

MINISTER'S INNOVATION AWARD (SOCIAL MEDIA)

Land Transport Authority
We Keep Your World *Moving*

DISTINGUISHED AWARD

GOODNIGHT SINGAPORE – STORIES OF OUR GUARDIANS



PROJECT TEAM



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OVERVIEW

IMPETUS

INNOVATION

IMPACT

POTENTIAL

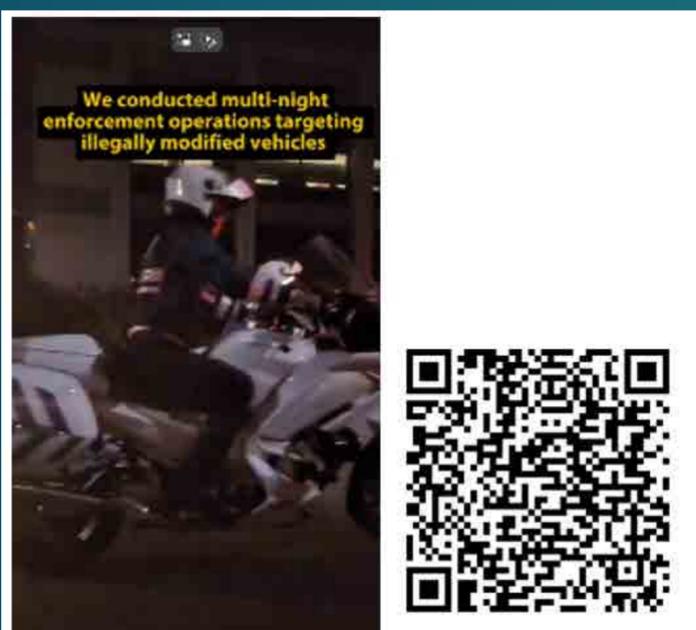
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IMPETUS FOR PROJECT

The efforts of LTA's Traffic and Road Operations (TRO) and Road and Commuter Infrastructure (RCID) groups impact every road user's journey. Their critical work involves building and maintaining the nation's road infrastructure while ensuring smooth traffic operations. However, this essential work often remains invisible to the public eye. Despite its fundamental importance to daily life, it tends to be perceived as mundane and operational, receiving limited public awareness and appreciation.

This gap in public understanding presented a unique opportunity. 'Guardians of the Roads' was conceptualised in 2023 as an umbrella brand to humanise and spotlight the vital but unglamorous work that keeps Singapore's roads safe and efficient. The initiative aimed to shift public perception by showcasing the work of officers who work tirelessly behind the scenes - from enforcement operations against illegal vehicle modifications to the rapid response of EMAS recovery teams during road incidents.



Screenshot and QR code of Enforcement Ops video.

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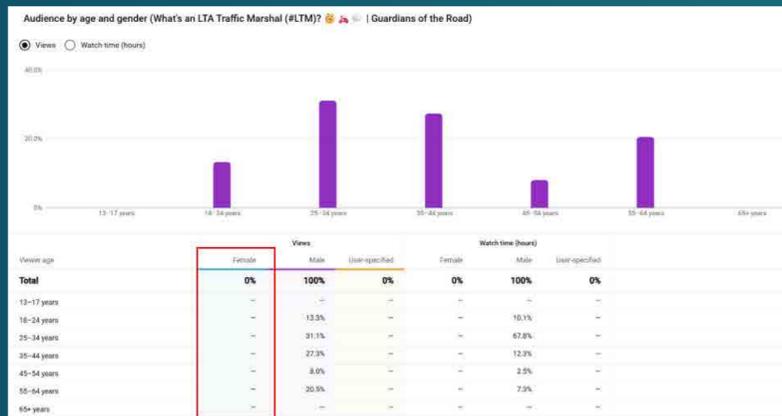
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Screenshot and QR code of an ASMR video featuring our Vehicle Recovery Services crew.

