

boutiques

A presentation on event analysis.





Agenda

Marketing

Understanding overall strategy
and messaging.

01

02

Ticketing

Understanding pricing, promotions
and audience demographics.

Operations & Visitor Experience

Assessing the visitor journey
& overall event flow.

03

04

Comparisons to Affordable Art Fair SG

Differences in audience targeting,
strategies we can adopt and
more.



About **bOUTIQUE** FAIRS SINGAPORE



Platform for Regional & Local Brands

A dedicated space for local brands to showcase their products.



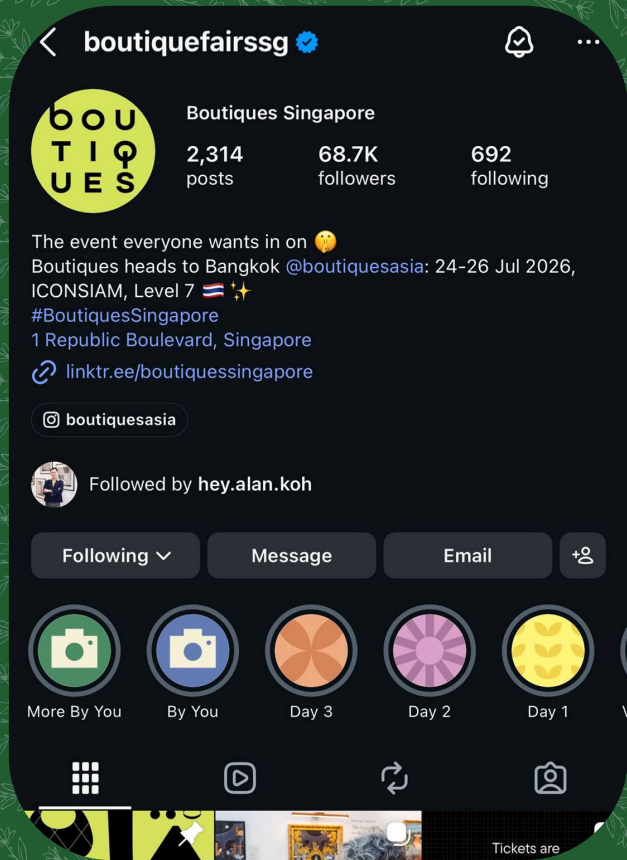
Creative Lifestyle Experience

Instead of just being a shopping fair, it combines creative living.



Conscious Community Consumerism

Encourages visitors to support small businesses.



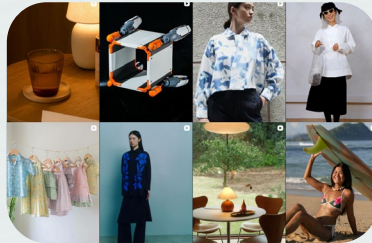
Marketing

Understanding overall strategy and messaging.

Brand Strategy / Messaging



Curated. Connected.
Considered. A world of
design-led Asian brands,
in Bangkok's landmark
destination for culture.



- Brand language is mostly casual yet confident and bold.
- Clearly clarifies their brand as a lifestyle brand.
- Target audience is home owners / young adults aged 27 and above, loves lifestyle shopping.



Platforms Used

Instagram



- Content is mostly user-generated and then reposted. (UGC)
- Features brand stories, designer creative processes and more.

Facebook



- Same as Instagram as both are synced together.



Platforms Used



Website

- Content is categorised into appropriate headers and is userfriendly.
- Features links to social media.
- Closer to the fair, the website changes to include more practical event information.

Boutiques Asia: The
Bangkok Edition 2026
Get Tickets
Brand Directory
FAQ

ABOUT

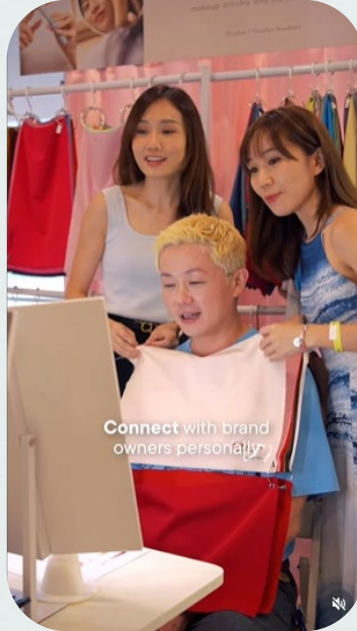
BOUTIQUES STORIES

APPLY FOR BOUTIQUES ASIA (BANGKOK)

THE SPRING SUMMER EDITION 2026 BRAND DIRECTORY

CONTACT

Pre- Fair Marketing



- *(IGS)* Brands posts engaging content and is then reposted with a special badge.
- *(Posts)* Countdowns to event day closer to the fair & instructional guides.
- *(Posts)* Exhibitors encouraging visitors to visit and customers interacting with products.

Fig 1.1: Instagram Reel of Exhibitors encouraging visits.

