

Nomination: 18721

From Mudflats to Smart Nation

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Singtel
<b>Logo</b> Download File ( <a href="https://asiasteveawards.secure-platform.com/file/27644/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNzY0NCwiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImInbm9i436qw?logo-HD.jpg">https://asiasteveawards.secure-platform.com/file/27644/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNzY0NCwiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImInbm9i436qw?logo-HD.jpg</a> )
<b>Web Site Address</b> singtel.com ( <a href="http://singtel.com">http://singtel.com</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> From Mudflats to Smart Nation
<b>Category</b> D01 - D11 - Award for Innovation in Video > D05. Award for Innovation in Documentaries
<b>Submission Format</b> An Essay of up to 625 Words
<b>Essay</b> <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>
<b>For this category please provide</b> <p>An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2021 that you are nominating, <b>OR</b> a video of up to five (5) minutes in length illustrating the same.</p> <p>A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload.</p> <p>Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.</p>

**Credits**

Credits;

Concept, Script, Creative Direction - Lian Pek

Field Director - K. Rajagopal

Executive Producer - Kelly Chiam

Producer - Cheryl Koh

Researcher - Vera Lim,

Production Company – Akanga Film Asia

Special Thanks for photos and footage:

Airtel - Open to Questions, Production House: Equinox Films, Director: Ram Madhvani

EnterpriseSG, courtesy of National Archives of Singapore

Hyundai Motor Group Innovation Centre, Singapore

Inland Revenue Authority of Singapore, IRAS, courtesy of National Archives of Singapore

Mediacorp Pte. Ltd., courtesy of National Archives of Singapore

National University Health Systems (NUHS)

My Community

Microsoft

Ministry of Culture, courtesy of National Archives of Singapore

Ministry of Defence, MINDEF

Ministry of Information and the Arts Collection, courtesy of National Archives of Singapore

NASA, National Aeronautics and Space Administration

NDP Committee

Singapore Airlines Collection, courtesy of National Archives of Singapore

Singapore Mass Rapid Transit, courtesy of National Archives of Singapore

Singapore Tourism Board, courtesy of National Archives of Singapore

Terry Wright Collection, courtesy of National Archives of Singapore

The Straits Times, SPH Media Limited

**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**

[REDACTED FOR PUBLICATION]

**File 2**

No File Uploaded

**File 3**

No File Uploaded

**File 4**

No File Uploaded

**File 5**

No File Uploaded

**File 6**

No File Uploaded

**File 7**

No File Uploaded

**File 8**

No File Uploaded

**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****URL 4****URL 5****URL 6****URL 7****URL 8****URL 9****URL 10**

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