

## SINGAPORE ART MUSEUM (SAM) – CONTENT PLAYBOOK

### 1. CONTENT STRATEGY

#### 1.1. About SAM

##### 1.1.1. Background

The Singapore Art Museum (SAM) focuses on contemporary art practice in Singapore, Southeast Asia and Asia within the global context. It advocates and makes accessible interdisciplinary contemporary art through research-led and evolving curatorial practice.

Opened in January 1996, SAM has built up one of the most important collections of contemporary art from the region. It seeks to seed and nourish a stimulating and creative space in Singapore through exhibitions and public programmes. These encompass cross-disciplinary residencies and exchanges, research and publications, as well as outreach and education.

They are working towards being the world's museum for Southeast Asian contemporary art and are future-forward thinking – to make infinite space for big and bold ideas.

##### 1.1.2. Key Messages

- Sam allows everyone to experience contemporary art – to appreciate its diverse messages and mediums
- Sam hopes to grow, support and commission contemporary art in Singapore and Southeast Asia
- Sam curates and features contemporary art that is rich in cultural and symbolic – and not monetary – value
- Sam showcases the meticulous research and hard work that goes into cementing this legacy

#### 1.2. Personifying SAM

As THE contemporary art curator, Sam's curated art works connects with people. She sees something unique that most people don't: How – through her eyes – anyone's art works can be curated and weaved to tell a story, which everyone can experience and relate to. Simply put, Sam is always Accessible, Approachable, and Relevant.

#### 1.3. Knowing Sam

##### **Sam is...**

- The authority on contemporary art in Southeast Asia

##### **Sam isn't...**

- A clueless drone who thinks that art is a worthless pursuit with no future

##### **Sam is...**

- Happy to share and explain all she knows about contemporary art with anyone and everyone

**Sam isn't...**

- A pretentious snob who feels that the art scene is an exclusive club for only those in-the-know

**Sam is...**

- Judicious in curating art works that her audience can relate with and connect to

**Sam isn't...**

- Insensitive to the needs and interests of her audience

#### 1.4. In Sam's Words

**Sam says...**

- "Whether you're young, or simply young-at-heart, you'll laugh, learn, and most importantly, have fun with the interactive elements of our newest show"

**Sam doesn't say...**

- "Our latest exhibition is a nourishing stew – one with rich flavours and a sublime aroma that will feed your spirit, and nourish those of only the highest artistic pedigree"

**Sam says...**

- "Arin's installation, *Golden Teardrop*, is based on the true story of a traditional Thai egg yolk dessert, adapted from a recipe that originated from Portuguese nuns in the 15th century"

**Sam doesn't say...**

- "Arin's installation, *Golden Teardrop*, revisits pivotal moments in Thai history, exploring the layers of detail, accident and innuendo that congeal to form the story of a nation"

#### 1.5. Who Does Sam Speak to?

One of Sam's biggest challenges is the perception that her exhibitions are only for artists and art enthusiasts, which couldn't be further from the truth. It doesn't matter if they're locals or tourists, Sam wants to show more people that she has so much more to offer.

To do this, she applies her strengths in storytelling, and adopts different tones and delivery to ensure that she reaches out to others who matter to her, like:

##### 1.5.1. The Influencers

- **ARTISTS**

Sam wants to be the standard – the person that all artists, regionally and internationally, yearn to know, talk to and be associated with.

- **ART ENTHUSIASTS**

They're willing to traverse oceans and time zones to lay their eyes upon the finest art in all corners of the world. But Sam wants them to know that the same quality of contemporary art can be found closer to home – the best in Singapore and Southeast Asia.

The Influencers are Sam's most ardent fans, and have strongly supported her all this time. As they are also easily some of the most influential and affluent personalities, she wants to enhance their presence by investing in paid media. In doing so, Sam hopes that their increased visibility will draw a new segment of fans she can share her stories with:

#### 1.5.2. The Mainstream Audience

- **STUDENTS**

Exposing youths to the arts will teach them to think outside of the box, and beyond the academic confines of a classroom. Sam weaves a story that introduces them to a diversity of ideas that will challenge them to look at and approach life from different perspectives. From Preschool to Tertiary, students will get a hands-on experience, learning and appreciating art through Sam's carefully planned out and simple interactive tours, workshops and materials.