Pre- Fair Marketing

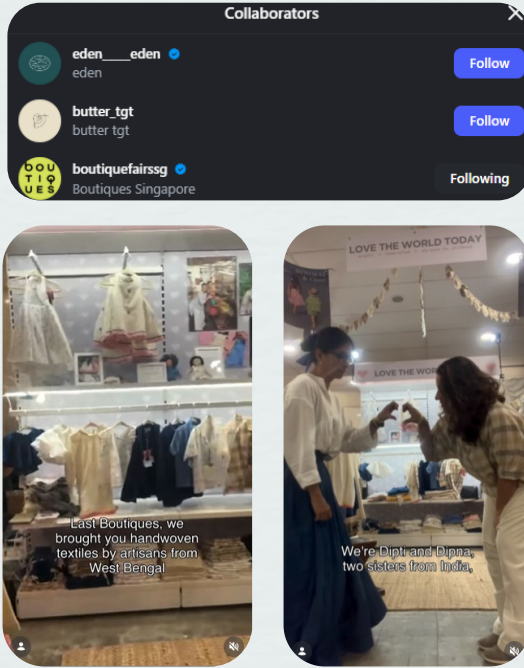


Fig 1.2 (Top): Collaboration Posts.

Fig 1.3 (Bottom): IG Reel of Comparison to 2025 Edition.

- *(Posts)* Content posted is mostly in collaboration with a particular brand.
- *(Posts)* Content centres around Exhibitor Brand Stories.
- *(Posts)* Compared last year's fair with the 2026 Edition to show what changed.

Pre- Fair Marketing

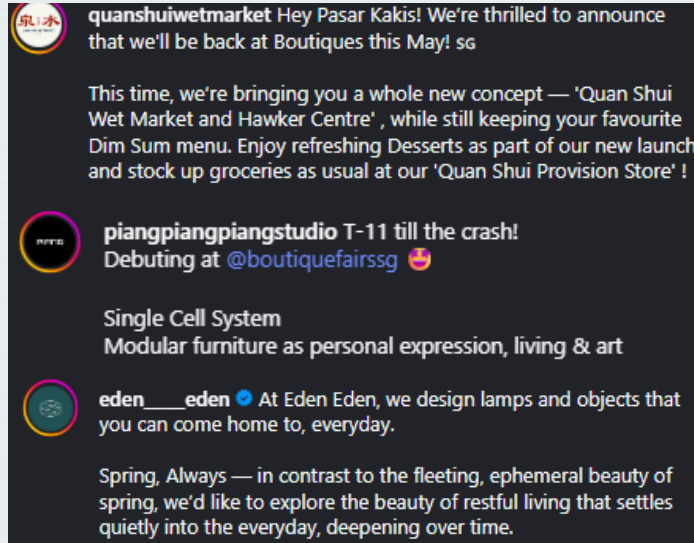


Fig 1.4: Different caption styles for different brand collaboration posts.

- *(Posts)* Each post captions varies by brand.
- *(Posts)* Brands utilising Reels to showcase their brand story and products
- *(Posts)* Utilises engaging and physical collaborative exhibitor-led content, such as Exhibitor Elevator Pitches.
(Recommended to be adopted)

Pre- Fair Marketing



Fig 1.5: Exhibitor Elevator Pitch.

Pre- Fair Marketing

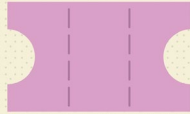


Fig 1.6: Boutiques Origin Story and Their Evolution

- *(Posts)* Reposting authentic visitor experiences through past edition's interviews with visitors.
- *(Posts)* Showcases the Boutiques Origin Story and their evolution to the 2026 edition.
- *(Posts)* Closer to the fair, they start releasing information about ticket bundles and pricing.

Pre-Fair Marketing

Enjoy unlimited flexibility
with **3-Day Passes**



3-day Pass

\$19

SELLING FA

Come and go as many times as you want throughout all 3 event days. Limited quantity for 3-Day Passes, while stocks last.

PRING SUMMER EDITION 2026 Fri-Sun, 15

All tickets include



Access to 200+ exclusive launches



Free shuttle services



Connecting with designers



Activities & experiences

PRING SUMMER EDITION 2026 Fri-Sun, 15

Ticketmelon Refundable Tickets

- ▶ Please review Ticketmelon's refund terms and conditions before proceeding with your purchase.
- ▶ Opt to purchase a refundable ticket with Ticketmelon when checking out. Refundable tickets will incur an additional fee.
- ▶ To request a refund, sign in to your Ticketmelon account. Go to the "My Tickets" page. Click on top right corner of your Boutiques ticket, and click "Refund".
- ▶ Review and acknowledge Ticketmelon's refund policies, fill in all the required information and click "Submit". Approved refund requests will be refunded to the payment channel from which the purchase was made.
- ▶ Purchase a new ticket to visit on your preferred day.

PRING SUMMER EDITION 2026 Fri-Sun, 15

Fig 1.7: Information on Ticket Bundles and Pricing.

