

## **MEDIA RELEASE**

### **NATIONAL PRODUCTIVITY COUNCIL LAUNCHES WE ARE INDIYPENDENT CAMPAIGN**

*Campaign celebrates the advantages of using self-service facilities and encourages businesses to adopt self-service models more aggressively*

To spur more companies in adopting innovative technologies to improve their operational efficiencies and service quality, the National Productivity Council is launching a consumer marketing campaign – *We Are InDIYpendent* - to galvanise more Singaporeans to take the leap to use self-service facilities.

2 Held earlier today at NTUC FairPrice at nex, Minister for Manpower, Mr Lim Swee Say and Parliamentary Secretary for Trade and Industry, Ms Low Yen Ling teamed up with celebrities Michelle Chong and Suhami Yusof in a self-service challenge which pitted them against each other to get as many shoppers as possible to use the self-checkouts.

#### **Changing consumers' mindsets and behaviour**

3 Self-checkout (SCO) is a game-changing initiative for our local retailers. With a tight manpower situation and increasingly competitive business environment, retail companies need to adopt technologies that require less manpower to improve their productivity.

4 The Government provides companies with grants and assistance schemes to help them implement self-service options. Consumers can play their part by embracing such options to create an impetus for more businesses to adopt these models in their operations in a more aggressive manner.

5 The *We Are InDIYpendent* campaign seeks to encourage consumers to use self-service facilities. The campaign also aims to feature three key benefits of using self-service facilities – easy, fast and flexible.

6 Besides the launch event, other highlights of the campaign include mystery-spotting activities to incentivise consumers to use DIY options in more areas of their daily lives, videos offering interesting insights on DIY culture, as well as print and out-of-home (OOH) ads featuring different forms of self-service.

7 As part of the national campaign to encourage more Singaporeans to embrace DIY, businesses that provide self-service facilities will also be offering special discounts and incentives during the campaign period.

**National Productivity Council  
8 November 2015**

- End -

Enclosed:

- a) **Annex A** – Infographics: Overview of *We Are InDIYpendent* campaign
  - b) **Annex B** – Infographics: Are we ReaDIY?
  - c) **Annex C** – Infographics: How much of a DIY Pro are you?
  - d) **Annex D** - List of business partners and their incentives
- 

**For more information, please contact:**

**Jasmine Tan**

Corporate Communications Division  
Ministry of Trade and Industry  
T: 6332 5080 /9450 0387  
E: [jasmine\\_tan@mti.gov.sg](mailto:jasmine_tan@mti.gov.sg)

**Stephanie Aw Yong**

OgilvyEngage  
Ogilvy Public Relations  
T: 6213 9930 / 9112 8701  
E: [stephanie.awyong@ogilvy.com](mailto:stephanie.awyong@ogilvy.com)

**About National Productivity Council**

The National Productivity Council (NPC) comprises representatives from the public and private sector as well as the unions. Chaired by Deputy Prime Minister Tharman Shanmugaratnam, the NPC oversees and drives national productivity efforts, so as to achieve a productivity growth of 2 to 3 per cent per annum (2009 to 2019). It adopts a two-pronged approach by developing sector-specific productivity improvement strategies, and supporting broad capabilities and programmes across all sectors. The Council oversees the work of the different government agencies and promotes close collaboration between the private and public sectors in order to entrench a strong productivity culture in Singapore.