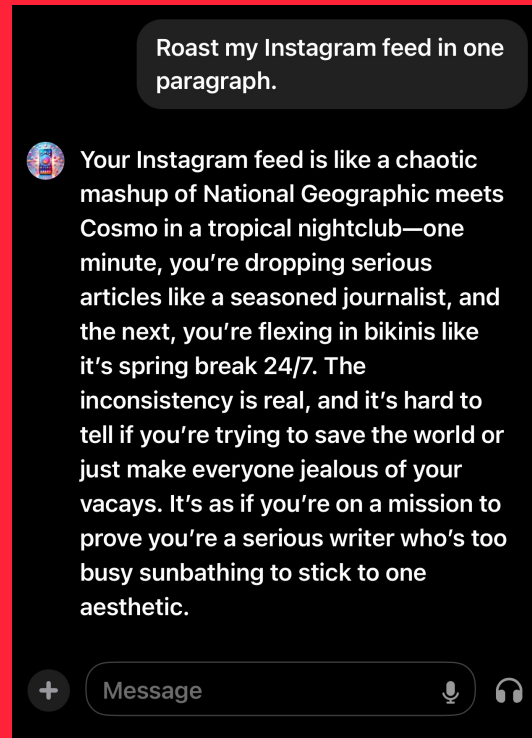
X-MEN JITTER
X-MEN JITTER
X-MEN JITTER

ONE THING PEOPLE ARE SEARCHING FOR:

CHATGPT ROAST



Image Credits: ChatGPT



WHAT PEOPLE ARE SEARCHING FOR:

CHATGPT ROAST

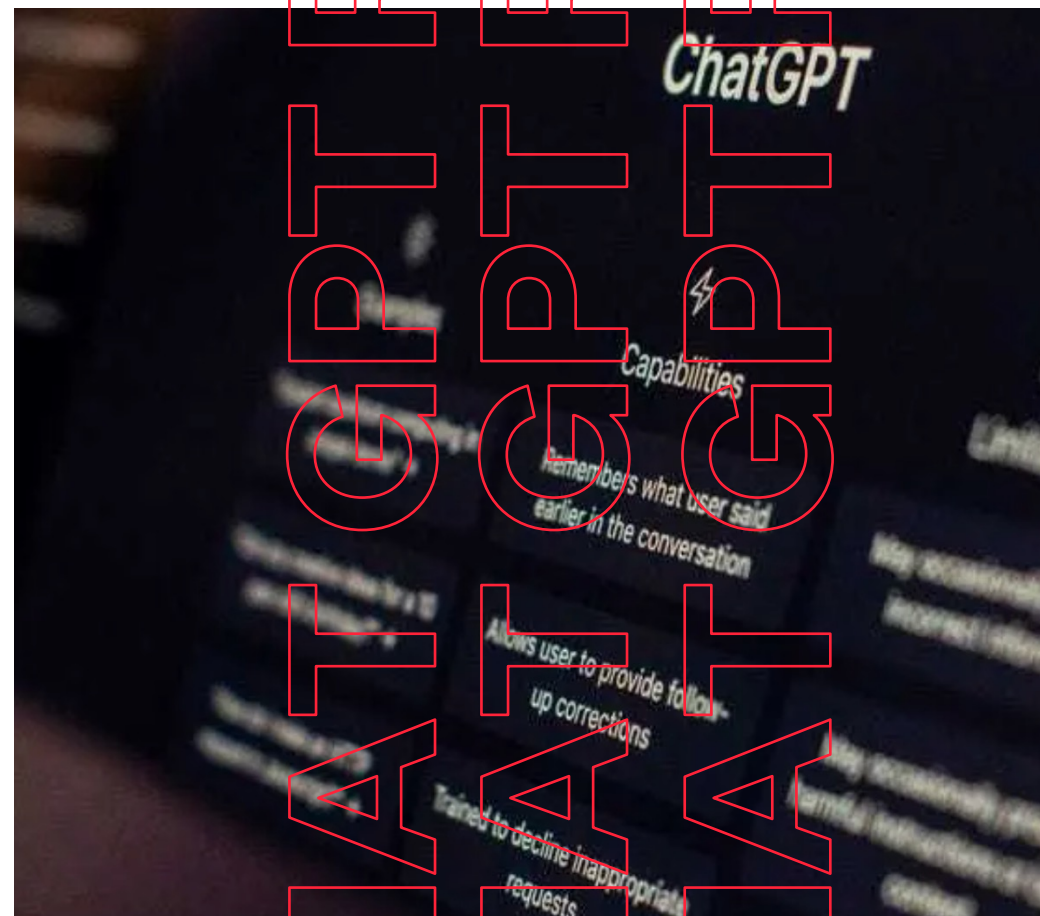
Singapore creators on Instagram are embracing a new trend, where ChatGPT humorously "roasts" their photos. This involves users submitting their content to ChatGPT, which generates witty, playful comments that are then shared as part of the post. A 200% surge in search interest in Singapore indicates many local creators have been jumping on the bandwagon and posting ChatGPT's replies.

SO WHAT:











Rather than viewing AI as a threat, creators are harnessing it as a tool to enhance their content, adding a unique layer of humor and interactivity that resonates with their audience.

This demonstrates that AI can complement human creativity, offering new avenues for content innovation rather than replacing it. For creators, this is a clear example of how embracing AI can lead to fresh, engaging content that keeps them ahead of the curve in a competitive digital landscape.

Image Credits: Getty





-  Lee Martynuik
Aiden nice helpful guy 🇯🇵🙏🇯🇵 safe travels
8-7 Reply  38
-  kam
SQ is just best isn't it! Especially the customer service
8-6 Reply  107
-  Paige Parker 🇯🇵 · Creator
This was from his personal items!! Way beyond good service!!
8-6 Reply  134
- View 3 more ▾
-  woshiiksc
Aiden is super genuine and friendly!
8-11 Reply  10
-  Paige Parker 🇯🇵 · Creator
🥰
1w ago Reply  1

ONE THING THAT'S IN THE NEWS:

GOING THE EXTRA MILE



ONE THING THAT'S IN THE NEWS:

GOING THE EXTRA MILE

A Singapore Airlines flight attendant, Aiden, was praised after helping a passenger remove an ink stain from her jeans during a flight. The passenger shared her experience on TikTok, where she recounted how Aiden offered her a stain remover from his personal stash when the typical methods failed. The video went viral, garnering over 41,000 views and highlighting the exceptional service standards of SIA, with many praising Aiden's genuine kindness and proactive assistance.

SO WHAT:

This isn't just a feel-good story; it's a testament to Singapore Airlines' high service standards. The incident reinforces SIA's reputation for going the extra mile and offers other brands a natural opportunity to show their dedication to great customer service.

And since your brand is less what you say about yourself than what others say about you, marketers should focus on creating memorable customer experiences that naturally encourage positive word-of-mouth. By consistently delivering great service, brands can turn satisfied customers into powerful brand advocates who help build and reinforce a positive reputation.



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