

## Mediacorp Singapore



For over 50 years, Singapore's national broadcaster, Mediacorp, has presented the best of news and entertainment through television, radio, print, digital and out-of-home media. They've helped to forge a national identity and cohesive community spirit of the multi-racial country.

### discover

The issue – In the past couple of decades, there have been significant changes in how we consume news and entertainment. With the advent of the Internet, print and radio have given way to online newsfeeds and ebooks. Media has evolved as has its audience. And to remain relevant in Singapore's multi-faceted society, the Mediacorp brand has to reflect this 21st century reality.

### develop

Our solution – We drew inspiration from the company's continued mission to 'engage, entertain and enrich'. The resulting brandmark is a vibrant symbol of the company, its colourful personalities and diverse properties. It is a mirror to the world as well as a reflection of the lives, hopes and dreams of all Singaporeans. Essentially the new brandmark symbolises a revitalised company, one with deep roots in Singapore's past and present, and with a strong commitment to the future of its people, the community and advertisers at-large.

### deliver

Sustainable impact – The new identity was officially unveiled by the Prime Minister Lee Hsien Loong in December 2015 at the opening of its new home – Mediapolis@one-north, Singapore first digital media hub. The rebranding has evoked a rejuvenated sense of engagement and enthusiasm amongst its staff, audience as well as across local and regional media.



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## MediaCorp Cares



Singapore's leading media company MediaCorp, takes corporate social responsibility seriously. Through its MediaCorp Cares initiative, the organisation helps the elderly and youth-at-risk. It also generates environmental awareness and responsibility through volunteerism, fund-raising and outreach programmes.



### discover

The issue – The old 'MediaCorp Cares' identity did not visually connect to the MediaCorp brand positioning, nor was there sufficient link to the parent brand itself. As a whole, the sub-brand provided little understanding of what MediaCorp Cares was all about, and appeared to be just the opposite of a 'caring' organisation.

### develop

Our solution – The brand had to not only connect with volunteers, beneficiaries and the public, but also with MediaCorp employees. It had to engage those whose lives it touched. A heart-shaped speech bubble in shades of blue presented a more meaningful identity with a bold-yet-fun twist on love, one that shows MediaCorp as an active participant in people's lives. There's now a stronger link to the parent brand with the use of the MediaCorp wordmark so the organisation benefits from the effort of its outreach.

### deliver

Sustainable impact – As the nation's largest media organisation, it is often unfairly dismissed as a large bureaucratic organisation with no heart. Our work promoting MediaCorp Cares is designed to change public perception and show the population that their omnipresent broadcaster does indeed have a heart and is not afraid to show it.