

# MINISTER'S INNOVATION AWARD (SOCIAL MEDIA)



## MERIT AWARD

### MOT'S SG60 TRANSPORT STORY



**Milestones in movement**

- 1965** Paya Lebar Airport became Singapore's main international airport, with one of the longest runways in Asia at that time.
- 1972** Singapore opened South-east Asia's first container terminal at Tanjong Pagar.
- 1981** Changi Airport replaced Paya Lebar Airport as Singapore's new international airport. The first flight, SQ331 from Kuala Lumpur, landed on 1 July 1981 at Tam.
- 1987** Singapore's first MRT line, the North-South Line, began operations with five stops. Since then, the rail network has expanded to over 180 stations across six MRT lines, and over 40 stations across two LRT lines.
- 1990s-2000s** Changi Airport expanded with new terminals - T2 in 1990, T3 in 2008 and T4 in 2017 - reinforcing Singapore's role as a global air hub.
- 2016** The Bus Contracting Model - where public transport operators bid for contracts and are paid by UA to run the services - was introduced, bringing greater competition and efficiency within the bus industry.
- 2017** The first contract for the North-South Corridor - a multi-modal transportation corridor that will enhance connectivity from the northern region to the city - was awarded.
- 2020** The Islandwide Cycling Network Programme was launched, with the aim of expanding the cycling path network from 440km to around 1,300km by 2030.
- 2022** Tuas Port, Singapore's next-generation port, officially opened. It is currently the world's largest fully-automated terminal in a single location, with full completion planned in the 2040s.
- 2025** Changi Airport Terminal 5 broke ground in May 2025. When operational in the mid-2030s, Terminal 5 will increase Changi's capacity by about 50 million passengers per year.

## PROJECT TEAM



**Ministry of Transport**  
 Natasha Razak  
 Senbagavalli Arumugam  
 Tessa Fan

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#### IMPETUS FOR PROJECT

As Singapore celebrated its 60th year of independence, the nation's transport ecosystem faced a critical storytelling challenge: whilst Singapore's transport achievements are globally recognised, public narratives remained fragmented across land, air, and sea agencies, missing opportunities to strengthen public confidence in our integrated transport system. The SG60 milestone presented an opportunity to unite Singapore's transport family across land, air and sea under one narrative for the first time, collaborating with SPH Media to create a multi-modal campaign that reached diverse audiences through human-centred storytelling that captures what mobility truly means to Singaporeans - celebrating not just what we have built, but the people who built it and depend on it daily. This multi-modal campaign comprised an interactive article published across The Straits Times and Lianhe Zaobao's digital platforms and print editions, showcasing key SG60 transport milestones and developed in collaboration with LTA, CAAS and MPA to present a cohesive vision of Singapore's transport excellence.