Guardians of the Road, as a social media brand platform, successfully cultivated a dedicated following among transport enthusiasts and strengthened bonds with our core audience. Yet, its reach remained limited beyond this niche community. Despite its authentic approach, the platform had difficulty connecting with two key demographic segments - female viewers and younger audiences.



Screenshot of a breakdown of audience by age and gender, showing a bias towards male adult viewers.

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There was a need to develop more universally appealing narratives that could connect with the broader Singapore community.

'Goodnight Singapore – Stories of our Guardians' emerged as a strategic evolution, transforming 'Guardians of the Roads' into a comprehensive digital campaign, which addressed earlier limitations head-on.

We leveraged a multi-platform approach, harnessing YouTube and long-form videos for deeper, more emotionally resonant storytelling, we also experimented with digital comics and even went from online-to-offline (O2O) to create a stronger emotional connection with our audience.

Statement of Need:

'Guardians of the Road' was developed in 2023-2024 to humanise and spotlight LTA's efforts in managing roads and traffic. While it was successful in engaging our core audience base, post-campaign analysis revealed a gap in resonating with female and younger audiences. This underscored the need for more inclusive storytelling that could resonate across demographics, beyond those already interested in this topic.

'Goodnight Singapore – Stories of our Guardians' was conceived to address this gap. Through a strategic multi-platform approach, spanning long- and short-form videos, digital comics, and online-to-offline activations, we transformed operational content into compelling human stories that connected with the wider Singapore community."

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EXTENT OF INNOVATIVENESS

- 1) For “Goodnight Singapore – Stories of our Guardians”, we crafted a campaign video to bring the roles, experiences, and sacrifices of our guardians to life through powerful storytelling. As the campaign’s emotional anchor, it transformed public awareness into genuine appreciation. By showing the guardians at work—the situations they face, the conditions they encounter, and how their efforts contribute to Singapore’s road infrastructure and smooth traffic operations—it strengthened the connection between audiences and LTA’s mission.



Screenshot and QR code of the Campaign video.

- 2) Through a partnership with LEGO artists, Titan Creations, we brought the work of the Travel Guardians and LTA alive in an engaging and imaginative way. The LEGO diorama featured key initiatives such as the Friendly Streets programme, road maintenance, vehicle recovery and enforcement activities.

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EXTENT OF INNOVATIVENESS



LEGO Diorama featuring the
Travel Guardians and their work

With the LEGO diorama, we created 'The Guardians React' videos showing Travel Guardians' responses to seeing themselves represented in LEGO. Through these videos, the Guardians were able to share more insights about their daily work, helping the public understand what goes on behind the scenes of Singapore's road and traffic systems.

With the creative use of LEGO, we were able to help the public visualise and appreciate the round-the-clock efforts of our Travel Guardians in maintaining and operating our road and traffic systems.



Screenshot and QR code of the Guardians React video



- 3) We used comic-style illustrations to showcase other aspects of LTA's work, such as the provision of covered linkways.

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EXTENT OF INNOVATIVENESS



One story was told through the eyes of a visually impaired commuter and his guide dog, highlighting the careful considerations that go into building such infrastructure—and how these linkways connect users to essential amenities such as transport nodes, healthcare facilities, schools, and community spaces. By improving accessibility, covered linkways can help reduce social isolation and foster community participation. The story also provided an opportunity to feature elements like benches and plant-covered trellises, which not only make journeys more comfortable but also soften the urban landscape and create a more liveable environment.

Screenshot and QR code of 'Rain or Shine: A heartwarming journey with Peanut the Guide Dog'

- In 'The Nightwatch', we covered the work of our enforcement officers as they hunt for illegally modified vehicles, which endanger the safety of other road users.



