

ISSUE
N°3

APPLAUSE

THE
KINGSMEN
EXPERIENCE

INTO THE WORLD OF STORIES
IN MOTION

02-03

CATCHING THE ASEAN WAVE

06-07

BEHIND THE VELVET ROPE OF
TRADE SHOWS: EXPERTS' VIEW

10-11



BMW World 2014 - Stories in Motion, Singapore

APPLAUSE

THE
KINGSMEN
EXPERIENCE

Welcome to the 2015 issue of *Applause!* Each year, we are committed to recognising originality, sharing fresh perspectives and exploring different approaches to breathe life into branding. *Applause* highlights influential brands and collaborators in the retail & corporate interiors, exhibition & events, thematic attractions & museums and alternative marketing industries.

Leaf through these pages to get a glimpse of retail's future, discover how ASEAN's retail markets have evolved, and enjoy an infographic which sheds light on brand activation and its role in building brands. This issue also discusses the evolving trade show industry with insights from prominent trade show organisers, as well as exclusive features about brand expansions in ASEAN and the growth of sporting events within the region.

Enjoy the issue!

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INTO THE WORLD OF STORIES IN MOTION

Modelled after the iconic BMW Welt in Munich, BMW World in Singapore presented captivating stories illustrating the brand's focus on innovation, design and luxury. First held in 2010 and again in 2014, BMW World is one of the largest automotive group showcases in Asia.

Challenged with the task of elevating the brand by creating multi-functional customer experiences, Kingsmen's Alternative Marketing and Exhibits divisions worked closely with BMW Group Asia to plan, design and stage this large-scale showcase at the Marina Bay Sands Expo & Convention Centre. In line with the theme *Stories in Motion*, BMW World 2014 went beyond sharing the extraordinary journey of the BMW group in shaping mobility, to inspiring individuals to create and live out their own BMW story.

Spanning 6,000 sqm, BMW World was created with a linear concept in mind, taking visitors on a journey to discover different stories, told through 10 distinct zones. The zones, with themes ranging from Adventure to Efficient Dynamics to Luxury, were conceptualised to captivate individuals while keeping them curious about the successive zones - the way a page-turner draws readers into an immersive story. This experience was achieved by designing each zone to reflect the distinctive personalities of the automobiles exhibited. For instance, the lounge area in the Motorrad zone featured a Biker's Bar to complement the range of powerful and rugged motorbikes on display.

In the digital age where novel information and communication technologies are readily available, customers often become co-creators of products and services. They expect to be engaged by a variety of interactive elements at strategic touchpoints. For this reason, the BMW World All-access Pass, was specially developed for the event. Available for complimentary download on both Apple

and Android devices, the application allowed visitors to scan QR codes which dotted the site to unlock exclusive augmented reality content. These included experiencing a simulation of BMW's automated parking system and 360 degree virtual tours inside BMW cars. Extending the BMW experience beyond the event, attendees were invited to create personalised mementos to take home with them at two different interactive photo stations specially created for the event. One being a physical photo booth and the other a virtual one which captured Instagram posts with the event's unique hashtag.

With the onslaught of global developments resulting in climate change and depleting resources, BMW World 2014 also sought to address the issue of sustainable mobility as the launchpad for BMW's pioneering i Series electric cars. The Future of Mobility zone showcased BMW's signature i3 and i8 electric cars, as well as the innovative and intelligent BMW Vision Connected Drive Concept Car. To create more opportunities for the public to better understand

BMW's solutions for sustainable mobility and form a connection with its electric cars, an interactive X-Ray application on a touch screen panel was created to allow guests to scan different parts of the i8 to learn more about the technology which powers it and its special features. Two i3 cars were also deployed as taxis to ferry visitors around BMW World, extending this interaction on a more personal level.

For the first time at BMW World, the 2014 event included a section dedicated to the MINI brand, showcasing the popular MINI cars and paying homage to MINI's strong motoring heritage and distinctive British style. Visitors got to view vintage models and catch the first glimpses of the much-acclaimed MINI John Cooper Works Concept and MINI Clubman Concept cars in Singapore. From MINI's brand heritage to fresh ideas behind the newest concepts and interesting trivia, there were many MINI fun facts to be discovered. A particularly well-received interactive display brought out the fun aspects of the MINI brand by enabling

visitors to virtually spray paint a MINI car using a paint gun. In line with MINI's section theme to excite, a series of energetic dance performances ranging from a fun swing number to hip-hop and pulsating dub-step beats also kept visitors enthralled.

Children were not excluded from the fun and excitement at the event. A specially-designed Kids Zone was dedicated to organising engaging activities for children such as a colouring contest and a baby race track with miniature BMW cars, motorbikes and bicycles and MINI cars.

Through careful conceptualisation and management, the Kingsmen team took BMW World beyond the realm of motor shows to present an enduring lifestyle experience for the entire family, leading consumers to wonder what BMW has in store for 2015. ...



02



03



04



01

Creativity

cre-a-tiv-i-ty | noun

Cleverness
Genius
Imagination
Imaginativeness
Ingenuity
Inspiration
Inventiveness
Originality
Resourcefulness
Talent
Vision

01.

**the use of
imagination or
original ideas to
create something;
inventiveness**

02.

**the ability to
transcend traditional
ideas, rules, patterns,
relationships, or the
like, and to create
meaningful new
ideas, forms, methods,
interpretations,
etc.; originality,
progressiveness,
or imagination**

CATCHING THE ASEAN WAVE

“Global brands should look beyond the fundamental role of expansion, but rather at the entire value chain instead. As they expand into ASEAN, they need to capitalise and leverage on the consortium approach – retail mall management, builders, fixture producers etc who come together to offer one-stop shop services – as ASEAN is a highly fragmented region...”