*It's independence: What transport means to those who ride, plan and power it*

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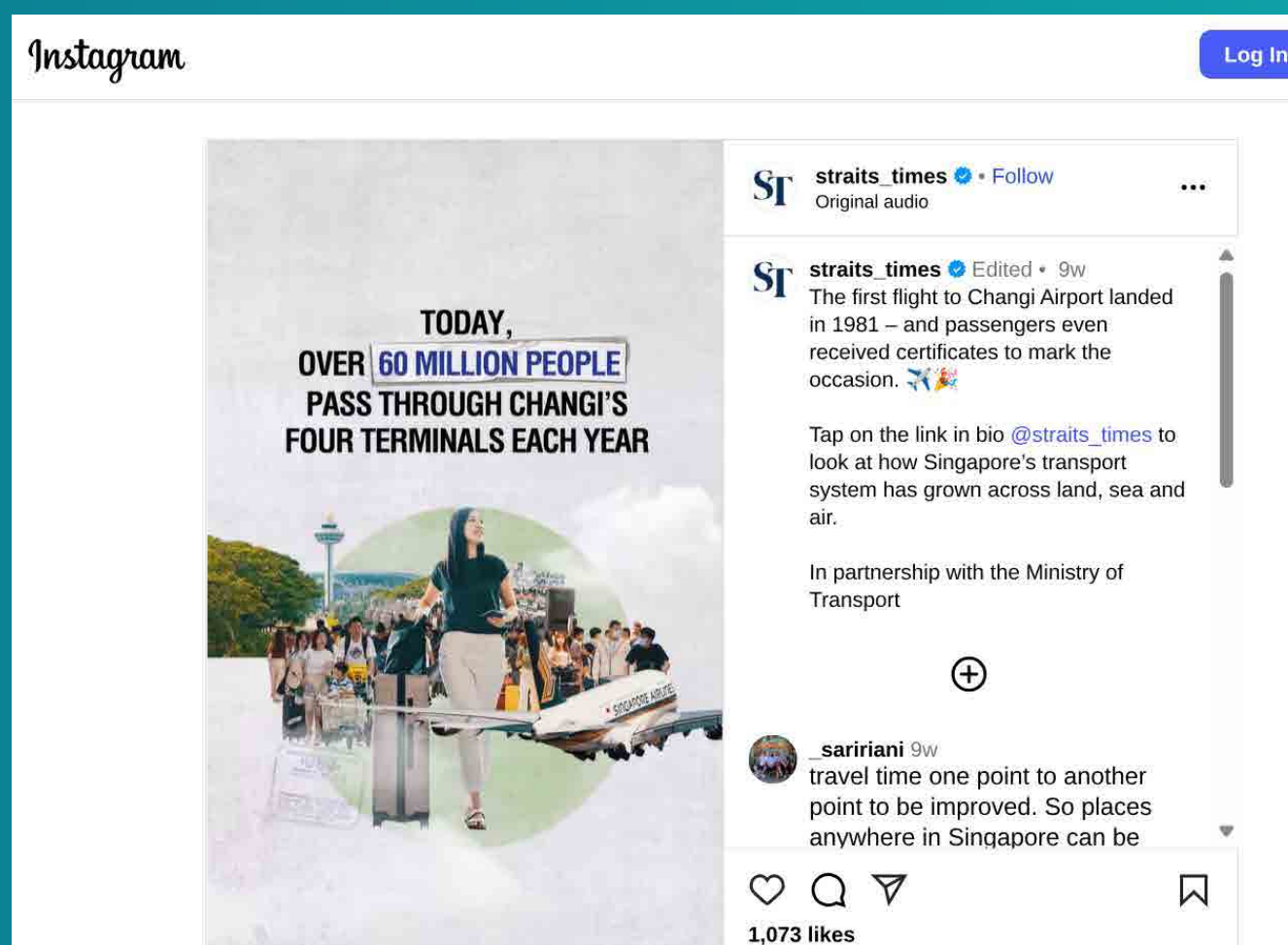
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### IMPETUS FOR PROJECT



The Straits Times Facebook: How Singapore's land, sea and air networks have evolved



The Straits Times Instagram: The first flight to Changi Airport landed in 1981 - and passengers even received certificates to mark the occasion

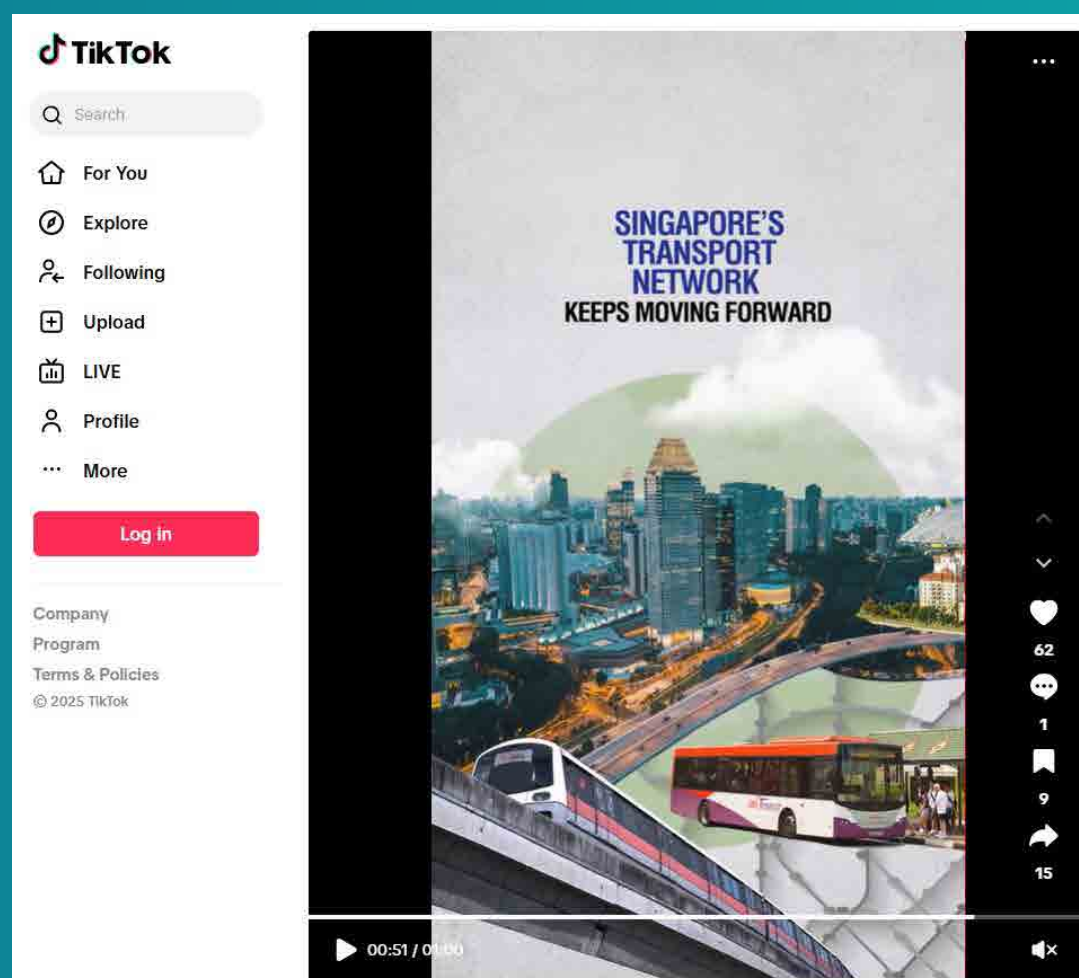
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#### IMPETUS FOR PROJECT



