

Nomination: 20846

Voices From Comcentre

Page: General Information
Name of Organization / Company Singtel
Logo Download File (https://asiastevieawards.secure-platform.com/file/32755/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMjc1NSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnbnm0tNMNHdVN3YXJBpf08CW4iLKU?logo=HD.jpg)
Web Site Address singtel.com (http://singtel.com)
Page: Entry Information
Entry Title Voices From Comcentre
Category D01 - D11 - Award for Innovation in Video > D06. Award for Innovation in Internal Communications Videos
Submission Format An Essay of up to 625 Words
Essay <p>We produced Voices From Comcentre, a documentary to celebrate Singtel's 145th anniversary and commemorate the 45-year legacy of our Comcentre headquarters which is being redeveloped into a next-generation building and workplace.</p> <p>Challenge and Strategy: Capturing Comcentre's rich history and significance was a challenge, requiring us to distil 145 years of telecommunications history and 45 years of milestones into a compelling narrative. At the core of our strategy was the recognition that Comcentre is more than just a building – it symbolises Singtel's pioneering role in shaping the telecommunications landscape and serves as a repository of shared memories within the community. The narrative had to balance technological achievements, cultural relevance, and employees' personal stories while resonating with employees, alumni, customers, and the public.</p> <p>Beyond facts, the documentary needed to evoke pride and nostalgia, highlighting Singtel's role in Singapore's evolution as a telecommunication hub and the pivotal role that Singtel has played in the nation's constant reinvention. The film needed to resonate emotionally with the generations whose lives intersected with Comcentre through the shared memories and stories among stakeholders and the broader public. This involved curating personal stories, key national milestones and significant events like major network rollouts. Equally important was highlighting the human stories behind the technology – showcasing Comcentre as a backdrop for both professional accomplishments and personal connections. Together, it not only highlighted how Singtel's progress is a collective achievement shaped by everyone behind the scenes but also served as a heartfelt expression of appreciation for the people and stories that have defined its legacy.</p> <p>The redevelopment had to be framed not just as a corporate move but as a continuation of Singtel's legacy. This was achieved by weaving together human experiences tied to Comcentre with the broader narratives of Singtel's technological advancements and environmental, social, and governance (ESG) commitments. The narrative had to show how this transformation aligned with Singtel's commitment to progress and staying at the forefront of the telecommunications industry, positioning it as a forward-looking move that honoured Comcentre's storied past at the same time.</p> <p>Execution & Results: We partnered with Akanga Film Asia and renowned filmmaker K. Rajagopal to create a 35-minute documentary, which became the emotional and informative centrepiece of the campaign. The film premiered at our 145th anniversary event at the National Gallery Singapore and has since been posted on YouTube to sustain the campaign's reach.</p> <p>The film featured employees sharing heartfelt memories of Comcentre's impact on their lives, while leaders explained the rationale behind its redevelopment, emphasising the need to evolve to meet the demands of the digital age. The architect of the new Comcentre added depth by offering insights into design challenges and the vision for the future building.</p> <p>The film showcased Singtel's key contributions to the evolution of telecommunications in Singapore including launching the nation's first 1G mobile network in 1987. Strategically located in the city, Comcentre was central to these milestones as the heart of technological advancements and bore witness to Singtel's innovations and leadership from analogue to digital, 1G to 5G. The film also featured Singtel's deep-rooted ESG commitments, from the original Comcentre's energy conservation-focused design to its redevelopment as a carbon-neutral headquarters, supporting Singtel's net-zero emissions goal by 2045.</p> <p>The film was well-received across multiple touchpoints. Two in-house screenings drew over 400 employees, exceeding venue capacities and demonstrating strong interest in the campaign.</p> <p>Stakeholders and the public responded positively, with many sharing personal reflections on Singtel's legacy and their connections to Comcentre.</p> <p>The campaign's launch attracted widespread attention and reinforced Singtel's significant contributions to Singapore's transformation into a regional telecommunications hub. The campaign achieved a total PR value of nearly ████████, including full-page coverage in The Straits Times and extensive online media coverage.</p>

For this category please provide

An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2022 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload.

Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.

Credits**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 10

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Do You Have Website URLs you would like to link to

Yes

URL 1

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URL 2

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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