

Nomination: 18719

From Mudflats to Smart Nation

Page: General Information
Name of Organization / Company Singtel
Logo Download File (https://asiasteveawards.secure-platform.com/file/27640/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkjYjoyNzY0MCwiYWxsb3dOb3RtaWduZWRVcmwiOiJGYWxzZSIsImInbn9logo-HD.jpg)
Web Site Address singtel.com (http://singtel.com)
Page: Entry Information
Entry Title From Mudflats to Smart Nation
Category C01 - C12 Award for Innovation in Communications / PR > C08. Award for Innovation in the Use of Video
Submission Format An Essay of up to 625 Words
Essay <p>This year's National Day film was special for Singtel as it's the first time we're producing a documentary and the first time we are undertaking the challenge of telling the Singapore story through a telecoms and technology lens. Other than Singapore's 58th birthday, it was also the 100th birth anniversary of our founding Prime Minister, Mr Lee Kuan Yew. We wanted to thank him for his vision, which paved the way for Singtel to support the nation's development and shaped the organisation we are today. Many are aware of Singapore's economic success but less well-known is the key role that telecommunications played in turbo-charging its progress and enabling a small city-state like ours to leapfrog ahead of competition, giving Singaporeans a head start in nation building.</p> <p>As we celebrated Singapore's 58th birthday, it was timely to learn how Singapore had innovated its way from fixed line phones to the present day where mainstream 5G adoption is on the rise – a critical technology milestone for Singapore's Smart Nation ambitions. Dialling up the awareness of Singtel's role in Singapore's progress proved that we are true to our group purpose – Empower Every Generation. The script was carefully crafted to ensure that the film was more educational than promotional and much thought was put into how to structure the documentary and how to creatively tell the story.</p> <p>The film, titled "From Mudflats to Smart Nation", delved into Mr Lee's vision for Singapore and its rise from a fledgling nation to a global economic hub through a telecoms and technology lens – the first of its kind. It explored how Singapore leveraged connectivity, communication and digital content to advance economically and transform into today's Smart Nation. The story was told through Singtel Group's leaders who were carefully chosen based on their prior experiences and current roles. They shared their unique perspectives on Singapore's growth story – a remarkable journey of reinvention that they have been part of, and each contributed a distinct perspective encompassing aspects of business, technology and history. The 23-minute documentary was structured in three acts - Laying the Foundation, Going International and Staying Competitive, which made the content more palatable and easier for viewers to understand. We also made use of rarely seen footage of Singapore and Mr Lee which engaged and transported viewers through time from rural Singapore to thriving urban powerhouse. Older Singaporeans could enjoy a nostalgic walk down memory lane while the younger generation could appreciate Singapore's humble beginnings and see how far it has come as a nation.</p> <p>The three-minute trailer and twenty-three-minute film were posted on YouTube, as well as Facebook and LinkedIn. The shorter version also aired on Singtel TV, in Singtel Shops, on the Singtel website, and My Singtel App to reach a wider audience. Information about the campaign and behind-the-scenes details about the film were sent to targeted mainstream media, online news channels, and regional trade publications in Singapore through a press release.</p> <p>Overall, the film was very well received. Many viewers found it inspirational and meaningful. They shared how much they respected Mr Lee for his contributions in building our nation. They had positive things to say about the film and gained a better understanding of the role Singtel played in Singapore's journey towards becoming a Smart Nation.</p> <p>The film generated over 6.4 million combined views on YouTube, Facebook, LinkedIn and Mediacorp. [REDACTED FOR PUBLICATION] We achieved a total PR value of about \$101,000 including coverage in Lianhe Zaobao, The Business Times, 8 World, Campaign Asia, Marketing-Interactive, The Drum, Marketech APAC and more. All media outlets featured our key messages about Singtel's role in Singapore's successful transformation, which reinforced our purpose to Empower Every Generation.</p>
For this category please provide An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2021, OR a video of up to five (5) minutes in length illustrating the same. Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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File 2

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File 3

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File 4

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File 5

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File 6

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File 7

No File Uploaded

File 8

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File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://youtu.be/BkShPXtJQHI?si=nTe04lgqMXrwnWIP> (<https://youtu.be/BkShPXtJQHI?si=nTe04lgqMXrwnWIP>)

URL 2

<https://youtu.be/Oj2eC-6ogrK?si=gF84zFBphjSzalKE> (<https://youtu.be/Oj2eC-6ogrK?si=gF84zFBphjSzalKE>)

URL 3

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URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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