Pre-Fair Marketing

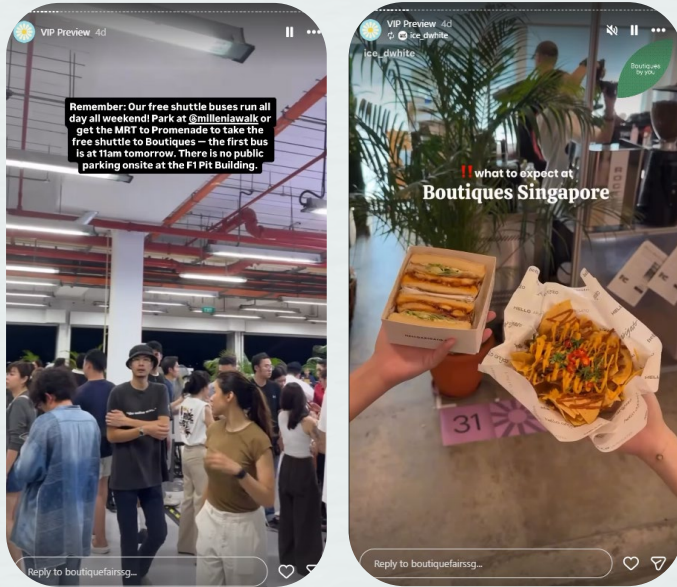


Fig 1.8: VIP Preview Experience on IGS before Public View.

- *(IGS) – 2 days before VIP Preview*

Posts of exhibitors setting up their booths before the VIP Preview.

- *(IGS) – Hours before VIP Preview*

Pre-event VIP preview teaser content showcasing behind-the-scenes setup.

- *(IGS) – 1 day before Public View*

Pre-launch experiential teaser content showcasing VIP atmosphere and activities e.g Music Lounge.

Pre-Fair Marketing

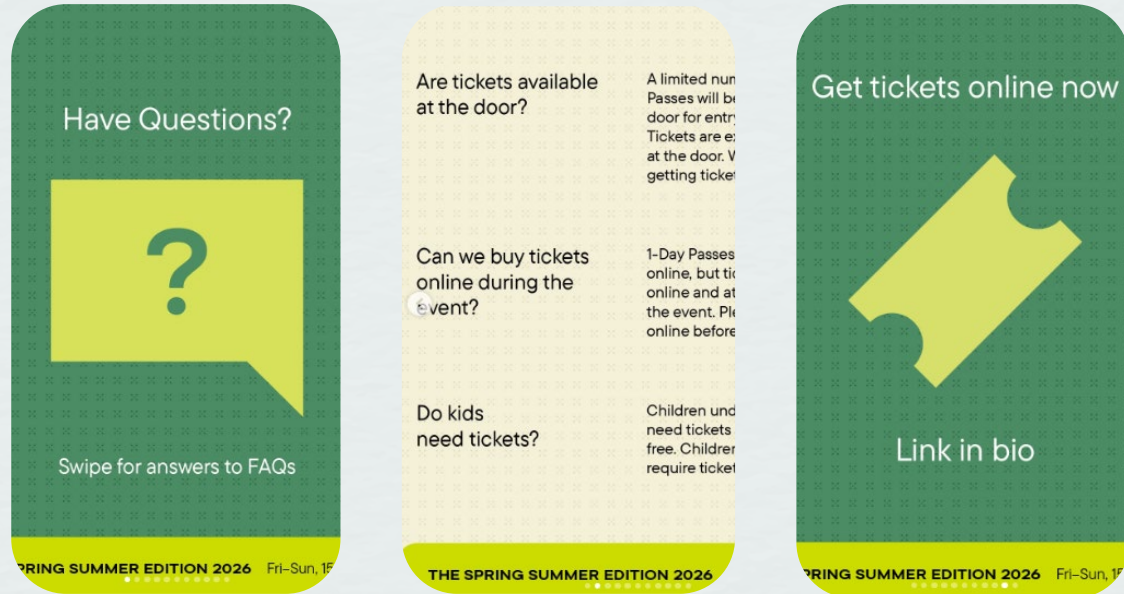


Fig 1.9: FAQs Post on IG and FB, (1 Week Prior)

Fair Day Marketing *(VIP Preview)*



- *(IGS)*

Teasers of certain booths and exhibitors, with customers interacting with them.

- *(IGS)*

Behind-The-Scenes footage of exhibitor booth setups (before and after).

- *(Posts)*

Montage reel of visitors having fun, interacting with products, sampling, close-up shots of products.

Fig 2.0:

(Left) IGS of VIP Preview featuring activities.

(Right) VIP Preview Montage reel featuring interactions.

Fair Day Marketing *(Day 1-3)*

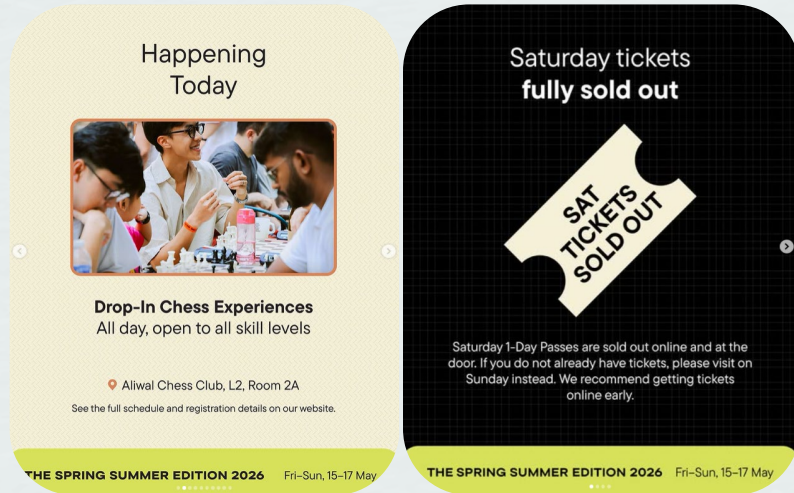


Fig 2.1:

(Left): Daily Updates on activities and shuttle buses.

