



Converting interactions into **growth.**



IRIS



## Inspiring Indonesian Travelers to Choose Singapore.

TOURISM

Awareness & Engagement



2024



JAKARTA





## OBJECTIVE

# Strengthening Singapore's Profile As A Preferred Travel Destination

To increase awareness and engagement among Indonesian travelers by showcasing Singapore's travel experiences, tourism services, and attractions via Instagram. The campaign aimed to inspire travel interest

through visually compelling content, strengthen the profile of Singapore as a preferred travel destination, foster community and customer support and influence travel decisions through real-time, engaging content.



## APPROACH

# Interactive Community Engagement

All-time strategic updates, and interactive community engagement to connect with Indonesian travelers. By sharing localized content in Bahasa Indonesia, showcasing Singapore's attractions through stunning imagery, and encouraging user participation with branded hashtags, the campaign built both awareness

and trust. It also positioned Instagram as a multi-functional platform—for inspiration, customer support, and influencing travel decisions—ultimately driving high engagement and solidifying Singapore's image as a top travel destination.

**14k**

Followers

**7,175**

Total Follower Growth

**36.6**

MILLION  
Reach

**895k**

Engagement

**2.4%**

Engagement Rate





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If you have any questions about Iris Jakarta, please contact:

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