Screenshot and QR code of 'The Night Watch'

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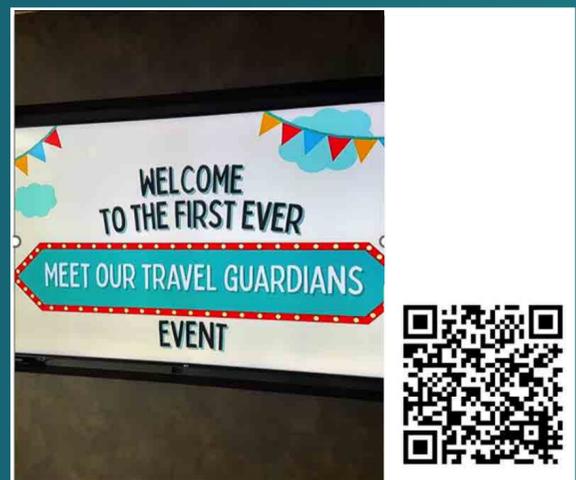
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EXTENT OF INNOVATIVENESS

- 5) We held a “Meet the Guardians” event at the LTA campus, bringing the digital campaign from ‘Online to Offline’. At the event, visitors had the unique chance to engage with the various teams who involved in our road infrastructure and traffic operations – from engineers and enforcement officers to active mobility enforcement officers, traffic marshals, and the EMAS vehicle recovery service crew. The hands-on experience extended beyond conversations, as guests explored an impressive display of specialised vehicles and equipment used in traffic management and road safety operations.



Photos from the ‘Meet the Guardians event held on 14 June 2025’



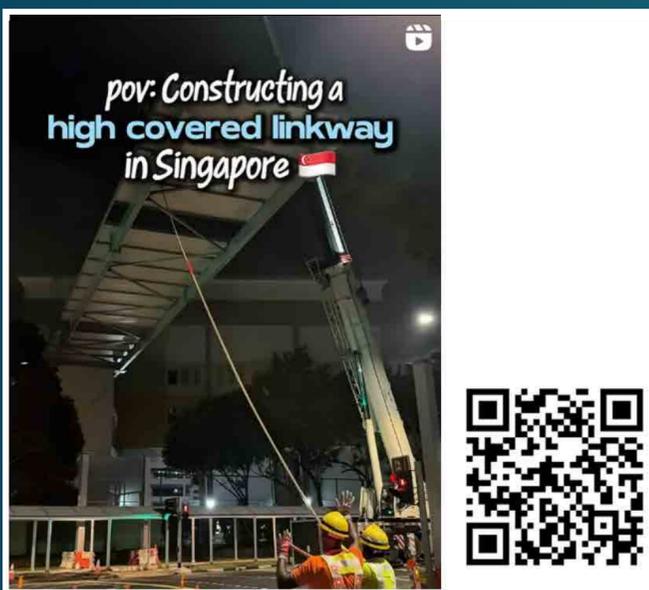
Screenshot and QR code of a snapshot video for ‘Meet the Guardians’ event.

- 6) We also continued to develop creative behind-the-scenes content which helped to demystify LTA’s operations, by inviting viewers to witness the late-night road maintenance works and walking them through the various processes and detailed considerations that go into each initiative. By pulling back the curtain on our operations, we turned mundane operations into engaging narratives that resonated with our audience and deepened their understanding of LTA’s efforts.

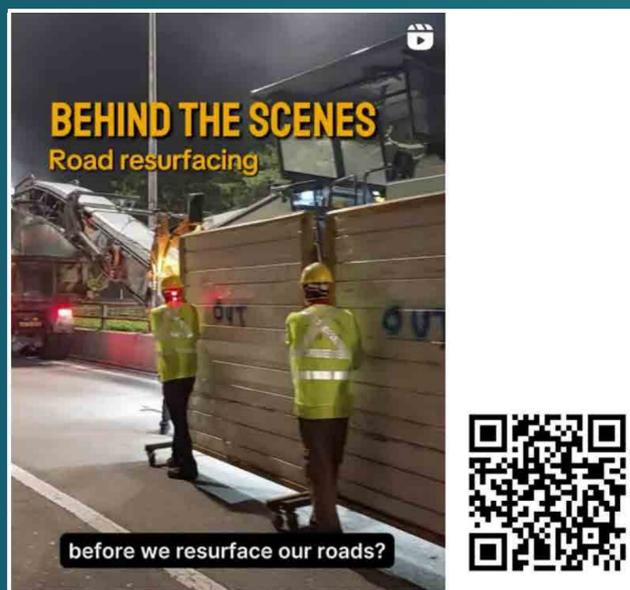
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EXTENT OF INNOVATIVENESS