(Right): Ticket Availability Status

- *(IGS)*
Reposted brand content of specific exhibitor booths and products for visibility.
- *(Posts)*
Constant updates on live ticket availability status and montage reels of activities.
- *(Posts)*
Daily updates and reminders of activities, opening hours and shuttle bus hours for each day.

Post-Fair Marketing



Fig 2.2: Post-event appreciation closing caption (exhibitors & visitors thank-you post).

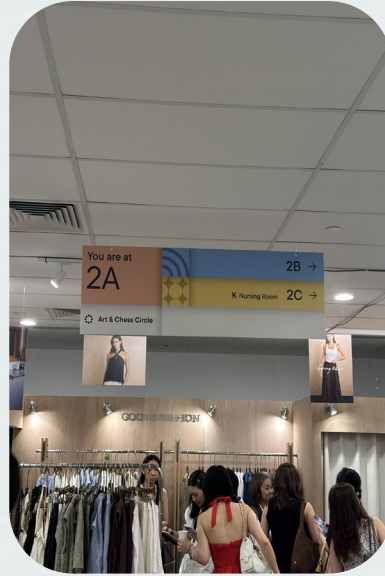
- *(IGS)*

Throwback stories to reminisce the event's atmosphere and to promote the upcoming Bangkok edition.

- *(Posts)*

Post-event appreciation post and next-edition location announcement.

Offline Presence



- Outside the venue, publications are not wide.
- Only external signages were shuttle bus pick-up points at Millenia Walk and large light-up balloons right outside the building.
- Expected to see more physical signages going closer to the venue.

Fig 2.3: Signage of Boutiques Shuttle Bus / Banners

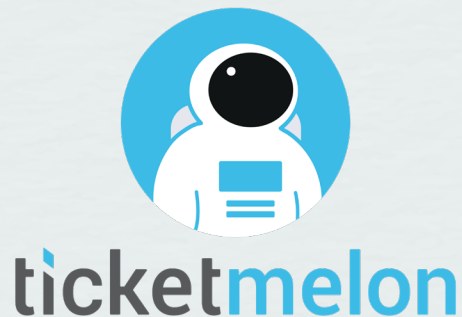
THE SPRING SUMMER EDITION 2026 Fri-Sun, 15-17 May

02

Ticketing

Understanding pricing, promotions and audience demographics.

Pricing Platform



User- friendly

Presents ticket bundles and refund policies clearly and easy to navigate.



Clear Details

Highly detailed and informative ticketing experience featuring FAQs, event maps etc.

Promotions

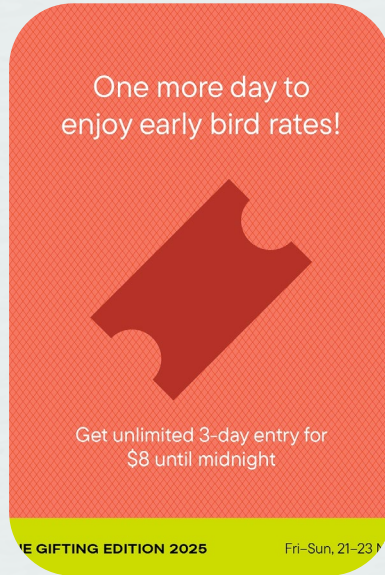


Fig 2.4: Early Bird Tickets Promotion

- **Early Bird Promotions available for e-mail subscribers.** *(3-day access tickets)*

Usual Price: \$19

Indicated Price: \$15

- **Promo codes available**

For discounts and special collaborations for event tickets.

- **Bundled Tickets**

Available at 20% - 30% off for Trio and Duo ticket bundles.

Ticket Pricing

Ticket	1-Day Pass	1-Day Pass (Duo Bundle)	1-Day Pass (Trio Bundle)	3-Day Pass
Friday Entry	\$8	2 for \$12.80	3 for \$18	\$19 for 3-day unlimited entry
Saturday Entry	\$10	2 for \$16	3 for \$21	
Sunday Entry	\$10	2 for \$16	3 for \$21	

Your Ticket Includes:



Access to exclusives



Free shuttle services



Connecting with designers



Activities & experiences

- VIP Tickets are by invite only.
- Unlimited re-entry based on ticket validity day.
- Children below 12 enter for free.
- Payment process is fast and simple.
(*Select Tickets > Select Quantity > Pay > Done*)

Fig 2.5: Ticket Pricing Details.

Audience Demographics *(Main)*



People in Late 20s

(Mostly females), working adults looking to unwind and splurge.