Dr. Lynda Wee

Chief Executive Officer, Bootstrap Pte Ltd

01 – BMW Motorrad, Indonesia



While international brand expansion in Asia has been focused on countries in North Asia such as China, Japan and Korea in recent years, robust economic growth in Association of Southeast Asian Nations (ASEAN) has given rise to a new breed of consumers. ASEAN – made up of a collection of dramatically diverse countries, from flourishing Singapore to youthful Vietnam and exotic Indonesia have been the growth engines of retail in this part of the world. With the slowdown in retail sales in other parts of Asia, it has become increasingly important for brands to look at these markets. While ASEAN countries are innately different when it comes to religion, language, politics, economic development and more, they have one critical thing in common – together, they form the world's next engine of growth.

According to the Jones Lang LaSalle retail index, ASEAN has been growing at a steady pace despite the ongoing economic downturn and emerged as the spot for brands seeking to find new consumer markets that are largely young and dynamic. Brand expansion, predominantly fast fashion brands, in major ASEAN markets are entering and expanding at a rapid rate, showing that the region is becoming an attractive place to do business in its own right, and the growing middle class has the potential to be a major driver for the luxury market. Recent numbers are already beginning to skew in favour of ASEAN. In a survey of global retailers' expansion plans by CBRE in 2014, more than 40 % planned to expand in the region, a fine indication that brands are increasingly recognizing the spending power of the burgeoning middle classes within these countries and choosing to enter the market and cater directly to local demand. The region – which includes Brunei, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam has a total population of 600 million, almost twice that of the United States, with over half under the age of 30. Nielsen predicts that the ASEAN middle class will grow to a third of the total population by 2020.

Take Singapore, for example. Boasting the most millionaire households per capita in the world, brands are taking this once staid city more seriously. From a celebrity-packed showing of Chanel's cruise collection at Loewen Cluster, to an increasing number of prestigious brands launching their flagships in the city-state – this is a testament of their level of confidence in the diverse consumer landscape as a gateway for launching their

labels in the region. Swiss watch manufacturer Zenith and other celebrated fashion labels such as Tom Ford and Proenza Schouler also made their debut in Southeast Asia, joining the stellar line-up of luxury offerings at The Shoppes at Marina Bay Sands in Singapore. As the leader of the ASEAN pack, Singapore remains a desirable market for new brands and an exciting destination for international retailers.

Hot on Singapore's heels is Thailand. Upscale malls in cities like Bangkok are increasing at 25% a year with several new developments coming up in the next three years, drawing brands to the country with the new supply of prime retail space. Bain & Company believes that Thailand alongside other ASEAN countries, such as Malaysia, Indonesia and Vietnam, is fast representing the lion's share of Asia's luxury market. Despite its relatively small population, Malaysia continues to be a magnet for international players, due to favorable regulations from a government that recognizes retail as an important segment for economic growth. Also gaining prominence on ASEAN's retail radar is Indonesia; with its sheer size, booming economy and double-digit growth in retail sales, renowned brands including BMW Motorrad have found a home. Emerging as one of the most robust retail markets in the world, Vietnam has great efficacy and is one of the most highly-evaluated markets in the region thanks to its young population and ever-improving purchase power due to its increasing middle class. Its commitments to the World Trade Organisation and free trade agreement with ASEAN which will be effective this year, will present huge opportunities for foreign retailers to enter the Vietnamese market. The question of how global brands can tap into Southeast Asia's promise has become more urgent with the ASEAN Economic Community coming into effect in 2015. This economic union will certainly spur greater activity by regional brands and prompt global brands into action lest they lose out to homegrown favourites.



02 – Zenith, Singapore

Looking ahead, it is clear that retailers understand the wealth of opportunities in ASEAN, and are taking the necessary steps to make an immediate impact while simultaneously creating a long-term competitive advantage. Brands starting in these markets will be able to build a momentum for expansion, and as they continue to expand across ASEAN, one thing is certain: now, more than ever, retailers are making an effort to understand the local habits and culture of every market they enter, address real needs, acknowledge changing preferences and bring something different to that market. ...

03 – Central World, Thailand



SPOTLIGHT ON ASEAN'S RETAIL MARKETS

Taken together, the key member countries of the Association of Southeast Asian Nations (ASEAN) represent a large, diverse and rapidly growing retail industry. The ASEAN retail market is poised for rapid growth in the next five years as a combination of growing populations, spreading financial prosperity and a heightened consumption mentality provide a fertile environment for international brands.



VIETNAM

With increasing disposable income, rapid urbanisation and rising living standards, Vietnam is one of the most dynamic emerging economies in ASEAN.

Disposable income in Vietnam has increased significantly in the last decade, and is expected to continue to grow, on the back of the government's reform policy to open the Vietnamese market to foreign investment.

— Cushman & Wakefield (2014)



Total Personal Disposable Income
US\$138 billion



2006

2014

Tourist arrivals in Vietnam have more than doubled between 2006 and 2014, reaching more than 7.5 million tourists in 2014.



THAILAND

A large number of international brands are present in Thailand's capital and tourist haven – Bangkok. However, peripheral areas of Bangkok and other large Thai cities are increasingly appearing on the radar for expansion.

— Jones Lang Lasalle

Tourism is an important component of the Thai economy with over

20 million visitors per annum



Thailand still enjoys more disposable income per head and larger domestic consumption than neighbouring countries, which makes the country attractive for foreign FMCG brands.

