

Nomination: 20925

A Date With Spring

Page: General Information
Name of Organization / Company Singtel
Logo Download File (https://asiastevieawards.secure-platform.com/file/33053/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjozMzA1MywiYWxsY3dOb3RTaWduZWVRVcmwiOiJGYWxzZSIsImlnbNtG8CKqAfx4fijkKaPpyqLRnF7ZDItEP5qzclG8?logo-HD.jpg)
Web Site Address singtel.com (http://singtel.com)
Page: Entry Information
Entry Title A Date With Spring
Category D01 - D11 - Award for Innovation in Video > D01. Award for Innovation in Branded Entertainment Videos
Submission Format An Essay of up to 625 Words
Essay <p>In today's hyper-connected world, technology plays a critical role in connecting people and supporting their digital-first lifestyles. With Singapore's rapidly ageing population, we recognise the importance of helping Singaporeans age gracefully and confidently. Hence our strategy was to show how Singtel, as Singapore's leading technology company, empowers seniors through technology, supporting lifelong learning and bridging gaps across generations. This approach reinforces the Singtel's Group purpose to Empower Every Generation and improve lives.</p> <p>To bring this vision to life, we adopted an innovative approach by drawing inspiration from real-life stories and everyday people, making the film more relatable and impactful. In today's world, fictional narratives often fail to connect with audiences who value sincerity and authenticity. As a brand, we understand the importance of staying true to these values to build trust and foster deeper emotional connections. The narrative was inspired by the story of a 70-year-old mechanic whose remarkable skating skills had captured public attention. By highlighting his journey, we demonstrated how technology can empower seniors to pursue their passions while staying engaged with the world around them. This approach not only underscored Singtel's commitment to empowering every generation but also creatively showcased how technology can bridge generational gaps and enrich the lives of seniors.</p> <p>Titled 'A Date With Spring', the film tells the story of "Uncle", who reminisces about his roller-skating days with his wife. Watching the young skaters at East Coast Park one day, he is inspired to look for his old roller skates and take up the sport again. When his initial attempt to skate proves unsuccessful, he turns to the smartphone to video and review his own performance as well as renew his skills by watching videos of young skaters executing their latest moves. By sharing his journey and the determination he had in pursuing his passion, we aim to inspire people of all ages to use technology and reap its benefits in keeping with our purpose to empower every generation. Uncle pursued his passion and we hope to spread the message that it's never too late to try.</p> <p>The film was posted on YouTube, Facebook, LinkedIn and Instagram to spark conversations and encourage organic sharing. The shorter version was also aired on Singtel TV, Singtel's website and MySingtel App and at Singtel Shops 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 in a press release.</p> <p>Overall, the film struck a chord with the audience and many of them found it heartwarming and inspiring. This highlights how much the message of empowering with technology, regardless of age, resonated with them. The conversations and feedback generated meant that we had created emotional and meaningful connections with our stakeholders while building stronger brand affinity and differentiating ourselves from the competition. It added to our ongoing efforts to build brand love and also highlighted Singtel's commitment to empower every generation.</p> <p>The film generated over 6 million in combined views on YouTube, Facebook, LinkedIn and Mediacorp in-article. This year's Chinese New Year video resonated better with the audience as compared to last year's campaign, with a [REDACTED FOR PUBLICATION] across all platforms.</p> <p>We achieved a total PR value of about [REDACTED] including coverage in Campaign Asia, Marketing-Interactive, The Drum and Marketech APAC and more. All the media featured our key message about empowering people of all ages through technology. Based on the campaign's performance, we believe that Singtel has succeeded in encouraging the pursuit of passions this Chinese New Year with a festive film that demonstrates how technology can change lives, support lifelong learning and bridge gaps across generations.</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

[Redacted]

File 2

No File Uploaded

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

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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

[Redacted]

URL 2

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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Terms and Conditions

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