Screenshot and QR code of 'High Covered Linkway' video



Screenshot and QR code of 'Road Resurfacing' video

Innovation Highlights:

We have renewed our efforts to spotlight LTA's efforts in the vital and unglamorous works which keeps our road systems safe and efficient, and we have also sought to expand our appeal to a more varied audience beyond transport enthusiasts with:

- 1) Emotive storytelling through 'Goodnight Singapore', a powerful campaign video gave a glimpse of the real-world challenges encountered, and sacrifices made by our Travel Guardians. Moving beyond public awareness into genuine appreciation.
- 2) Creative use of LEGO and partnering with Titan Creations to develop a diorama which visualised the Travel Guardian's work in a unexpected way. Enhanced through 'The Guardians React' videos, it combined a unique blend of storytelling and public education.

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EXTENT OF INNOVATIVENESS

- 3) Comic-style visual narratives series to explain the various features and considerations involved with covered linkways through a touching story of a visually impaired person and his guide dog. In a more exciting action-packed story, we explained enforcement efforts against illegal vehicle modifications.
- 4) The first-ever immersive public education event - 'Meet the Guardians' offered the public a first-hand experience to meet various LTA teams and interact with specialised vehicles and equipment.
- 5) Compelling behind-the-scenes content to simplify and explain various LTA's operations to deepen public understanding of LTA's work.

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IMPACT AND VALUE-CREATION

'Goodnight Singapore – Stories of our Guardians' achieved exceptional reach across LTA's social media platforms, generating 13.96M impressions through 199 content pieces. With an average reach of 57,800 per post, the campaign significantly outperformed its predecessor 'Guardians of the Roads', exceeding it by 8M total impressions and 22,000 in average reach per post.

Guardians of the Roads (2023-2024)	Goodnight Singapore (2025)
<p>GOTR Content impres... [?] ... Dec 01, 2023 - Dec 31, 2024</p> <p>5.01 M Content impressions</p> <p>4.19 M Previous Period +19.69% Relative Change</p> <p>Content Labels: Maint... +4</p>	<p>Content impressions [?] ... Mar 17, 2025 - Aug 10, 2025</p> <p>13.65 M Content impressions</p> <p>4.61 M Previous Period +196.11% Relative Change</p> <p>Content Labels: Travel... +8</p>
<p>Average reach per co... [?] ... Dec 01, 2023 - Dec 31, 2024</p> <p>35 508 Average reach per content piece</p> <p>24 826 Previous Period +43.02% Relative Change</p> <p>Content Labels: AMEF +4</p>	<p>Average reach per co... [?] ... Mar 17, 2025 - Aug 10, 2025</p> <p>57 843 Average reach per content piece</p> <p>51 317 Previous Period +12.72% Relative Change</p> <p>Content Labels: AMEF +7</p>