— Cushman & Wakefield (2014)



Total Consumer Expenditures
US\$238 billion

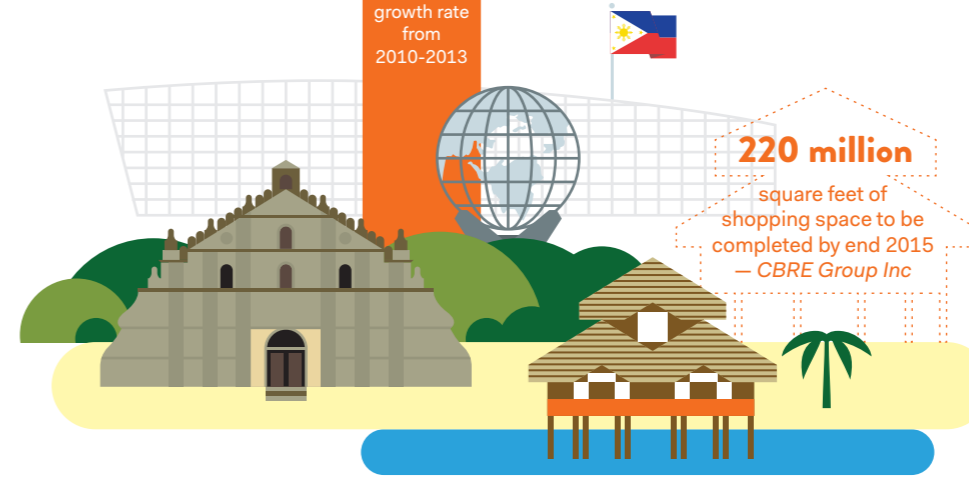
PHILIPPINES

Philippines has one of the fastest growth rates in Asia.

9%

per capita income annual growth rate from 2010-2013

Philippines embarked on an ambitious infrastructure programme aimed to boost the economy.



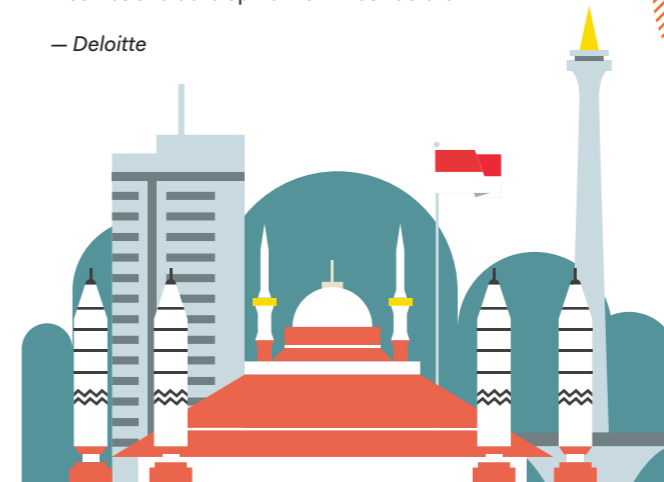
220 million square feet of shopping space to be completed by end 2015
— CBRE Group Inc

INDONESIA

Indonesia saw robust retail sales growth, demonstrating retailers' expectations for healthy, long-term growth due to swelling urban populations, increasing disposable incomes and development of infrastructure.

— Deloitte

60% > 30 years old



The population is expanding at a rate of 2.9 million per year.

— McKinsey & Company

With an increase in disposable income, this gives the Indonesian ability to spend on discretionary items.

MALAYSIA

Malaysia continues to draw international retailers with favorable investment regulations.

An influx of new retail space supply due over the next few years will provide an added incentive for international retailers wanting to expand there.



At the forefront of many international retailers' expansion plans.

Some retailers are making Malaysia its Southeast Asian headquarters.

SINGAPORE

Third most popular destination in the Asia Pacific region for international retailers.

One of the gateway cities for brands new to Asia.

International retailers see the city-state as an important market for building brand awareness.

6.5%

Year-on-year rate from 2010 to 2014
— Trading Economics



Starting to focus their efforts on multi-channel retailing.

More international retailers, which previously only had a presence in urban areas, are seen to be opening stores in the Western suburbs of Singapore.

— Colliers

Emergence of niche luxury brands that are developing their own market share, alluring discerning customers and also targeting a new younger urban segment.

— Singapore Business Review

BEHIND THE VELVET ROPE OF TRADE SHOWS EXPERTS' VIEW

Applause takes a look at the exciting developments in the MICE industry for 2015 according to a panel of industry experts. The trends, technological and regional perspectives as detailed by our panelists, aim to provide an insight into where the industry might be heading in the coming years. We explore the importance of trade shows, ways to enhance trade show participation, as well as the growth of emerging markets, based on responses from established players.

Why do trade shows continue to matter?

GOVERNMENT SUPPORT

"With the MICE industry in Singapore and the region growing at a rapid pace, governments continue to recognise the importance of leveraging trade shows as platforms to bring in foreign investors or to market local expertise to the international trading ground. This can be seen in the value of deals being made at trade events. The Singapore Airshow 2014 saw announcements of over US\$32 billion worth of deals involving leading aviation players, e.g. Airbus, Embraer, Boeing and Rolls-Royce."

Leck Chet Lam

Our Panelists

Mr Leck Chet Lam

Managing Director
Experia Events Pte Ltd

Mr Mark Temple-Smith

Regional Director, Asia
ITE Group PLC

Mr Michael Dreyer

Vice President, Asia Pacific
Koelnmesse Pte Ltd

Ms Michelle Lim

Managing Director
Reed Exhibitions

8 ways for exhibitors to make the most of any trade show



1

Set clear, actionable goals for the show and plan the type of activities you want to undertake



2

Prepare a detailed & realistic budget in advance



3

Conduct research about the trade show beforehand by gathering information about the program, other exhibitors and types of attendees to expect



4

Know the logistical requirements & constraints well and prepare contingency plans for the show



5

Raise your company's profile by making full use of the organiser's pre-show publicity channels



6

Consider the position of your stand. Design a stand that draws attention yet embodies your company's corporate identity.



7

Provide a unique visitor experience using interactive media, product displays or multi-sensorial elements to leave lasting impressions



8

Network efficiently

How can show organisers create or emphasise value to bring greater returns for the show and its exhibitors?

ELIMINATING CHANCE

"I firmly believe the future of exhibitions lies in removing the element of 'chance'. The chance that they attend. The chance that they walk down the right aisle. The chance that they spot the right exhibitor, and the chance that they sidle over and open a conversation with the right sales people."

Mark Temple-Smith

INVESTING IN DATA

"To be successful in future, organisers will need to invest heavily in their data. They will need to target the right visitors and connect them with relevant exhibitors."