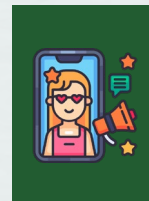


Parents with Young Kids

Tired, working adults looking to unwind and spend time with family.

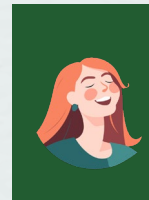
SGean Influencers

Female influencers, fashion and food enthusiast.



Local Business Supporters

Young adults looking to support small businesses, trendy, knowledgeable.



Audience Psychographics *(Main)*



People in Late 20s

Shopping for clothes, bags, accessories and healthy food alternatives.

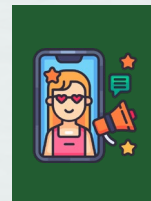


Parents with Young Kids

Often looks out for baby essentials e.g clothes, food and kid-related activities.

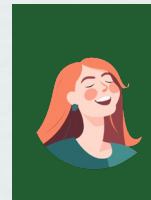
SGean Influencers

Shops for food, clothes and entertainment and activities.



Local Business Supporters

Looks for trendy fashion stores, vinyl shops and food stores.



Audience Demographics *(Have, but not much)*



Teenagers

Students aged 18–20, taking a break from school life.



Seniors

Seniors aged 40 to 50s who have walking difficulties, with their family.



Children

Pre-school or kindergarteners with their family, looking to have fun.



Art Lovers

Adults who appreciate or want to support local art at an affordable price.

Audience Psychographics *(Have, but not much)*



Teenagers

Looks out for samples, clothes and accessories to enhance their fashion sense.



Children

Looks out for things that are fun and cheerful while spending time with their family.



Seniors

Seniors looking for laid back activities and food brands for their families.



Art Lovers

Seeks artistic experiences and creative stores that sell vinyls, artworks and other mediums.

Audience Behaviour

Parents with Kids

Ask > Browse > Talks to
Partner > Chat > Walks away.

Gen Zs

Ask > Sample > Browse >
Chat > Walks away.

Seniors

Samples > Walks away.

Browsed

Bought

Females

Late 20s – Early 30s.

Ask > Sample > Talk >
Check > Purchase.

Males

Late 20s – Mid 30s.

Ask > Browse > Purchase.

Local Supporters

Ask > Talk > Browse >
Check > Record Content >
Purchase.

In General: Discover → Explore → Sample → Compare → Decide or revisit later (often purchasing outside the fair)



03

Operations & Visitor Experience

Assessing the visitor journey & overall event flow.

Signages

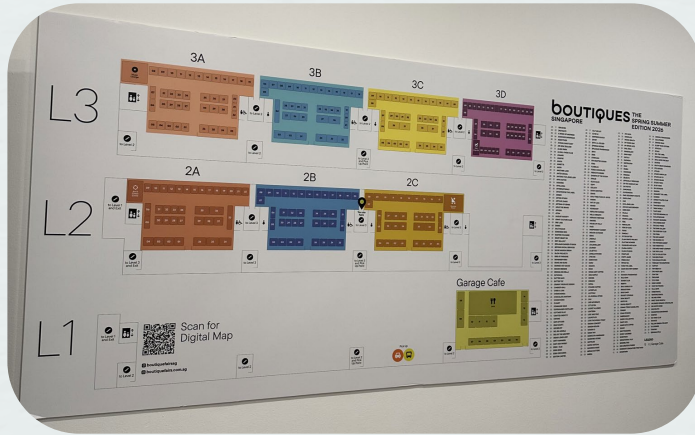


Fig 2.6: “You are here!” signage that was hard to read.

- *Slightly lesser signages than expected.*
- Mostly map signages.
- No additional directional signages.
- *Lack of standing signages and information*
- There were only 2 to 3 standing signages.
- Most had very minimal information.
- *Signages are mostly outside.*
- Signages mostly concentrated outside the venue.
- *Complicated wayfinding.*
- Site map signage was hard to read.

Signages

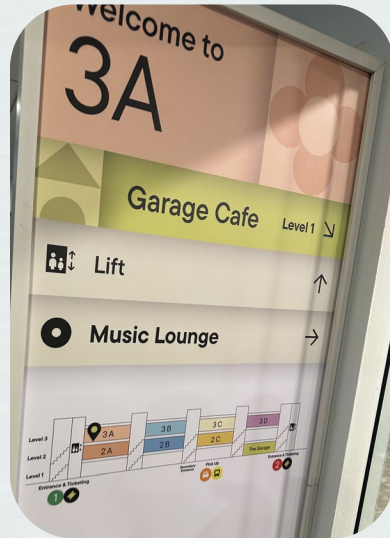


Fig 2.7: Signages found at the venue.