- **FAMILIES**

Whether through interactive programmes or exhibitions, art enables parents to create, laugh, learn, and most importantly, bond with their children. Face-to-face interaction between children and their parents encourages conversation and the sharing of positive emotions. This is especially important for parents who, to give their children the best, have little precious hours to spend with them.

- **YUPPIES**

These young professionals with high spending power work hard, and play even harder. Always connected with all that's trending around them, they're always looking to be a part of the next big topic. Sam can give them just that, with no two stories she tells ever being the same. Laugh, cry, think, and more – they will be moved; perhaps towards being art enthusiasts themselves.

#### 1.6. What Does Sam Talk About?

While varied, Sam's stories revolve around three key elements:

##### 1.6.1. Her Experiences

- **EXHIBITIONS**

Sam wants her fans to know that all the exhibitions she curates are unique – she highlights how every trip to the museum will always be different as a result, with elements that will appeal to her target audience.

- **WORKSHOPS**

You can't simply be told what art is about – you have to experience it, and this is a philosophy that Sam lives by. To do this, she conducts educational and entertaining workshops which lets participants be part of the creative process.

- **EVENTS**

Perhaps it's a party to celebrate one of Singapore's newest and brightest artists being recognised on a global platform, or a new art programme that benefits underprivileged children – Sam is the hostess with the most-ess, able to bring her stories to life, no matter what occasion.

#### 1.6.2. Her Connections

- **FRIENDS**

Sam is always about the people in her life. Her work wouldn't be possible without the colleagues who toil together with her or the talented artists who agree to have their work featured. However, she's aware that art is an organic experience which involves many more individuals. From the security guard who ensures the safety of the visitors and works, to the curious family who popped in – everyone plays an important part in Sam's life.

- **PUBLIC/PRIVATE SUPPORT**

Sam is not one to allow pride to get in her way – she appreciates the support she's been given, from corporate sponsors to the public signing up to be SAM Docent. Sam wants others to know of these vital contributions to the development of the Singapore and Southeast Asian contemporary art scene, and show appreciation for their continued assistance, whether through donations or volunteering.

#### 1.6.3. Her Perspectives

Sam is no superwoman – she knows that her success is attributed to many people who spend days, weeks and sometimes months planning and building her exhibitions and workshops. Sam wants to shine the spotlight on their hard work through regular live updates via pictures and social videos.

#### 1.6.4. All Art Everything

Sam has more to say beyond her exhibitions and programmes – she wants to talk about contemporary art articles she's read online and share the history and significance of the many mediums and people involved. She doesn't need to be the topic of conversation – she wants to be the conversation starter.

## 2. CHANNEL STRATEGY

### 2.1. Ecosystem

By having the audience interact with each of Sam's platforms within a digital ecosystem, engagement – and consequently, footfall to Sam – will be increased.

[Note: Ecosystem chart from Digital Campaign Proposal to be included to illustrate]

## 2.2. Paid Online Media

### 2.2.1. PURPOSE

To increase interest, desire and visits, brand exposure will be targeted at the Mainstream Audience to let them know who Sam is. Her visibility and stories will be boosted with paid media for the following Experiences: [Note: Include Grab Attention by Paid Media chart from Digital Campaign Proposal to illustrate]

### 2.2.2. MEDIA PLAN

- [Note: For Always-On Content and Exhibitions – to be confirmed]

## 2.3. Social Channels

### 2.3.1. FACEBOOK

#### 2.3.1.1. Purpose

- THE social platform for fans to interact with Sam – they can share their thoughts on her stories and find out more on past, current and upcoming experiences, and join in the conversation with her and other fans. On Facebook, they can put a face to her name
- Drives traffic to website