Mark Temple-Smith

"In today's knowledge and network-driven economy, it is crucial to offer additional content and business contacts via supporting programs and highly-focused conferences alongside the main trade fair."

Michael Dreyer

SUSTAINABLE EVENT PRACTICES

"Organisers will need to strive towards being a green event or an event that promotes sustainability through its practices. They have a role in collaborating with governments and businesses to ensure that trade shows are in line with the growing global social consciousness on the environmental impact in the course of doing business."

Leck Chet Lam

How can show organisers in growing markets (Singapore, Hong Kong, Dubai) stay competitive in attracting visitors amidst the rise of emerging markets (Vietnam, Thailand, Malaysia)?

QUALITY IS KEY

"While competition within the MICE industry is getting stronger, quality remains a key factor. The focus is on delivering better business results for our customers by providing value-generating services within a customised trade event with the highest service quality standards."

Michael Dreyer

INFRASTRUCTURE SUPPORT

"Matters such as customs, freight, and business communications may be intangible but can be a serious pain point in emerging markets that significantly distract exhibitors from the real business of networking and marketing their products."

Michelle Lim

FOCUS ON HUBS

"Established markets like Singapore, Hong Kong and Dubai are all hubs servicing their own regions. Instead of participating in numerous small scale domestic trade shows in individual countries, it is a lot more cost-effective for these companies to concentrate their marketing budget on a trade show in Singapore (a regional hub to Southeast Asia)."

Michelle Lim

"A show can strengthen its presence by integrating or co-locating with related events with a similar target audience. By integrating elements of the exhibition and conference programming, a common pool of attendees will be able to achieve their objectives in a single visit. This holistic collaboration between organisers will benefit exhibitors who reach out to a wider market while trade visitors will enjoy sourcing from a broader value chain of products and services."

Leck Chet Lam

A GLIMPSE OF RETAIL'S BEST: INSIDE EUROSHOP

It was Phillip Green, CEO of the Arcadia Group who famously said, "People are always going to go shopping. A lot of our effort is just: "How do we make the retail experience a great one?" Elke Moebius, Director of Euroshop, Messe Dusseldorf explains.

It might have been a matter of trial and error in the early days of the retail shopping experience. There is no doubt that these days, it has become more of an ongoing discovery where the intersection between social dynamics and design experience makes understanding retail experiences more of a science than just a gut feel.

"Established in 1966, EuroShop in Dusseldorf isn't just the world's largest capital-goods trade show for retailers and their partners, it's also an indispensable platform for tomorrow's trends, visions and hands-on retail impressions," Elke describes.

In a nutshell, EuroShop is a triennial event where the industry tries to answer Elke's description in one question - how retail experiences can be made great.

With an unparalleled participation of about 110,000 unique visitors from 100 countries, the five-day event represents the highest concentration of retail vendors and suppliers of any exhibition worldwide. It is impressive how much thought goes into this one event, and we highly recommend retailers to truly immerse themselves in the EuroShop experience.

When one considers the sheer amount of ingenuity spawned across the world culminating in one place, we begin to see recurring trends. Innovations are not always sporadic, but are more linear in development, or progressive so to speak. The wide cross-section of participants and showcases from all over the world allows the industry to gauge the shift in trends, and allow retailers to gain valuable insight from them.

In 2014, EuroShop received 109,000 trade visitors from 110 nations. The show went further to develop ideas and concepts that would aid in the staging and emotionalization of the shopping experience.

Elke emphasizes on a key subject matter, "Physical retailers have to remember what really distinguishes them from pure online shopping: service, advice and personal interaction, on the one hand, and the staging of the shopping experience on the other. These are a few of the aces brick-and-mortar retailers have up their sleeve, but that's not all: they can also make intelligent, forward-looking investments in anything from visual merchandising to shop-fitting to spectacular lighting concepts."

In 2017, the show hopes to shine a spotlight on the cross-linkages between offline and online retail channels, which are particularly salient in storytelling as well as elevating a brand's products' perception. 2014 has indicated that technology in retail has grown in popularity, and these diverse channels were used to connect consumers' lifestyle with the brand.

The emergence of Asia would deem it necessary for a show to be done in the region. On this note, EuroShop has responded with C-Star, launching in May this year. The new C-star will be EuroShop's satellite event targeting the Chinese market. Borne more by need, the distinct lack of high-quality national events similar to EuroShop's model makes it very attractive for the show organizers in China. The high demand and quality expectations of local Chinese brands prompted a rise in understanding up-market shop-fitting solutions for the Chinese market. Asia A Go Go in Shanghai steps up to the plate, as a unique opportunity for participants to network and develop relationships over the 5-7 day programme filled with kick-off parties, luncheon presentations, and a host of other activities with retailers, architects and designers.

"Visitors can once again look forward to EuroShop's distinctive flair: a fascinating diversity of ideas, impressive exhibition stands with "aha effect", a melting pot of international trade visitors, a virtually endless parade of global retail executives and a spark that ignites the instant you step foot in the EuroShop halls. " Elke reveals what we can expect for EuroShop in 2017, and anticipate it we shall. ..."

Physical retailers have to remember what really distinguishes them from pure online shopping: service, advice and personal interaction, on the one hand, and the staging of the shopping experience on the other.

01 — Simon Ong, Group Managing Director of Kingsmen Creatives Ltd speaks at Euro a go go 2014

02 — EuroShop 2014



01



02

“

DESIGN IS

WAY AS

A PLAN FOR

BEST TO

ARRANGING

ACCOMPLISH

ELEMENTS

A PARTICULAR

IN SUCH A

PURPOSE.

