

SURVIVAL KIT ITEM ELEVEN

Advertising Posters of Singapore Tourism

These teaching notes were prepared by Lau Geok Theng.

Item Description and Preparation

- Two posters of advertisements by Singapore Tourism.
- Preparation:
 - Students can be asked to visit the Visit Singapore website (<http://www.visitsingapore.com/publish/stbportal/en/index1.html>) before coming to class.
 - The posters can be brought into the classroom and pass around for students to have a look and feel.
 - The instructor can refer to mention of the advertising of Singapore Tourism in Chapter 1 of the text.
 - The instructor should prepare the facilities to be able to show the Visit Singapore website to students (<http://www.visitsingapore.com/publish/stbportal/en/index1.html>)

Some Possible Topics for Discussions

Advertising Appeal, Theme and Execution

- The instructor can review the concept of advertising appeal (covering pages 528-530 of the text). Students can be asked what advertising appeal is used by Singapore Tourism for their Uniquely Singapore advertisement.
- The advertising theme is “Uniquely Singapore”. The instructor can ask the students if this theme is clear enough, whether the theme is appropriate for Singapore. What is so unique about Singapore? One poster highlights the variety of food in Singapore. The other shows the Merlion. Are they unique? Other posters can be seen at: http://www.visitsingapore.com/publish/stbportal/en/home/about_singapore/uniquely_singapore0.html
- Are these other posters appropriate? Do they really show aspects which are unique to Singapore?

- There is a 'Uniquely You' song to accompany this theme. It can be heard at: http://www1.visitsingapore.com/publish/stbportal/en/home/about_singapore/uniquely_singapore.Pars.00013.DownloadFile.tmp/uniquelyyou_eng.mp3
- Is the song appropriate? Does it fit in with the overall theme and visual?
- The television commercials can be seen at: http://www.visitsingapore.com/publish/stbportal/en/home/about_singapore/uniquely_singapore0.html. The commercial uses part of the songs mentioned above.
- What do you think of the television commercial? Is it well produced? Is it impactful? How can it be improved?

Use of Posters

- The posters are well designed and colorful. How can it be used in marketing efforts? Where can it be placed in foreign markets? Some ideas may include reception areas of foreign offices of Singapore corporations such as Creative and SingTel, reception areas of Singapore embassies in foreign countries, and offices of foreign travel agents and airlines.

Use of Website

- Ask students regarding their views of the Visit Singapore website. Is it well designed? (Use the seven website design elements found in the text pages 592-3 to do this analysis).
- What kinds of information in the website do they think tourists will find useful?

NOTE: The suggestions for the use of the item above are only guidelines. I have deliberately written this note in outline form, so you can vary some of the ideas or try other ideas. I have not provided detailed descriptions or suggestions as I do not wish to bog you down with reading of unnecessary details. You can provide your feedback on the use of the above item for classroom discussion to McGraw Hill or myself (laugeoktheng@hotmail.com) so we can decide whether to include this item for future editions of the book and if yes, how to modify the suggestions for its use in the classroom.