The Straits Times Tik Tok



自在出行的意义：乘客、规划者与幕后工作人员眼中的交通系统

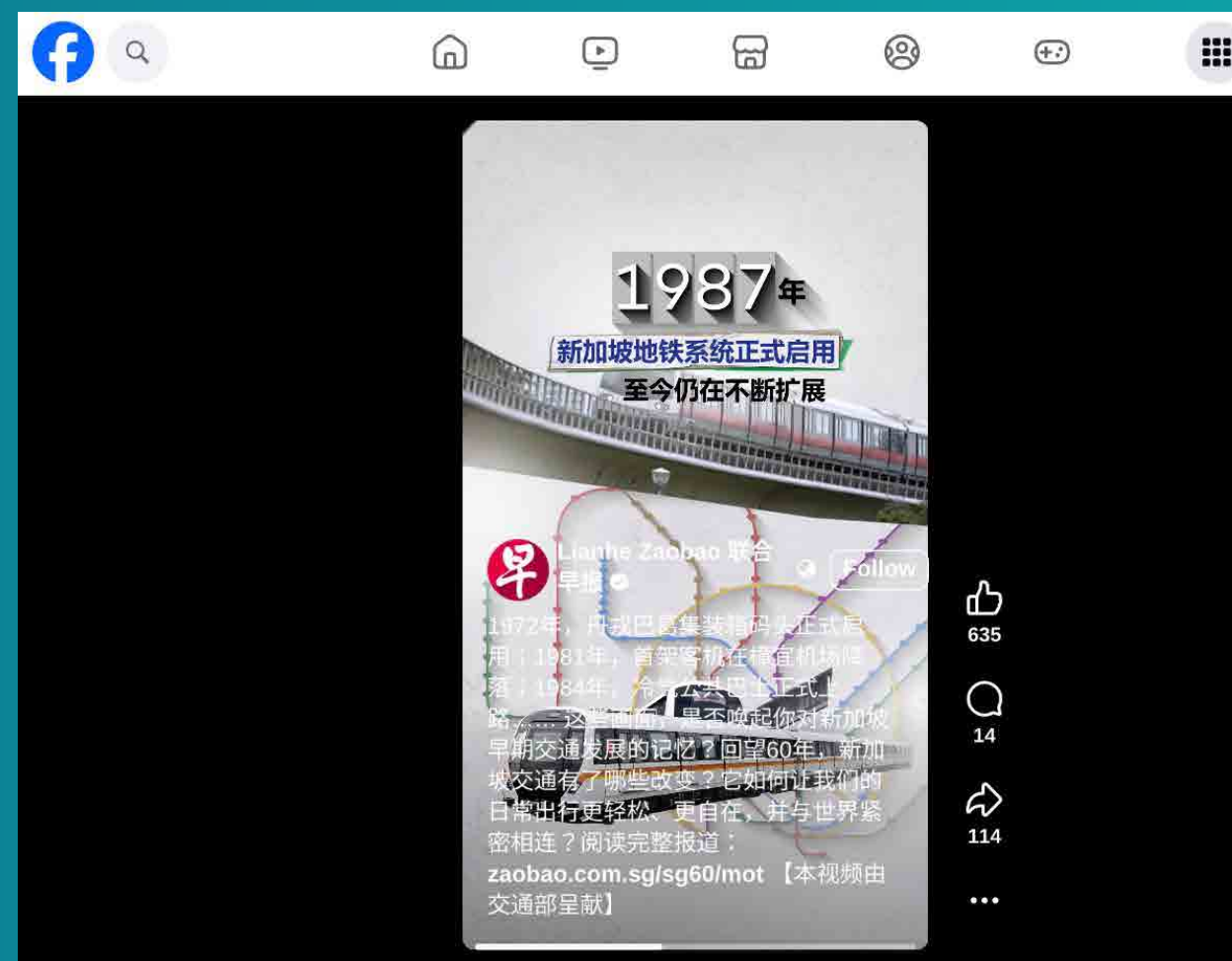
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#### IMPETUS FOR PROJECT