”

— Charles Eames, Designer & Co-Founder of Eames Office

SPORTING SUCCESS IN SINGAPORE

The Asian sports scene is set to explode! After decades of witnessing sports' biggest events being held in Europe and North America, the focus has now shifted east. This shift which started in 2000, has seen Asia's sports industry accelerate its growth over the last few years. While the South Korea/Japan FIFA World Cup in 2002 and the Beijing Olympic Games in 2008 provided a much needed boost to sports marketing in the region, the sports industry now comprises a significant portion of several Asian countries' annual GDP, particularly those of China, Japan and Korea. With the rise of the middle class in Asia, PricewaterhouseCoopers predicts that the total

sports revenue from the region is expected to reach US\$30.6 billion in 2018, representing a substantial, relatively untapped market of investment opportunities for businesses within the sporting world.

Across Southeast Asia, interest in international sporting events is growing rapidly, giving rise to more opportunities for companies to reach out to audiences through sponsorships and other branding efforts. In Singapore, the sports industry is one of these new opportunities despite the economic uncertainties. Such opportunities have led leading sports management companies and sports media providers to

establish headquarters in the city-state. These companies are attracted by state-of-the-art infrastructure, government initiatives, as well as the Lion City's potential for new events and concepts. Over the years, Singapore has begun to value the importance of these sporting events and appreciate the positive impact from its developments. Without a doubt, Singapore is on its way to sealing its position as one of the leading sports and lifestyle destinations of the region.

Singapore has had the privilege to stage a number of illustrious marquee sporting events in recent years; notably the Volvo

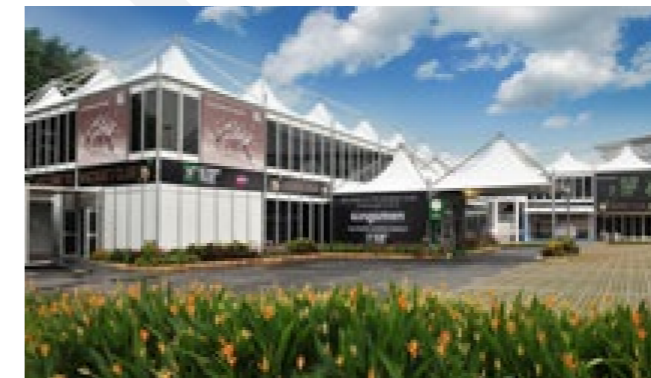


01

01 — Formula 1 Grand Prix, Singapore
02 — Youth Olympic Games 2010, Singapore
03 — BNP Paribas WTA Finals Singapore
Presented by SC Global



02



03

Ocean Race, the first-ever Youth Olympic Games and the Formula 1 Singapore Grand Prix. Tipped by fans as Asia's answer to Monaco, the F1 race in September was bookended by two high-profile football friendlies – the first one featuring Italian league champions Juventus, while the second, between elite international sides Brazil and Japan, inside the National Stadium. In October 2014, Singapore was once again in the spotlight when it played host to a crowd of 93,000 tennis enthusiasts during the prestigious BNP Paribas WTA Finals Singapore Presented by SC Global. The inaugural year of the crown-jewel finale in Singapore marks the tournament's first foray into Southeast Asia, setting new milestones for attendance and digital audiences as fans embraced a new era of women's tennis. World Sport Group (WSG) transformed the 10-day tennis extravaganza into an exciting entertainment spectacle featuring new events such as the WTA Future Stars, WTA Legends exhibition matches, a fan festival opened to the public and an

elevated hospitality experience. This adds to Singapore's vibrancy and complemented its existing suite of sports and entertainment offerings. These events have not only helped to redefine Singapore as a global destination, but effectively profiled the country to an international audience; proving to be the winning formula for its tourism and sports industry strategies.

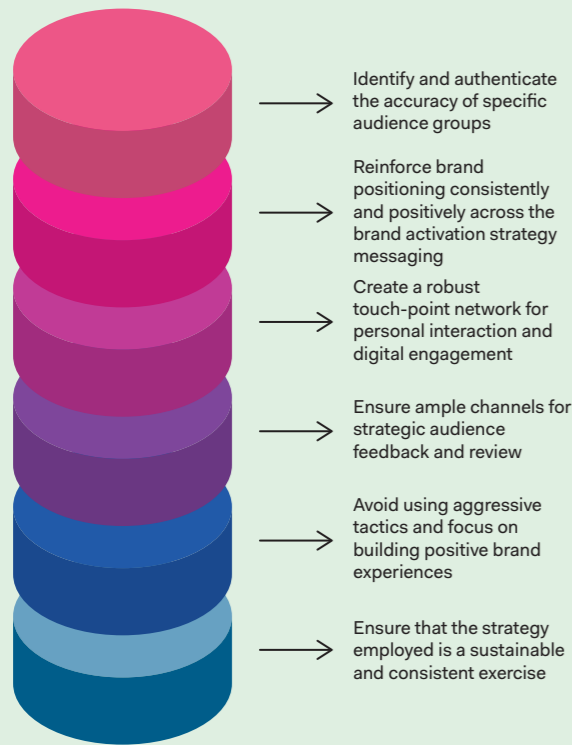
Already a leading sporting event location, Singapore's Vision 2030 plan together with the launch of the Sports Hub, will expand its portfolio of international sporting events and strengthen its position in the Southeast Asian sporting scene. One thing is certain: the growth of world-class sporting events in Asia reflects its rising importance in the world. With sports management companies looking to expand beyond the West, there is no better place to start than on Asia's sporting pitches. It is an interesting and exciting time for sports in Asia and for Singapore to be at the heart of these new happenings. ...

With sports management companies looking to expand beyond the West, there is no better place to start than on Asia's sporting pitches.

Brand Activation & its Role in Building Brands

Brand activation is the new way to go, to cut through the clutter and reinforce a brand's ability to differentiate itself. It is an authentic reflection of a brand, with consumer-centric content that engages them in an intimate dialogue.

Recommended Considerations for Brand Custodians



360° Approach

Multi-channel Approaches to Brand Activation

PUBLIC RELATIONS

- Brand endorsement by reputable press agencies or celebrities who embody the brand lifestyle significantly adds credibility and attractiveness to a brand.



BMW 2 Series Launch, Singapore

Fly Entertainment celebrities like Irene Ang and Allan Wu were invited to a variety of BMW events including the BMW 2 Series launch.