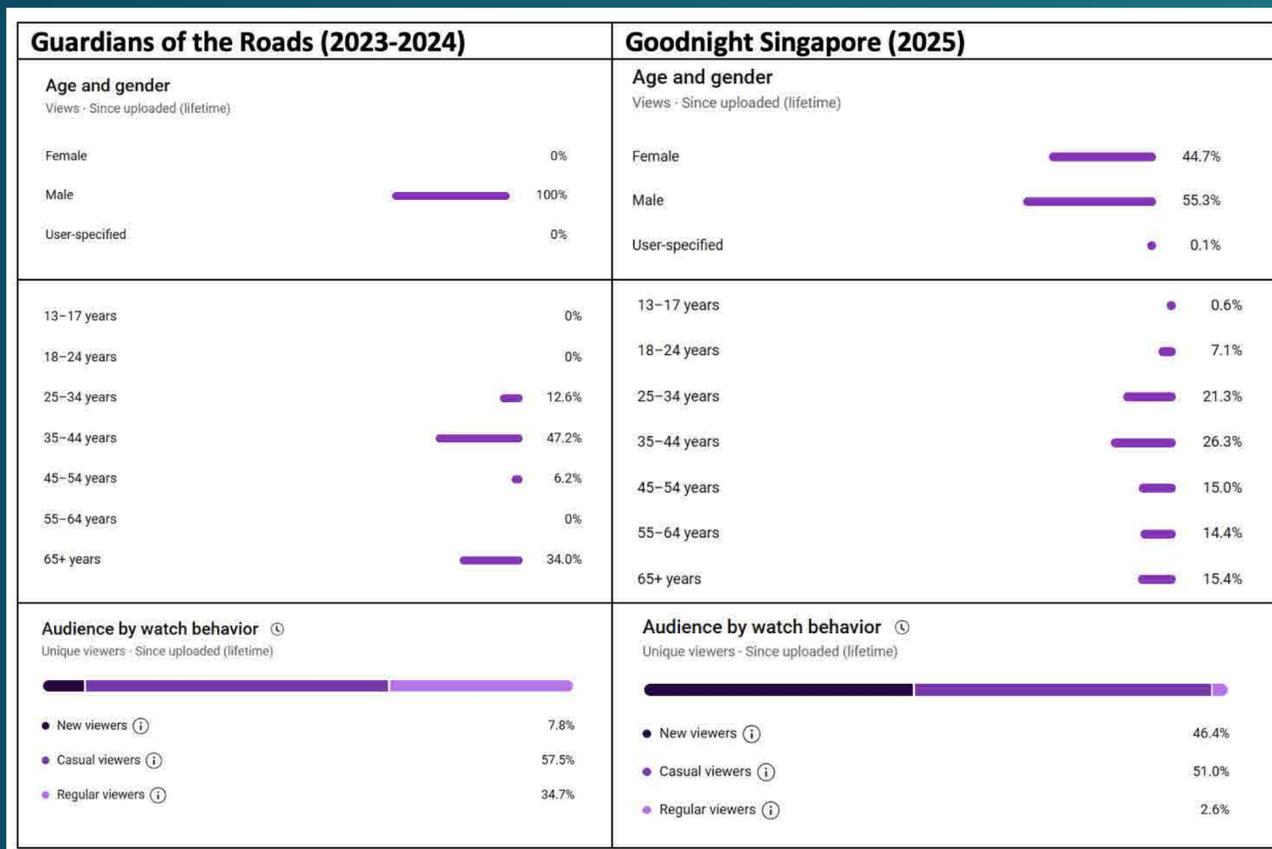
The campaign also marked a breakthrough in audience diversification. While previous campaigns showed limited demographic reach, 'Goodnight Singapore' successfully engaged female viewers (44% of total audience) and achieved a more balanced age distribution. Most notably, the campaign attracted a significantly higher proportion of new viewers at 46%, compared to just 7% in previous campaigns, demonstrating its success in expanding LTA's appeal to a wider audience.

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IMPACT AND VALUE-CREATION



The inaugural 'Meet the Guardians' event marked a significant expansion in our community engagement, attracting both our core Friends of Land Transport (FOLT) members and families with young children.