Lianhe Zaobao 联合 Facebook



Lianhe Zaobao 联合 Instagram

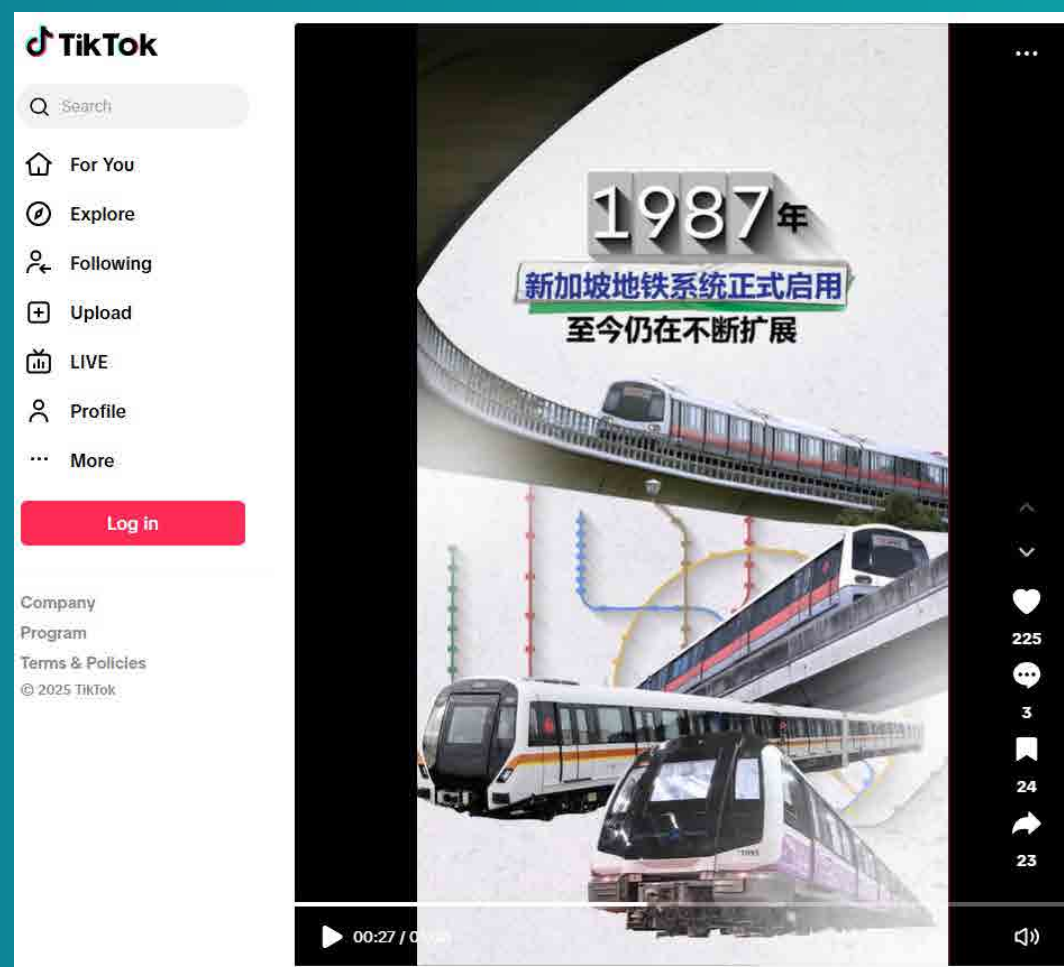
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#### IMPETUS FOR PROJECT



Lianhe Zaobao 联合 Tik Tok

The paid partnership with SPH for this project cost \$452,000.