- Creative live brand experiences also generate valuable PR content



BMW xDrive Event at Lazarus Island, Singapore

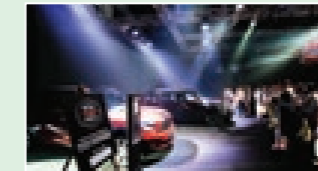
LIVE BRAND EXPERIENCES

- Through events (roadshows, product launches or exhibitions etc)
- Involve raising awareness about a product in order to generate sales
- A platform to engage in discussions with consumers to answer any queries they may have about the brand

- Memorable and enjoyable experiences create an emotional connection



90% of consumers remember what they have experienced personally.
(Source: Jack Morton Worldwide)



MINI Not Normal Carnival, Bangkok

- Encourage sales and also generates word-of-mouth referrals



68% of consumers trust recommendations from other consumers.
(Source: Keller Fay Group)

- Instigate consumer loyalty by supplying the proof that a product or service works as advertised



76% of consumers do not believe in the claims suggested in adverts.
(Source: Keller Fay Group)

DIRECT MARKETING

- Helps consumer choose one product/brand over the other
- Enhances brand image and states the benefits that consumers will obtain by using it
- Brands can be activated using attractive designs, installation of promotional shelves and point of purchase displays



BNP Paribas WTA Finals Singapore presented by SC Global Fan Zone

DIGITAL MARKETING

- Capitalises on the proliferation and persuasiveness of social media and online interaction
- Social media like Facebook and Youtube allow consumers to share and amplify every activation campaign

In an effort to connect with its fans across the sporting world, WTA partnered with SAP to release an official mobile app for the BNP Paribas WTA Finals Singapore Presented by SC Global featuring player information, facts and figures, and a host of goodies to satisfy tennis enthusiasts leading up to the event in October 2014.

Guiding Principles for Brand Activation



STRONG CREATIVE FOCUS

- Attracts consumer attention
- Brings the spirit of a brand to life in a differentiated and distinctive way
- Provides consumers with opportunities to be engaged and act upon their interest
- The best campaigns end up being driven by inspired consumers instead



THOROUGHLY RESEARCHED STRATEGIC PLATFORM

- The whole is greater than the sum of its parts
- A seamless, unified approach is important for executing campaigns



WELL-PLANNED EXECUTION

- Utilise consumer and market data so as to ensure timeliness and relevance of marketing channels deployed as well as the planned activities
- Focus on specific consumer groups who are likely to be most receptive to the campaign
- Maximises efficacy and memorability of campaign



EVALUATE & MEASURE SUCCESS

- ROI
- Consumer reach
- Monitor consumer engagement (especially if social media was used)
- Amplification
- Integration (is the brand activation strategy capable of integrating well with your marketing channels?)
- Long term potential

Objective Pillars of Brand Activation

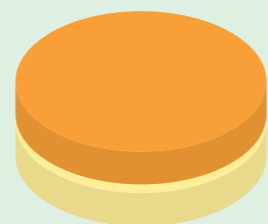
BRINGING BRANDS TO LIFE

Enhancing brand participation for positive brand experiences



ESTABLISHING POSITIVE RELATIONSHIPS WITH THE AUDIENCE

Building positive emotional affiliation for positive call-to-action



INSPIRING LOYALTY

Establishing consistent brand reputation for positive word-of-mouth carry-through



GOING THE EXTRA MILE FOR SERVICE

Kingsmen's business philosophy is founded on being design-led, quality and service-driven. The growing partnership with our valued clientele is a reflection of good design, effective project management and client satisfaction. With more than 38 years of industry experience, we are able to constantly enhance our capabilities and establish a reputation and brand synonymous with creativity, quality and service.

Service is intangible, but it is one of the most important ingredients in the marketing mix for products and services. The customer-focused approach is consistent throughout the organisation. Focusing on the customer's needs, we deliver exceptional results while providing clients with dedicated service. After all, the customer's success is our success.

"We're honoured to be recognised by the industry for the quality of the work we do. Kingsmen continuously strives to provide clients with consistent quality and value. This service level continues even after an event is completed. This award is a recognition of the team's efforts and source of encouragement for us to continue enhancing our service standards."

Mr Anthony Chong
Managing Director
—
Kingsmen Exhibits Pte Ltd



Anthony Chong receives the award from Mr Chew Choon Seng, Chairman of STB

At the recent Singapore Experience Awards 2014, Kingsmen was named 'Business Event Service Provider of the Year' for Tax Free World Association Asia Pacific Exhibition & Conference 2013. The Singapore Experience Awards, organised by the Singapore Tourism Board (STB) annually, recognising Singapore tourism's crème de la crème. It highlights individuals and organisations that have created exceptional customer experiences and aims to motivate industry players to continually outdo themselves. This year's edition of the Singapore tourism sector's most prestigious award platform was held in conjunction with the Tourism50 gala dinner organised by STB at Gardens by the Bay to celebrate 50 years of tourism development and industry partnerships. The award is recognition of our dedication in providing excellent service to our clients.

Exceptional service is about going the extra mile for clients. "We offer advice on processes and materials that are locally available, and look into understanding the client's needs," shares Ruth Cheok, Director of Strategic Accounts, Kingsmen Exhibits Pte Ltd. "As the industry continues to grow, clients' expectations have changed. There is a constant need for new experiences. Beyond excellent product delivery and competitive prices, we add value through the quality of care we provide our clients," she explains. "This includes finding ways to overcome challenges on-site and coming up with alternatives for clients if certain last minute changes are not feasible." Such professional standards and quality control extend beyond the handover stage, to include warehousing and logistical solutions as well as the maintenance of reusable exhibit components. "As the Official Show Builder, Kingsmen always demonstrates a high level of professionalism and customer service in fulfilling our expectations, as well as the exhibitors," says Serene Yap, Managing Director of Art Stage Singapore – Asia's premier art fair. Essentially, clients today are not only interested in the product they are being offered but all the additional elements of service that they receive.