Signages

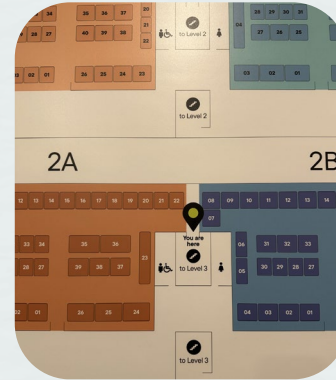
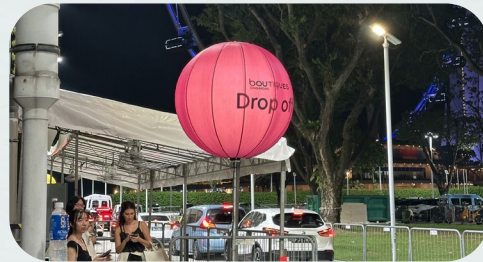
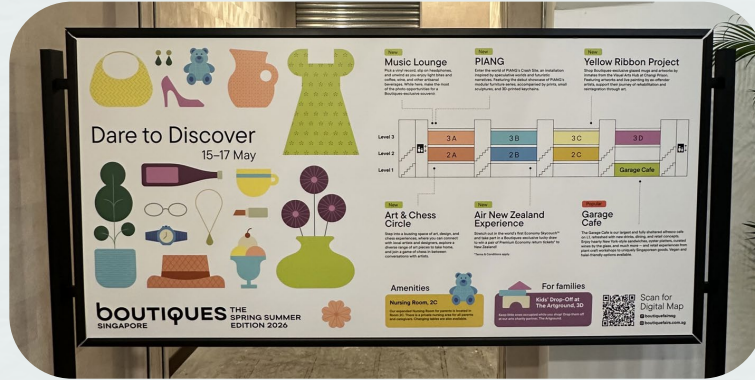


Fig 2.8: Signages found at the venue.

Layout & Booth Arrangements



- Booths are spaced out evenly.
- Enough walking space for visitors.
- No sign of curatorial structure.
- Lack of brand categorisation.
- Product categories and exhibitors were scattered.
- No floor markers directing audience flow.
- As such, people were coming from all directions.

Entry & Exit Points

- **Entry & exit may be slightly unclear.**
 - Entry signages are small and onesided.
- **Ticket status signages displayed at entry points.**
 - Signages showed ticket availability
 - Encouraged online ticket purchase.
- **Wristbands are given to confirm entry.**
 - Colour-coded wearable.
 - Confirms entry & re-entry.



Traffic Flow

Days	VIP Preview	Day 1- 3
Experience	Event Space • Very crowded. • Hard to navigate • No space to walk Ticket Desk • Ticket-scanning was very smooth. • No bottlenecks • Queue moved fast.	Event Space • Lower crowd levels • Event staff roamed • Ample space to walk Ticket Desk • Ticket-scanning was very smooth. • No bottlenecks • Queue moved very fast.

Event Space Layout





Crowd Management *(Peak Hours Handling)*

- **Event staff and ushers stationed outside to manage crowds and vehicles.**
 - Staff were positioned outside to manage traffic and vehicle flow.
 - Ushers guided visitors from the shuttle bus dropoff points.
 - **Batch -by-batch ticket scanning for faster ticketing queue flow.**
 - The shuttle bus arrives every 15 minutes.
 - Ticketing staff aims works to clear the queue within the timeframe.
 - **Ushers were friendly and efficient.**
 - Friendly.
 - Encouraged visitors to prepare their QR codes in advance.
 - Reduced delays.
- 
- 



Visitor Experience

Arrival / Entry

From the shuttle bus to the
ticketing desk.



On-site Experience

After the ticketing desk, to
the event space.



Entry / Arrival



Fig 2.9: Boutiques Balloon at Millenia Walk

- **Queueing @ Millenia Walk**
 - Long line
 - Staff stationed to manage bus capacity.
 - “Info Desk for Boutiques”
- **Journey to F1 Pit Building**
 - Bus around 30 pax per shuttle.
 - Arrived every 15 mins.
 - Reached within 5 minutes.
- **Drop-off Point**
 - No signage on where to enter.
 - Had to follow the crowd.
 - Ushers were at ticketing area, only 1 at the bus bay.

Entry / Arrival



Fig 3.0: Ticketing Desk and Staff

- **Ticketing Desk**
 - Line was quite short.
 - Queue cleared up fast before the next bus.
 - Fast ticket-scanning and wristband distribution.
- **Staff Interaction**
 - Very friendly.
 - Calm and patient.
 - Clarified number of people and tickets.
- **First Impression :**
 - Organised.
 - Fast yet orderly.

On- site Experience



Fig 3.1: Event Space

- **Evaluating the Event Map**
 - Slightly complicated.
 - Time-consuming to read.
 - Confusing.
- **Exterior of Rooms**
 - Easy to navigate with room number signage.
 - Unclear where to start.
 - Ample space to walk.
- **Event Space**
 - Overwhelming.
 - Messy audience flow.
 - Crowded.

On- site Experience

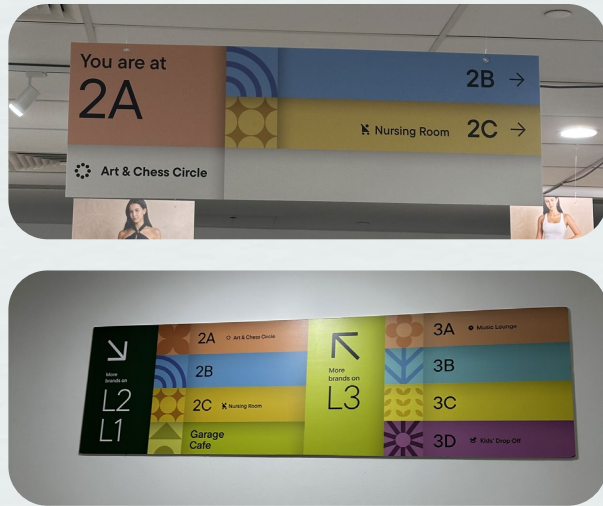


Fig 3.2: Signage including amenities at every level.

