

IAG ACADEMY IR AWARDS 2023 – BEST OVERALL MARKETING PROGRAMME

A New Land of Luxury

Since 2021, Marina Bay Sands has embarked on a US\$1.75 billion reinvestment programme, resulting in a multi-year transformation of the property. Across the property, the hotel is being renovated in phases, new premium lifestyle and dining offerings have been introduced, and the Hotel Lobby and Sands SkyPark will soon be refurbished. The elevation of the property comes as the integrated resort's (IR) clientele becomes more sophisticated and discerning.

In tandem with the physical transformation, Marina Bay Sands has embarked on a mission to enhance its position as the region's premier luxury destination. This rebranding is an ambitious stride towards its goal of setting new standards of excellence in luxury hospitality. It is a comprehensive exercise that will impact the entire organisation, as it seeks to ensure a consistent delivery of products and services tied together by one cohesive and compelling brand message. At its most tangible, the rebranding will feature an updated design philosophy that will dictate the brand's aesthetics, from a refreshed logo to new uniforms for front-office Team Members.

"Our new brand mission is to 'Draw the world to a new land of luxury,'" said Irene Lin, Senior Vice President and Chief Marketing Officer. "This mission amplifies the goal of Marina Bay Sands to not merely provide luxury, but to redefine it by setting a new benchmark in high-end hospitality."

In line with this rebranding journey, the IR's marketing programme has evolved with a focus on building brand equity and resilience. In the last two years, the resort has executed a two-pronged approach to elevate its brand and amplify its destination positioning via: a) a Signature Calendar of Events and b) Branded Strategic Partnerships.

A Signature Calendar of Events across the IR

Guests typically think of Marina Bay Sands in parts, instead of as an IR. When asked "What is Marina Bay Sands?", some would associate the IR with its world-famous rooftop pool, while others think of The Shoppes. To change that impression, the resort leveraged signature events that pulled the property together to showcase its strength as a singular destination and one brand that is more than the sum of its parts.

In the last two years, the IR curated a signature calendar of events built around themes like arts, food, music, and fashion, and the two major festive occasions Lunar New Year and Christmas.

For Arts and Food and Wine, the property leveraged first-of-its-kind MICE events that Singapore anchored – ArtSG (Asia's largest art fair) and VinExpo Asia (leading international B2B wine and spirits expo) respectively – to organise activations and experiences relevant to these events.

'*Where Art Takes Shape*' developed into a 10-day celebration which featured artists such as Cyril Kongo and Janice Wong. '*Where Your Senses Feast*' was a gastronomical festival programmed around Vinexpo Asia, which featured over 30 exclusive and experiential dining experiences across the resort.

For Music, the IR curated a month-long line-up of live concerts and musical performances by celebrity singers 1975, Sabrina Carpenter, David Tao and J Balvin. For Retail, the festival was headlined by a fashion runway event featuring Tomo Koizumi's Spring Summer 2024 Collection, a gala dinner at KOMA and after-party at Marquee, private shopping journeys, publisher-led events

IAG ACADEMY IR AWARDS 2023 – BEST OVERALL MARKETING PROGRAMME

hosted by Vogue and Tatler, and retailer-led in-store activations. Each of these leveraged all aspects of the integrated resort, showcasing its multi-faceted offerings including retail, dining and nightlife.

Each year, Marina Bay Sands celebrates two festive seasons in Singapore – Lunar New Year and Christmas, transforming The Shoppes with spectacles of lights and decorations. Since 2022, these efforts have been scaled up, creating Instagram-worthy showpieces for guests to take photographs of and engage with.

In 2022, guests were treated to a splendid display of 1,000 lit Christmas trees along the property, to create a magical festive atmosphere at the end of the year. In 2023, the IR continued to push boundaries and featured a first-of-its-kind collaboration between Marina Bay Sands and one of its key brand partners Dior Beauty. The Grand Colonnade in the mall was decorated with a dazzling 11-metre tall baroque, golden Christmas tree and a magical Dior Christmas carousel. The Light-up event was nothing short of a visual spectacle of hanging trees, lights, lasers, confetti, a singing choir and other festive performances.