#### 2.3.1.2. Content

- Experiences
- Connections
- Perspectives
- All Art Everything

#### 2.3.1.3. Audience

- Primary: The Influencers
- Secondary: The Mainstream Audience

#### 2.3.1.4. Image guidelines

- Placement of SAM logo (where relevant)
- [Note: Additional guidelines, like for which images the SAM logo should be inserted, to be confirmed]

### 2.3.2. TWITTER

#### 2.3.2.1. Purpose

- As a real-time newsfeed, Sam gives short and bite-sized snippets of all that's happening at SAM – conversations that fans can quickly sift, search and be a part of
- Drives traffic to website

#### 2.3.2.2. Content

- Experiences

- Perspectives

#### 2.3.2.3. Audience

- Primary: The Influencers
- Secondary: The Mainstream Audience

#### 2.3.2.4. Intercepting and Engaging Unsolicited Tweets

- Just as her fans continuously look to start a conversation with her, Sam also searches Twitter regularly for conversations on contemporary art. After finding key hashtags relating to SAM, its programmes or exhibitions in Tweets, she engages these potential new fans

### 2.3.3. INSTAGRAM

#### 2.3.3.1. Purpose

- Sam gives you an exclusive, behind-the-scenes look at the happenings at SAM – from the set-up to the exhibition to those contributing. She keeps it real and #candid with her (preferably) filtered live photo and video updates of events and people on the ground

#### 2.3.3.2. Content

- Perspectives

#### 2.3.3.3. Audience

- Primary: The Influencers
- Secondary: The Mainstream Audience

### 2.3.4. PICTURE BOOK

- A side-by-side comparison on how posts on Facebook, Twitter and Instagram should be made, according to Sam's story guidelines

### 2.3.5. SOCIAL VIDEOS

#### 2.3.5.1. Purpose

- Though brief, it's a glimpse of the world in motion through Sam's eyes that fans will see through short – but always entertaining – videos. No high production values or flash effects – it's simply Sam

#### 2.3.5.2. Content

- Perspectives

#### 2.3.5.3. Audience

- Primary: The Influencers
- Secondary: The Mainstream Audience

### 2.3.6. YOUTUBE

#### 2.3.6.1. Purpose

- It's SAM TV – Sam's favourite channel for all the latest video updates on what's happening at SAM. If she can't be at an exhibition or meet a

particular artist, she'll have the next best thing – coverage of the event and face-to-face interviews. Content isn't only centred around SAM either, as SAM TV also favourites many other fun and educational videos from other art-related YouTube channels

#### 2.3.6.2. Content

- Experiences
- Connections
- All Art Everything

#### 2.3.6.3. Audience

- Primary: The Influencers
- Secondary: The Mainstream Audience

### 2.4. Website

#### 2.4.1. Purpose

- Where ALL fans can come to find out more about what stories are being told, and where

#### 2.4.2. Social Aggregator

- There's always a story to tell, all across Sam's social channels, and it's through this page that she shows her fans the buzz that's being made on them, and how to join this conversation

#### 2.4.3. Content

- Experiences
- Connections
- Perspectives
- All Art Everything

### 2.5. E-mail

Another communication channel that Sam uses to ensure that as many fans as possible know of her stories – ongoing and upcoming – through:

#### 2.5.1. EDMs (Exhibitions)

- Focuses and promotes key notes from Sam's upcoming or ongoing stories
- Depending on the nature of the exhibition, EDMs can be sent to specific demographics
- Is not cluttered with details and images – instead, a key feature will be used to instantly draw fans in

#### 2.5.2. E-Newsletter (Regular features – what's happening)

- Showcases different ongoing stories by Sam
- Fans can look forward to regular updates and will know of the depth and diversity of Sam's stories

#### 2.5.3. Content

- Experiences
- Connections

#### 2.5.4. Audience

- Primary: The Influencers
- Secondary: The Mainstream Audience

### 3. KPI Model

#### **3.1. Outreach**

#### **3.2. Engagement**

#### **3.3. Awareness**

#### **3.4. Conversion**

[Note: To be confirmed]