- **Navigation**
 - Easy to get lost with minimal signages.
 - No sign of brand placement curation.
 - Very tight.
- **Between the Rooms**
 - Site map with numbers and address corresponding to brand.
 - Signage showing more shops ahead.
- **Amenities**
 - Labelled at staircases and once / twice in each room.
 - Hard to navigate to each amenity.

On- site Experience



Fig 3.3:

(Left): Aliwal Chess Club

(Right): Art Circle by Gofy

- **Seating**
 - No seating available sitewide
 - Seating only at amenities area.
- **Art & Chess Circle**
 - Very relaxed pacing of chess (noncompetitive)
 - Staff stationed to explain the game and how to play.
 - Seated on stools.
 - Separate seating area for art circle.
 - Different art mediums and aesthetics around.
 - Most of the art by Gofy. (*Purchasable*)

On- site Experience



Fig 3.3:
(Left): Music Lounge
(Right): Kids Drop Off Area

- **Music Lounge**
 - Seated areas with comfortable chairs.
 - Mini turntable with headphones.
 - Able to play your vinyl track of choice.
 - Listen together / alone.
- **Kids Drop Off Area (Artground)**
 - Separated seating for different activities.
 - Staff stationed to guide and assist.
 - Pricing clearly indicated.
 - Kids to be dropped off and parents can roam.
 - Once kids are done, parents are called.

On- site Experience



Fig 3.4: Kids Drop Off Area.

On- site Experience



Fig 3.5: Yellow Ribbon Booth

- **Yellow Ribbon Project**
- Featured paintings made by ex-offenders or inmates for sale.
- Entry-level pricing.
- Artist live painting was in session.
- Proceeds go to Yellow Ribbon Fund (YRF).

On- site Experience



Fig 3.6: Air New Zealand Booth

- **Air New Zealand**
- Featured seats to show the airline's new seats: "Sky Couch."
- Lucky draw to win a pair of return tickets.
- Offers collectibles upon interaction.
- Simulated airplane atmosphere and ambience.

On- site Experience



Fig 3.7:

(Left): The Cheese Shop (F&B)
(Right): Solo Artist booth

- **F&B Booths**
 - Almost all equipped with samples.
 - Very informational staff.
 - Areas within the booth are labelled accordingly.
 - Mostly accepts PayNow or QR-Pay.
 - Halal logo or vegan-friendly were only clarified upon interaction.
- **Other Booths** *(Clothing, Entertainment etc.)*
 - Solo artist, clothing, baby essentials and more booths.
 - Prices not clearly indicated.
 - Encourages interactions with staff instead of self-browsing.
 - Social media QRs are clearly shown.

On- site Experience



Fig 3.8: Information Desk Placement

- **Information Desk**
 - 1 in every room (centre).
 - Seated on a table, with event map and programs ready.
 - Information signage shown on table.
 - Clear, knowledgeable and eager to help.
 - Water dispenser with paper cups stationed.

On-site Experience



Artist Appearance and
Record Signing by Sezairi
Avant Culture Club, Room 3A



Make Your Own Custom
Postcard Record by Art/st
Records



Meet Our Vintage Lathe
Machine by Art/st Records
Avant Culture Club, Room 3A



Cyanotype Print Workshop by
SABRINAGOH

SABRINAGOH, Room 2C

Fri and Sat, 11:30am-12:30pm; Sun, 10:30-11:30am - \$87-\$99 inclusive of
Boutiques tickets, registration required

Create your own personalised portrait botanical print, shaped by light and time. This
intimate workshop offers a quiet moment of creativity and reflection. Workshop fee
includes all materials, a blue acrylic frame for your cyanotype print, and tickets to
Boutiques for the day the workshop.

REGISTER NOW

Artista Mindflow

- On-site Engagement (*Limited Time Activities*)
- Paid admission.
- From artist talks to record signing to art related workshops.
- Targets different demographic's interests.
- Located across different rooms.
- Registration and ticketing is done online.

Fig 3.8: Limited Time Activities.

Overall Experience

- **Overwhelming**
 - No curatorial structure.
 - No proper audience flow.
 - No music to enhance event atmosphere.
- **Constantly Engaging**
 - Variety of brands and activities.
 - Every room feels different.
 - Exhibitor booths are designed creatively.
- **Fun and Interactive**
 - Brands focus on having a conversation.
 - Good balance across product categories.
 - Friendly exhibitors and sellers.



Dwell Time

Hotspots	Dwell Time	Description
GOFY	15 - 20 mins	Art experiences, energetic staff, designated as the “Chill Zone”.
F&B with Samples	10 mins	Free samples, knowledgeable and convincing staff, understands customer needs.
Artground	5 – 10 mins	Stands out due to strong colour choice, appeals to families and kid friendly staff and activities.
Prestigious Brands	5 – 10 mins	Displayed their popular collaborations and best-sellers. Most of them were returning exhibitors.

