



CREATING A MORE PERVASIVE SELF-SERVICE CULTURE IN SINGAPORE IN A NUTSHELL

WHAT

A campaign that aims to encourage greater adoption of self-service or DIY options in all aspects of our lives



WHY

To get more people using self-service options and ultimately evolve the labour force to one that is more highly skilled.



Encourage more companies to use self-service technologies by increasing demand for such options.

WHO

Everyone, including you and me!



WHEN

From 8 November to December 2015



HIGHLIGHTS OF THE CAMPAIGN

1. SELF-SERVICE CHALLENGE AT FAIRPRICE NEX (8 NOV)

Featuring celebrities and ministers in an exciting face-off, to show the advantages of using self-service facilities.



2. MYSTERY SHOPPER-SPOTTING (15 NOV – 29 NOV)

Celebrities surprise and reward lucky individuals who use self-service facilities while shopping and dining. Venue clues will be seeded on Facebook for those keen to get spotted!



3. DIY-PROS PROFILING

Read and watch refreshing testimonials and stories of everyday Singaporeans and their reasons for using DIY.



4. "WHY DIDN'T I DO THIS EARLIER?" YOUTUBE VIDEOS

Get in on the action! Share videos to allay fears of using self-service facilities in a fun, humorous and engaging manner.



Find out more:

www.mti.gov.sg/indiypendent

See us in action:

www.facebook.com/MTISingapore