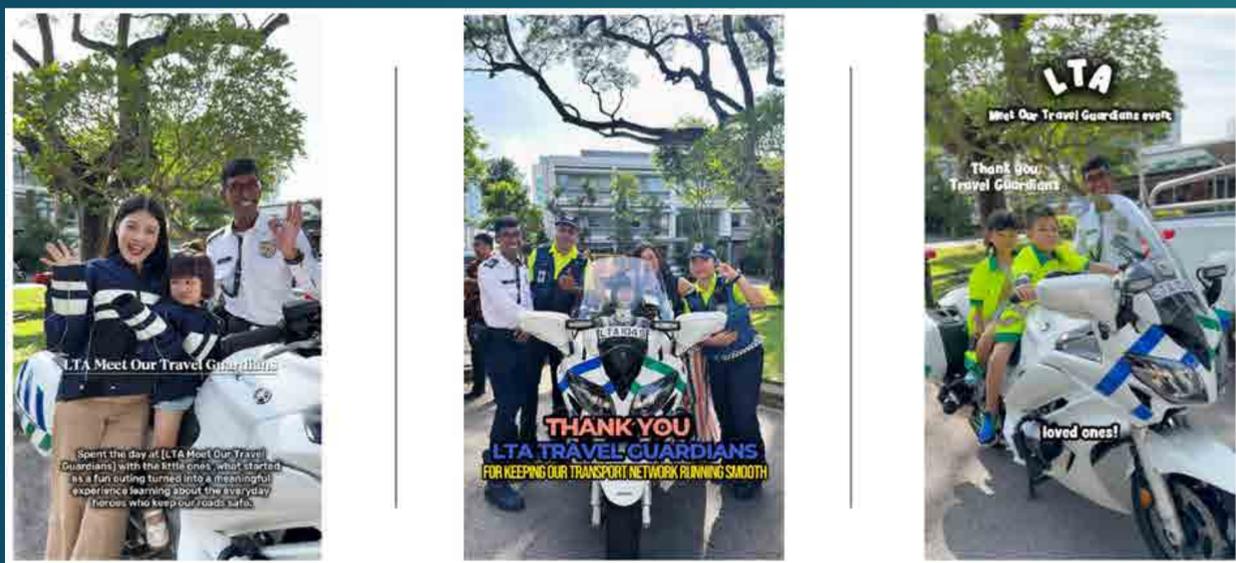
While FOLT members are typically more passionate about bus and train operations, this event managed to capture their attention and broaden their interest into road and traffic operations. The event created meaningful connections as visitors met our Guardians in person, learning about their roles in maintaining Singapore's road network.

The impact extended beyond the physical event, with attendees enthusiastically sharing their experiences and expressing appreciation for LTA's work across their social media platforms.

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IMPACT AND VALUE-CREATION



Screenshot of some of the event participant's social media posts

Outcome:

'Goodnight Singapore' delivered exceptional results across multiple dimensions:

- Achieved unprecedented reach with 13.96M impressions across 199 content pieces, surpassing its predecessor by 8M impressions. Each post averaged 57,800 in reach, marking a significant increase from previous campaigns.
- Successfully diversified LTA's audience base, achieving 44% female viewership (up from negligible previous engagement), broader age demographic spread, 46% new viewers (compared to previous 7%).
- Online to Offline event engaged "Friends of Land Transport" bus and train enthusiasts to broaden their interests. We also generated interests amongst families and the general public, and produced social media posts from the attendees, further amplifying the impact of the event.

These outcomes demonstrate the campaign's success in not just reaching wider audiences but also shifting public's perception and engagement with LTA's road and traffic management.

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FEASIBILITY AND SCALABILITY

'Goodnight Singapore's' success can be replicated for other projects by using current and existing resources. By leveraging current social media platforms and in-house content creation abilities, it is possible to explore and adopt similar story-telling framework for scalability across transport domains and WOG.

The core narrative approach can be adapted to showcase different operations or workers, from airport ground crew to air traffic controllers, and port operators to maritime enforcement teams. The versatility even allows for unified 'Guardians' narrative across transport sectors. (e.g. 'Meet our Maritime or Aviation Guardians')

Similarly, our strategy in the use of community engagement strategies, or content formats and production methodologies could also be adapted and implemented across agencies, for example the LEGO diorama could easily be created to depict a port or airport setting, and to spotlight different roles or occupations within these industries. Likewise, the BTS videos or comic series could also explain baggage handling or security services at the airport, or to spotlight vessel traffic officers managing the world's busiest port.



Mockup of how 'Goodnight Singapore' could be adapted for MPA or CAAS

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FEASIBILITY AND SCALABILITY

Potential of Project:

The success of 'Goodnight Singapore' presents a highly replicable model across government agencies, requiring minimal additional resources. Using existing platforms and storytelling expertise, this framework can be adapted to spotlight diverse operations across different domains.