"Again, thank you to you and your team for your commitment and for contributing to the success of TFWA Asia Pacific Exhibition & Conference 2014," says Alain Maingreud, Managing Director of TFWA, who lauded the team for the smooth delivery of the show. Every member at Kingsmen is responsible and committed to delivering the total customer experience. Delivering excellent service is a continuous experience that doesn't have a start and end point, and we believe that it is a combined team effort to ensure that the level of service provided is second to none. ♦♦♦

"Congratulations once again to Kingsmen Exhibits Pte Ltd on winning the Business Event Service Provider of The Year, Singapore Experience Awards 2014. This year, the judges recognised Kingsmen for its commitment towards service excellence as demonstrated in its successful delivery of the Tax Free World Association Asia Pacific Exhibition & Conference 2013."

Ms Choo Huei Min
Director
—
Visitor Information & Experience
Singapore Tourism Board

Content precedes design. Design in the absence of content is not design, it's decoration.

— Jeffrey Zeldman
Entrepreneur and Founder of Happy Cog



KARL LAGERFELD, Chengdu IFS
Design: Plajer & Franz Studio



Kingsmen Korea Research & Design Teambuilding Workshop



Eid al-Fitr Brings Out The Spirit of Giving at PT Kingsmen



Kingsmen Projects' Incentive Trip to Angsana Bintan



Kingsmen Hong Kong/Shenzhen Bonds "Under the Sea"



Kingsmen Joins 28th SEA Games as Official Sponsor



Kingsmen Vietnam Conducts Team Building Session in Nha Trang



Kingsmen Shanghai goes to Qiandao Lake



Celebrating the Harvest Festival at Kingsmen Middle East



Kingsmen India's Diwali Celebration and Training Workshop



Kingsmen C.M.T.I Celebrates its 25th Anniversary



Regional Conferences 2014



Kingsmen Named One of Asia's Top Design Practice at SDA 2014



The Great Kingsmen Malaysia Treasure Hunt



Kingsmen Korea's Spirit of Volunteerism Burns Bright



Kingsmen Beijing's Summer Team Building at Qin Huang Island

HAPPENINGS

THE KINGSMEN ACADEMY

Investing in Knowledge

“At Kingsmen, people are the heart of the company. We recognise that the development of talent is essential to ensure that we remain competitive in an ever-changing economy. Kingsmen offers this scholarship to identify outstanding individuals with excellent academic and co-curricular (CCA) track records the opportunity to further their undergraduate studies and to add on to the vibrancy of the organization.”

Mr Benedict Soh
Executive Chairman
—
Kingsmen Creatives Ltd

Think investment, and strings of numbers, mathematical functions and financial charts spring to mind. However, at the Kingsmen Academy, investment comes in a different form. Education and the upgrading of skillsets are at the core of Kingsmen's ability to stay relevant to market needs. Training and knowledge have always been a part of the Group's DNA. Kingsmen strongly believes that the accumulation of knowledge by staff should never cease. From leadership and management training courses to effective communication skills, the training programmes are constantly reviewed to match the evolving needs of the organisation and carry a common theme - Educating through Engagement. The senior management recognises that one of the determin-

ing factors of success for any training programme lies in the selection of instructors and the curriculum. They are therefore actively involved in the selection of the trainers and the course curriculum, ensuring that the learning strategies implemented are aligned with organisational goals.

The Group's annual regional conferences are opportunities for senior management and leaders from all Kingsmen offices to gather and share the latest happenings and developments in their respective markets. The workshops held at these conferences focus on skills such as decision-making, leadership and goal setting. It ensures that key decision makers are equipped with the right skill set and mindset necessary for business growth and expansion.

Behind every successful organisation is a great team that works seamlessly together. Throughout the year, Kingsmen offices conduct team building exercises to strengthen the bond among its teams. At Kingsmen HQ, this is taken a step further through the biannual Outward Bound Course, where staff from the Group's regional offices come together to share experiences at the Outward Bound School in Pulau Ubin, Singapore.

In today's increasingly knowledge-based economy, people are the most important source to maintain a competitive edge. The ongoing investment in training and development ensures that Kingsmen stays relevant in a rapidly changing world. ...

Kingsmen Shanghai Explores Wu Zhen Water Town



SINGAPORE INDUSTRY SCHOLARSHIP LAUNCHED IN

2012



SCHOLARS CAN GAIN PROFESSIONAL EXPERIENCE

EMBARK ON EXCITING CAREERS UPON GRADUATION THROUGH SPECIALLY TAILORED DEVELOPMENT PROGRAMMES

AS OF 2015

47

PARTICIPATING ORGANISATIONS IN INDUSTRIES SUCH AS ENGINEERING, ELECTRONICS, ENERGY, TOURISM, INFO COMMUNICATIONS, CONSUMER BUSINESS, HEALTHCARE, AND SOCIAL SERVICES.



TALENT DEVELOPMENT

SERVES AS A PLATFORM FOR SCHOLARS TO PURSUE A CAREER IN SINGAPORE'S KEY STRATEGIC SECTORS

OFFERED TO SINGAPOREANS TO PURSUE THEIR UNDERGRADUATE STUDIES



ACCEPTS BOTH MID-TERM & FULL-TERM SCHOLARS



KINGSMEN IS ONE OF 47 ORGANISATIONS PARTICIPATING IN THE SINGAPORE-INDUSTRY SCHOLARSHIP (SGIS) FOR THE SECOND CONSECUTIVE YEAR. FROM 2013 TO 2014, WE WELCOMED SIX SCHOLARS WHO WILL UNDERGO INTERNSHIPS DURING THEIR UNDERGRADUATE STUDIES AND EMBARK ON EXCITING CAREERS WITH US UPON GRADUATION.

APPLAUSE CATCHES UP WITH ONE OF OUR SCHOLARS, SHU QIN, TO HEAR HER VERY OWN KINGSMEN EXPERIENCE.