Overall Event Dwell Time: 1.5 hours to 2.5 hours.

再起当代™

Affordable
Art Fair

04

Comparison to Affordable Art Fair SG

Differences in audience targeting,
strategies we can adopt and more.

Marketing Approach

再起当代™

Affordable
Art Fair

B2B:

- Targeting galleries to apply as an exhibitor.

B2C:

- Targeting first-time collectors, art buyers and visitors
- To collect and buy art.
- To attend the fair.

What makes us stand out:

- Making art collecting accessible and affordable.
- Uplift other galleries through connection.
- Welcoming new and entry-level collectors.
- Making art collecting less overwhelming.

Marketing Approach



B2B:

- Targeting brands to apply as an exhibitor.

B2C:

- Attracting local trend-seekers, families and others.
- Discovering socially responsible and independent brands
- Attracting them to visit the fair and support these brands.

*UGC:

- Encouraging influencers and customers to create content.
- Community-focused marketing (*both visitors and brands*).
- Content regarding the fair and its offerings.
- Targets digital consumers who value authenticity than polished advertisements.



再起当代™

Affordable
Art Fair

Brand Approach

Target Audience

- Art Buyers
- Visitors
- New & Entry-level collectors.

Brand Messaging

- Friendly
- Warm
- Smart Casual
- Fun

Ticketing

- Via Eventbrite and on-site ticketing.
 - Utilises early-bird sales and student pricing.
- 
- 
-

Brand Approach



Target Audience

- Local-trend seekers.
- Small-brand supporters.
- Families.
- Socially-responsible buyers.

Brand Messaging

- Friendly & Energetic
- Relatable
- Smart casual + contemporary lingo

Ticketing

- Via Ticketmelon and on-site ticketing.
- Utilises early-bird sales and brand collaborations for discounted tickets.

bOUTIQUE FAIRS SINGAPORE

Tactics / Methods used:

(Marketing)

- Utilising User-Generated Content.
- Making the brand language more relatable.
- Provides practical information in ticketing platform.
- Content is always evolving, rarely repetitive.

(Ticketing)

- Accepting various modes of payment.
- Introducing exclusive discounts for brand patrons and e mail subscribers.
- Bundled-pricing for budget-friendly consumers.



bOUTIQUE FAIRS SINGAPORE

(Operations)

- Exhibitors accept a variety of payment methods.
- Certain brands accept SPayLater, an instalment payment plan.
- Having a good balance across different product categories.
- Highly-knowledgeable and practically-efficient staff.
- Information desks being placed at convenient locations.



What

Affordable
Art Fair

can adopt from

bOUTIQUE FAIRS
SINGAPORE

(Adopted)

- Making brand language more relatable.

Relates more to contemporary audiences and aligns with our friendly yet warm brand language.

- Providing practical information in Eventbrite.

Makes buyers immediately know what to expect and get all information from one platform.

- Creating content with exhibitors, not just for them.

Showcase the close and supportive relationship shared between the company and its galleries.



What **Affordable Art Fair** can adopt from **bOUTIQUE FAIRS SINGAPORE**

(Adopted)

- **Utilising more brand collaborations.**

Improves visibility and market positioning by partnering with popular brands like VISA, Shopee etc.

- **Placing information desks at strategic locations.**

Placing information desks at the centre of each room allows audiences to locate them easily.

- **Encouraging User -Generated Content (UGC)**

Makes the brand feel more authentic and relatable by showcasing authentic experiences from audiences.



What **Affordable Art Fair** can adapt from **bOUTIQUE FAIRS SINGAPORE**

(Adapted)

- **Customised ticket bundles.**

Providing customised bundles for new and entry-level collectors which can include tips, guides, and tours.

- **Accepting instalment -based payment.**

As artworks can be expensive, having instalment-based options can help make art buying more affordable.

- **Utilising digital signages.**

Digital signages allow more information to be displayed in one device.



What can adapt from **bOUTIQUE** FAIRS SINGAPORE

(Adapted)

- Utilising on -the-floor markers.

As the venue can become crowded, these directional floor markers act as signages directing crowd flow.

- Have roamers around the event space.

Roamers can help spot exhibitor or emergency issues on-the-fly, inform and rectify accordingly.



What **Affordable Art Fair** should not adapt from **bOUTIQUE FAIRS SINGAPORE**

(Unsuitable)

- **Having no music / event atmosphere.**

As crowd levels can increase, music helps add to the event atmosphere by filtering crowd noise, reducing overwhelm.

- **Having no curatorial structure.**

Having a curated layout promotes orderliness by grouping brands of similar categories together.

- **Having less signages.**

Having more signages improves navigation by helping visitors move around the venue more easily.



What

Affordable
Art Fair

should not adapt from

bOUTIQUE FAIRS
SINGAPORE

(Unsuitable)

- Having little to no crowd control measures.

Effective crowd control helps maintain a smooth audience flow and prevents congestion within the venue.





Thank You.

CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)

