Mixed reviews over YourSingapore tag

Some find new STB tag ambitious with no clear message, but its Facebook page has over 12,000 fans

Tan Brown Welh

It’s a cop-out, said one critic. You have to figure out what YourSingapore means.

On the other hand, our northern neighbour’s tagline “Malaysia, Truly Asia” has been branded as a gut punch.

They said its tourism campaign was further boosted by a recent TV commercial.

It was launched since the Singapore Tourism Board (STB) unveiled its multi-million-dollar revamped tagline “YourSingapore” two weeks ago.

It befuddled some and disappointed others. But it has won over others. On social networking site Facebook, where STB launched a fan page, it has already more than 12,000 fans.

Most brand consultants and travel industry professionals contacted were not too enamored of the new tagline or its new interactive website, which allows users to customise their own itinerary and even make bookings.

YourSingapore doesn’t say anything. What it means, I really don’t know,” said Mr Robert Thoo, chief executive officer of the National Association of Travel Agents Singapore.

Dr Belinda K. Reddy, visiting professor of marketing at Singapore Management University (SMU), found it ambiguous.

He said: “A tagline or brand gets formed if you reinforce it with specific icons you have. It might become clearer if appropriate elements were attached.”

He said “Malaysia, Truly Asia” had a clear message. Ms Anand Vathyar, a member of the creative team from an ad agency commissioned to produce the previous tagline, Uniquely Singapore, had stronger words.

“It’s a copout, said one Facebook user.

We leave it in your hands, you go figure it out,” said Mr Chee Pey, chief executive officer of business management consultancy Bootstrap, one expert who is pleased with YourSingapore.

But the STB people behind the tagline’s campaign are unfazed, while closely monitoring public feedback since the exercise was launched.

“Too me, it means a lot of things. That we can continue to evolve it as such,” said Mr Anand Vathyar, a member of the creative team from the ad agency commissioned to produce the previous tagline, Uniquely Singapore.

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Make Singapore your own at

Take pride of place, says Mr Anand Vathyar, who now runs his own boutique ad agency. But the STB people behind the tagline’s campaign are unfazed, while closely monitoring public feedback since the exercise was launched.

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