#### Statement of Need:

The SG60 Transport Story addressed a critical need to showcase Singapore's transport evolution as a unified narrative that strengthens public confidence in our integrated system across land, air and sea.

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#### EXTENT OF INNOVATIVENESS

**New idea/solution:**

SG60 Transport Story: This project introduced Singapore's first-ever multi-modal transport storytelling approach, breaking unprecedented ground by uniting land, air, and sea transport under a single narrative. This campaign pioneered a holistic "transport family" concept that mirrors how citizens actually experience mobility – as one interconnected system. The collaboration with SPH Media to create simultaneous bilingual content across The Straits Times and Lianhe Zaobao to deliver authentic, human-centred stories rather than conventional promotional content.

**Response to new challenge:**

SG60 Transport Story: The project addressed the emerging challenge of fragmented public perception in an increasingly integrated transport landscape. The SG60 milestone created urgency to demonstrate transport's collective role in national development, whilst growing public expectations for transparency and authentic storytelling demanded a fresh approach that could strengthen public confidence through relatable human stories.

**Innovation Highlights:**

This comprehensive storytelling approach was essential to reinforce public trust in our transport network and celebrate the collective achievements that have shaped the nation's development.

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### MOT'S SG60 TRANSPORT STORY

#### IMPACT AND VALUE-CREATION

##### Impact/Outcome:

The SG60 Transport Story campaign delivered exceptional results that significantly exceeded expectations and industry benchmarks. The campaign achieved over 630,000 combined video and page views, representing more than double the average performance across SPH's SG60 projects and surpassing the initial target of 220,000 views by nearly threefold. This outstanding viewership demonstrated the public's strong appetite for integrated transport storytelling that unified land, air, and sea narratives.

In terms of audience reach, MOT's content pieces attracted over 564,000 unique users, exceeding SPH's original target of 400,000 and demonstrating the campaign's ability to capture widespread public attention across diverse demographic segments. This broad reach validated the effectiveness of leveraging trusted media platforms to deliver MOT's messaging in an authentic, engaging format.

Engagement metrics further validated the campaign's success in fostering meaningful connections with audiences. The campaign generated 3,220 total interactions across The Straits Times and Lianhe Zaobao's social media platforms including Facebook, Instagram, and TikTok. SPH confirmed that MOT's SG60 series achieved one of the highest interaction numbers amongst all six series launched, underscoring how the multimodal storytelling approach resonated with audiences and strengthened public connection with Singapore's integrated transport narrative.

##### Value-creation/Human-centricity:

The campaign created significant value by placing human stories at its centre, shifting focus from infrastructure achievements to the personal experiences of transport employees, daily commuters, and residents whose lives are shaped by Singapore's mobility network. Through authentic storytelling that featured members of the transport family sharing their contributions and perspectives, the project fostered deeper public appreciation for the dedicated professionals who keep Singapore moving whilst strengthening residents' emotional connection to the transport system they rely on daily. This human-centric approach engaged Singaporeans by reflecting their lived experiences of seamless mobility, creating content that resonated personally whilst building collective pride in the transport achievements that define Singapore's success as a nation.

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#### IMPACT AND VALUE-CREATION

Outcome:

The SG60 Transport Story successfully transformed fragmented transport communications into a unified narrative that strengthened public confidence in Singapore's integrated transport system.

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#### FEASIBILITY AND SCALABILITY

##### Feasibility:

The project demonstrated exceptional feasibility by leveraging existing resources and established partnerships to achieve maximum impact. The campaign utilised current digital publishing technologies, existing media relationships with SPH, and established inter-agency collaboration frameworks between LTA, CAAS, and MPA, requiring no new technological infrastructure or significant additional resources. This approach proved that innovative communications could be achieved through strategic coordination of available assets rather than requiring substantial new investments, making it highly replicable and sustainable for future initiatives.

##### Scalability:

The multi-modal storytelling established by this project offers significant scalability potential across multiple domains. The collaborative model between transport agencies can be readily adapted to other ministries and agencies, whilst the human-centred narrative approach and media partnership framework can be scaled to other milestone celebrations, policy launches, or public engagement campaigns across the whole-of-government. The bilingual content strategy and multi-platform distribution model provides a template for reaching diverse audiences on complex, multi-agency topics, whilst the authentic storytelling methodology can be applied to any sector seeking to strengthen public confidence through genuine human connections.

##### Potential of Project:

The project's proven multi-modal collaboration framework and human-centred storytelling approach demonstrates strong potential for practical execution across diverse initiatives, offering a scalable template for strengthening public engagement and inter-agency coordination on complex, cross-cutting national priorities.