



FOR IMMEDIATE RELEASE

Sentosa's New Branding Gets A Fun Spin!

- The 'State of Fun' to replace 'Asia's Favourite Playground'
- New brand campaign aims to tug at emotional heartstrings

Singapore, 26 May 2014 – Sentosa has launched its latest brand campaign and unveiled a new tagline - *The State of Fun*, in a significant move aimed at positioning Singapore's iconic resort destination as the capital of fun for everyone.

The new campaign is created to refresh the popular island resort's brand image and heighten its emotional connection with Singaporeans and foreign guests, as they come to the island to enjoy its many leisure offerings and build fun memories with their friends and families.

The new brand tagline *The State of Fun* will form the basis for the island's marketing communications, from the promotion of its attractions, events and programming to its service delivery style. The brand tagline's bubbly, pop colour design also reflects the energetic pulse of the island and bursts of fun experiences on Sentosa.

Sentosa has seen a vast transformation over the past 5 years and the island today offers a compelling mix of attractions, hotels, dining facilities and a year-round calendar of world-class events and other leisure activities. The growth of the tourism industry in Asia has also fueled foreign investments and attracted international brands to Sentosa, the latest being Madame Tussauds Singapore and the Sofitel Hotel.

"While our brand positioning as Asia's Favourite Playground has served us well since 2008, it is time for us to refresh our brand image to better project the more vibrant and dynamic Sentosa Island, which is now well placed to become more than a leading leisure destination in the region", said Susan Ang, Divisional Director, Island Investment and Branding.

"Our guests, Singaporeans and tourists alike, have also grown more sophisticated over the years. In the effort to ensure we understand our guests' needs and remain connected with them, a brand audit was conducted last year to feel their pulse and perceptions of Sentosa as a leisure destination. A predominant attribute that they associated with

Sentosa was ‘fun’ and this eventually became the key thrust of our new brand campaign”, she added.

Elaborating on the campaign, Ms Ang said, “The *State of Fun* creative concept was born from the idea that Sentosa offered a physical space where people could let their hair down and have fun. It also depicts their emotional state while on Sentosa by showcasing the many happy moments of our guests, regardless of their age, what they do or whom they are with on the island.

“The portrayal of Sentosa as a ‘State’ where all visitors are its ‘citizens’ with the ‘freedom of right’ to have fun, is a playful proposition that speaks to an increasingly open local and international target audience who can appreciate humour with a cheeky spin. This light-hearted brand approach projects Sentosa’s new brand personality as one that is fun, yet bold, unconventional and witty”, she added.

The brand campaign, which is expected to run for three years, will focus on reaching out to Singaporeans and local residents in the first year, with plans for the extension of the campaign in key overseas markets in the subsequent years.

“Sentosa holds fond memories for many Singaporeans and we would like to see that it continues to be a favourite leisure spot for their enjoyment. The many experiences on Sentosa are increasingly more inclusive and appeal to different local segments. With 50 per cent of our guests from Singapore, we believe it is important to first connect with them before going beyond our shores as they are our best advocates”, said Ms Ang.

To kick off the new brand, a teaser campaign was launched on 12 May where participants were encouraged to guess where ***The State of Fun*** was. Over a thousand guests hedged their guesses over two weeks, with the answer that ‘Sentosa is The State of Fun’ being revealed today.

A launch party is planned on Saturday 7 June to celebrate the new State of Fun. In keeping with its concept of the birth of a new State, a flag raising activity of a fun nature will be conducted in the lead up to the launch event. Staff and guests of Sentosa will be welcomed to pen down on coloured flags their pledge to have fun, at the Sentosa Beach Station from 2 to 7 June. These flags will be strung along Siloso Beach as part of the celebration.

Alternatively, guests are also welcome to help raise the *State of Fun* flag digitally by registering as citizens of fun on the website www.thestateoffun.com through their Facebook or Twitter accounts. They can join in the fun to ‘Raise the flag’ with their posts or tweets, which will unlock rewards and be given out on Sentosa throughout the launch day on 7 June.

For the first time, many of Sentosa’s island operators will also be getting into the fun act in support of the island’s brand campaign. They include iFly’s resident experts taking on the Book of Records with the most number of barrel spins in one minute. Over at The Flying Trapeze which is managed by Shangri-La’s Rasa Sentosa Resort & Spa, Singapore, professionals will be demonstrating how they can swing on the trapeze in mid-air with pizzas on hand; and stuntmen at the Wave House will be showcasing how pros surf the waves. Over at the SeaBreeze, guests will get to watch the most thrilling jet-levitation ever!

“Shangri-La’s Rasa Sentosa Resort & Spa is delighted to be a part of the State of Fun. The launch of this brand campaign signals a new state of collaboration between Sentosa Development Corporation and its business partners. Sentosa Island is made up of many attractions, dining and accommodation options. Everyone needs to have fun – from

singles to couples, families, the young and the young at heart. It is therefore very good to have a brand campaign that aims to involve as many island operators as possible because together, we are what makes Sentosa fun”, said Ben Bousnina, General Manager, Shangri-La’s Rasa Sentosa Resort & Spa, Singapore.

Guests will be able to witness a series of exciting activities throughout the day, with lots of celebratory fringe activities and promotions along the island’s Siloso Beach. They can also bring their own picnic to the beach, while they watch a grand finale orchestral performance and fireworks display to mark the birth of this new ‘state of fun’ on Sentosa. This day also marks the start of six months of free island admission via the Sentosa Boardwalk on weekends and public holidays.

ABOUT SENTOSA ISLAND

Sentosa is Asia’s leading leisure destination and Singapore’s premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation also manages the Southern Islands, and owns Mount Faber Leisure Group which runs Singapore’s only cable car service.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences - making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore’s first integrated resort, Resorts World Sentosa, which operates South East Asia’s first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. Offering Singapore’s only truly oceanfront residences, Sentosa Cove is fast becoming the world’s most desirable address.

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. In 2013 and 2014, Sentosa Golf Club hosted the HSBC Women’s Champions, featuring the world’s best female golf professionals. This prestigious ladies event will continue teeing off at the Serapong till 2015.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore’s goal to be a global destination to work, live and play. For more information, please visit www.sentosa.com.sg.