Tan Shu Qin Receives the SgIS Scholarship from Benedict Soh

WHAT DOES WINNING THIS SCHOLARSHIP MEAN TO YOU, AND HOW WILL YOU MAKE USE OF THIS OPPORTUNITY?

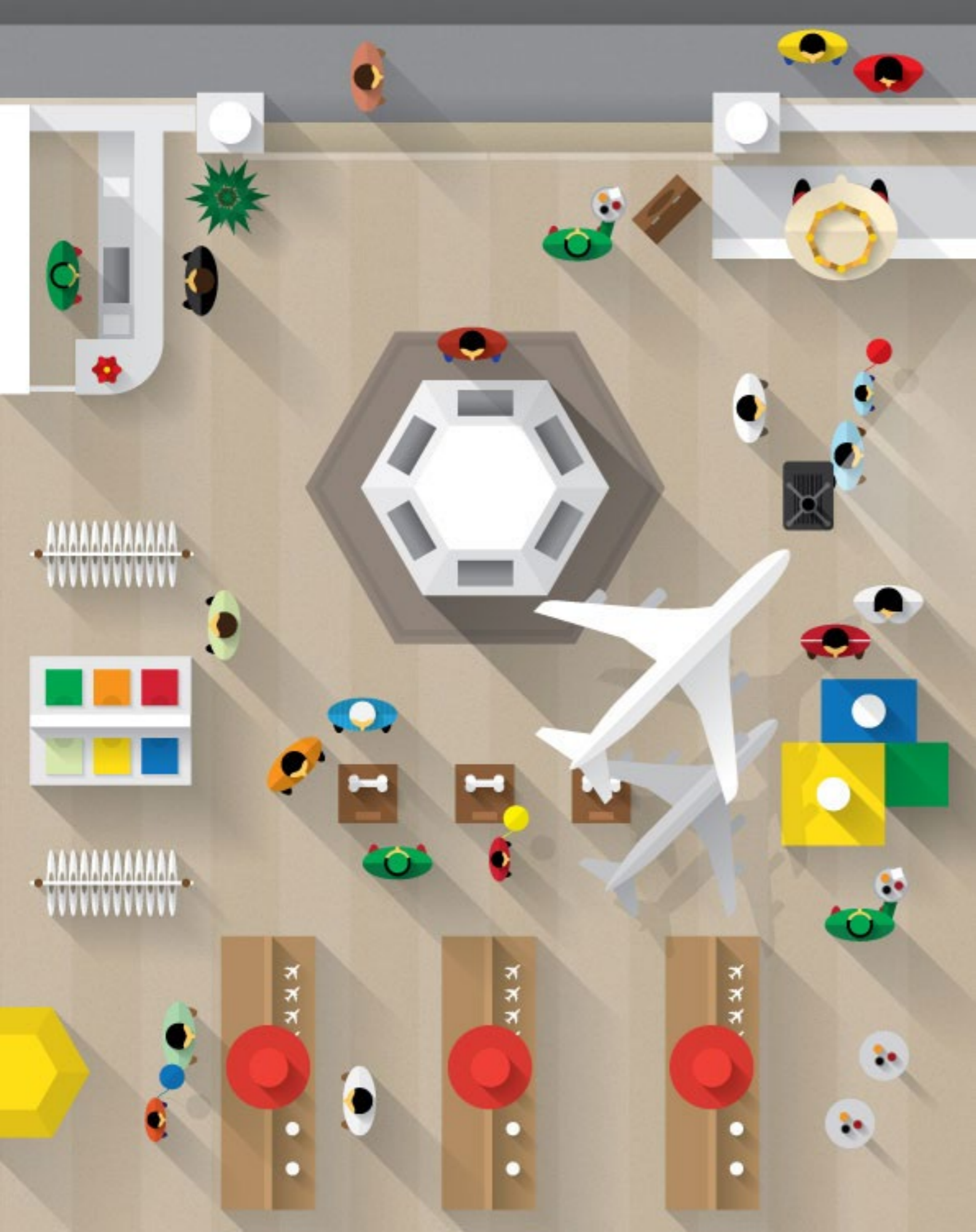
I am grateful that the scholarship has given me a headstart into a career that really interests me. I am very excited about the fast paced industry that Kingsmen is in. I'm really looking forward to being involved in the highly competitive and dynamic leisure/lifestyle industry. This scholarship and career opportunity could not have come at a better time.

WHAT WERE SOME INTERESTING EXPERIENCES DURING YOUR INTERNSHIP?

During my internship, I spent time both in the corporate office and also on the ground with Kingsmen Ooh-Media at the BMW World 2014. It gave me a broad overview of the company which I believe will come in handy in the future. I was inspired by how friendly and engaging everyone was, and I especially liked how the company is run in a very collaborative and participative way.

WHAT EXCITES YOU THE MOST ABOUT A CAREER IN KINGSMEN?

This is also an exciting time for Kingsmen as Singapore and the cities around her are growing very rapidly especially in the travel, leisure and lifestyle industries. Hence, there is likely to be a range of new and interesting projects to look forward to. Additionally, the breadth and depth of work Kingsmen is involved in also means that there will always be so much more to learn and I simply can't wait.



kingsmen

ABOUT KINGSMEN

Established in 1976 and listed on the main board of the Singapore Exchange, Kingsmen is a leading communication design and production group with offices in 18 major cities across Asia Pacific and the Middle East. Through its strategic network of offices and worldwide associates, Kingsmen provides integrated communication solutions covering a full range of services from ideation, research & design, consultancy, project management, prototyping to fabrication, implementation & installation, logistics support and after sales services. These seamless end-to-end solutions are offered to global clients across multiple sectors like exhibitions & events, retail & corporate interiors, thematic and museums, and alternative marketing. Building on its design-led, quality and service-driven culture, the Group's dedicated and experienced professionals have helped to establish a visible brand name synonymous with creative and innovative solutions. Kingsmen – your partner of choice in Asia Pacific.

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