2023 also saw three mega-scale bunny installations accompanied by peach blossoms taking centre stage in The Shoppes to symbolize prosperity and good fortune in the Year of the Rabbit. In 2024, in celebration of the Year of the Dragon, dragons soared around the Marina Bay skyline in the form of the largest drone show staged in Singapore. The drone show featured a storyline around the legendary Dragon Gate to welcome the year of the Dragon. In the IR, life-sized majestic dragon installations were displayed within the mall and hotel lobby as part of the festivities.

Strategic Partnerships to Strengthen Marina Bay Sands' value proposition

Marina Bay Sands x Scuderia Ferrari Branded Partnership



In 2023, the IR signed a multi-year partnership with Scuderia Ferrari, marking yet another milestone in the brand elevation journey. The unity of two iconic brands unlocked new ways to feature activations and experiences across aligned ambitions for excellence, quality, and luxury. The first year of the partnership saw a display of the iconic Scuderia Ferrari HP showcar in the hotel lobby, the building façade carrying the colors of Ferrari red, and an exclusive by-invite-only Scuderia Ferrari experience for VIPs leading up to the race weekend.

This year, the partnership grows in strength with adrenaline-fueled themed activations, including afterparties helmed by top DJs Afrojack and Axwell, exclusive retailer promotions, limited-time gastronomic delights, and meet and greet opportunities with esteemed drivers Zhou Guanyu and Yuki Tsunoda.

IAG ACADEMY IR AWARDS 2023 – BEST OVERALL MARKETING PROGRAMME

Taylor Swift The Eras Tour: Presenting Partner

In 2024, Marina Bay Sands was Presenting Partner for Taylor Swift’s Eras Tour stop in Singapore – the only stop in Southeast Asia. This gave the IR rights to market a hotel staycation package (bundled with Taylor Swift tickets), as well as transform the resort with Taylor-themed activations to celebrate the Eras Tour. Within the mall, there were seven walkthrough installations inspired by the artist’s musical journey over 10 iconic eras. During the concert period, the IR presented a special edition of its Spectra Light & Water Show featuring Taylor Swift songs, and lit the building in Taylor Swift’s pastel hues. Marina Bay Sands was also the only official concert merchandise venue outside of National Stadium, drawing strong crowds of fans daily.

Singapore Tourism Board (STB) x Marina Bay Sands x UOB Tripartite Partnership

In 2022, Marina Bay Sands developed a Bay Precinct strategy with hotels, attractions, retail malls and service providers in the area to offer an ecosystem of services and experiences for international players. This partnership allowed Singapore, Marina Bay Sands, and business and leisure partners around the Bay to strengthen the value proposition in attracting larger-scale international events by collectively scaling up the range of rooms, F&B offerings, nightlife experiences, and other leisure and wellness activities for delegates.



In Q1 2024, this strategy was brought to the next level with STB, Marina Bay Sands and UOB inking a tripartite partnership and launching of a Masterpieces campaign for the Bay. The campaign was anchored around tentpole events, with all three parties coming together to design programming around these events. During that quarter, all three parties worked together to deliver the first-of-its-kind largest drone show in Singapore, to ring in the Year of the Dragon. 26 precinct partners came together to curate over 50 exclusive experiences across hotel packages, dining, shopping, and attractions offers during this period. STB, Marina Bay Sands, UOB and the Bay partners leveraged each other’s channels to amplify the campaign’s reach across key markets.

Building upon the success of this tripartite partnership, a second Memorandum of Understanding was signed in April. This next collaboration will see all three parties present the Marina Bay precinct as a vibrant must-visit destination with a riveting suite of experiences and explore ways to promote hotels, attractions, entertainment venues, retail and dining establishments in the area. Through the collective efforts of businesses around the Bay, the partners will unlock the precinct’s endless potential to draw world-class events and experiences and stage them in Singapore.