

SECRET LIVES OF SINGAPOREANS

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Authored with pride by Swati Shivshankar and Fannie Choong

Ogilvy



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 in Singapore are talking about:

THE FASHION REVOLUTION

WHAT

The recent Earth Day also overlaps with the annual [Fashion Revolution](#) Week.

This is an important conversation against the backdrop of companies like Shein that are growing aggressively.

Singapore's textile and leather waste grew by a whopping 38% since last year. And with shopping being considered a national hobby (49%) in Singapore, this year Fashion Revolution aims to raise awareness about overconsumption.

However, Singapore has also seen a tenfold growth in sales of second-hand clothing in the past year; showing that there is a desire to change our consumption patterns.

Join the revolution [here](#).

Sustainability is good, accessible sustainability is better:

- For Gen Zs, responsible consumption is an important part of their lifestyle. See an example [here](#). So brands considering sustainability as a differentiator have a better chance of resonating with future consumers.
- That said, sustainability usually feels like a huge leap. But brands can make sustainability feel achievable by including sustainable options within their consumers' existing purchase behaviours. Even the smallest step towards sustainability can help brand favourability.

SO WHAT

One thing people in Singapore are searching for:

TO SUBSCRIBE OR NOT TO SUBSCRIBE?

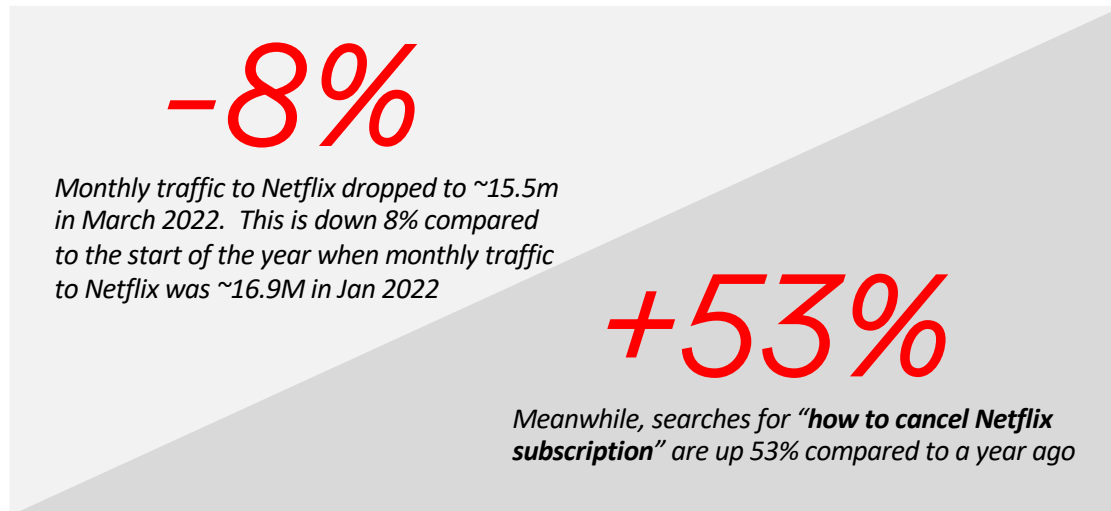


WHAT

Netflix has plans - to make its consumers pay more. And if they don't want to, then get ready to watch some ads!

Netflix's announcements around ads, prices and user crackdowns have sent Singaporeans searching and comparing options.

Singaporeans are weighing the options to have the least disruptive experience.



While the sudden change in plans may have consumers feeling unsettled, it falls on advertisers to deliver ads worth watching.

- Brands will have to consider creating content that feels native rather than ads that would ruin the Netflix experience.
- The crackdown on shared user logins could mean data becomes more accurate and can be used to better serve hyper-personalised content.
- Partnerships with F&B, FMCG and retail brands can create in-moment opportunities to enhance the viewing experience but also build brand salience.

SO WHAT

One thing in the news in Singapore:

RISING INFLATION



WHAT

Inflation is once again on the rise around the world and Singapore has not been spared.

Core inflation is now projected to come in at 2.5 per cent to 3.5 per cent this year, from the 2 per cent to 3 per cent expected in January.

Overall inflation is forecast at 4.5 per cent to 5.5 per cent, up from the earlier range of 2.5 per cent to 3.5 per cent.

Popular budget retailer Daiso, known for pricing all its household and lifestyle products at a flat fee of \$2, has also announced that it will no longer include the goods and services tax (GST) within that cost from May 1.



- Brands that manage to not increase their prices, can communicate this as their differentiator – just as Giant capitalised on Daiso's announcement.
- Brands that have to raise their prices can consider behavioural change techniques such as gain framing (focus on the value buyers gain from the product) or anchoring (make the product seem less costly in comparison to others around it) to reduce the impact on demand.

SO WHAT

The Ogilvy logo is centered on a large red square. The logo itself is in a white, classic serif font. The background of the entire image is a collage of various patterns and colors, including solid black, white, red, and grey, as well as diagonal stripes in black and white, and red and white.

Hungry for more?

Talk to us at secretlivessg@ogilvy.com

Give us feedback (please)

<https://forms.gle/oT7MacokTdSMjSjW6>