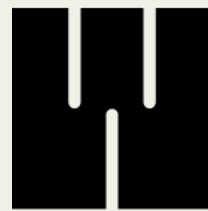
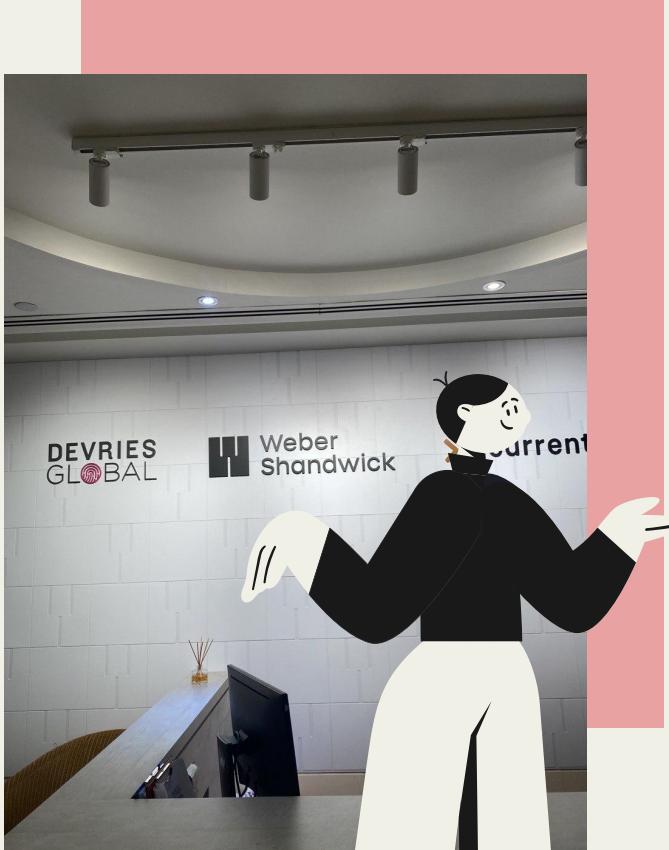


My Internship Journey

June – Now

Lee Jia Ren





Weber Shandwick

I am currently interning at Weber Shandwick in the **consumer** department. My internship stint is from June - Dec and I am currently in my fourth month. My role as an intern is diverse and engaging, offering me a comprehensive view of the PR industry.

What a typical morning looks like...

MON/THUR

WED

TUES/FRI

nlbin
theNews

10 October 2023

Cool libraries in Singapore

WorldRead reported on cool libraries in Singapore which included the Comics Library, PLR, Library@orchard, BLPL, NL, library@xpandit and YPL. The Comics Library at Anchoragepoint carried 7,500 books for a start, and the collection would grow to over 11,000 titles by early 2024. The new library will carry the full collection from the previous Manga Library, as well as a dedicated Welsh Tongue language collection of comics and graphic novels in English, Chinese, Malay and Tamil. The report included features of PLR, such as SparkLabs Storyteller Cove and Borrow-in-Go.

Note: WPL will soon re-open to the public after the library@xpandit has closed and its programmes and collections will be progressively relocated to the NL Building.

NLB MEDIA MONITORING

MASTERCARD MEDIA MONITORING

mastercard.
Daily news summary

Thursday, 12 Oct 2023

Mastercard | Competitor news

Fintech company Revolut overhauls look in global brand refresh

Marketing+Interactive
11 Oct 2023

Revolut has undergone a significant global brand refresh. Titled "Revolut 10", the refreshed layout aims to enhance flexibility and effectiveness for users. The news comes shortly after Revolut partnered with Visa to launch an Out Of Home (OOH) campaign across Singapore to raise awareness of its recently launched Instant Card Transfers service. The service allows Revolut's Singapore to send money in real-time to eligible Mastercard and Visa cardholders in over 80 countries.

Author: Irene Oduabi
Business: Revolut, Visa, Mastercard
 Davies: Revolut's head of retail, Ivan Cheah

SCSM MEDIA MONITORING

standard chartered
SINGAPORE MARATHON

Hi Santor and team,
We've secured one more coverage on Kids Dash from our pitch to the parenting media. We will continue to monitor for new coverage and follow up.

Media Monitoring Report
4 Sept 2023

SCSM: Singapore September 2023: EAT, PLAY, SHOP & MORE FOR FAMILIES IN SINGAPORE THIS MONTH

The article mentioned that SCSM is back with its popular Kids Dash and parents can have fun with their children as they run a 65min route along the iconic R1 P1 Building. The writer went further by informing readers on the race premiums that participants can get and called for more to register for Kids Dash.

Emirates News Updates: 10 - 16 Oct 2023

Dear all,

Emirates News Update 10 - 16 Oct 2023

Emirates News

Airlines agree over safety risk of Israel flights - The Straits Times Online - 13.10.2023

Link:
<https://www.straitstimes.com/world/middle-east/airlines-agree-over-safety-risk-of-israel-flights>

(Dated from RedNet) Emirates weighed with the safety risk of evacuation operations in Israel on Thursday, with carriers including Dutch KLM cancelling flights while other airline Air France mounted a special flight chartered by the French foreign ministry. Response to the urging statement came from Israel and the US, which issued travel alerts with current premium airfares for flights and others, including Delta's, a major long-distance carrier, maintaining fares. On Thursday, however, Emirates said it was suspending all flights until Oct 20, after halting them a day earlier.

Governments join rescue effort as airlines face Israel insurance alert - TODAY Online - 11.10.2023

Link: <https://www.todaysonline.com/world/governments-join-rescue-effort-airlines-face-israel-insurance-alert-2279306>

Publisher: Marketing+Interactive
Date: 11 Oct 2023
Headline: Fintech company Revolut overhauls look in global brand refresh
Author: Irene Oduabi
Business: Revolut, Visa, Mastercard
 Davies: Revolut's head of retail, Ivan Cheah

Fintech company Revolut has undergone a significant global brand refresh with a significant overhaul of its design and layout. Revolut's new design aims to make everyday money management as easy as possible for its 30 million users worldwide. The "Revolut 10" update borrows some of the ultimate companion to send, receive, pay, split, pull aside, track, set limits, invest and donate with maximum flexibility and effectiveness. This update comes shortly after Revolut announced a strategic partnership with Visa to launch an Out Of Home (OOH) campaign across Singapore to raise awareness of its recently launched Instant Card Transfers service. The service allows Revolut's Singapore to send money in real-time to eligible Mastercard and Visa cardholders in over 80 countries.

That "Revolut 10" update borrows some of the ultimate companion to send, receive, pay, split, pull aside, track, set limits, invest and donate with maximum flexibility and effectiveness. This update comes shortly after Revolut announced a strategic partnership with Visa to launch an Out Of Home (OOH) campaign across Singapore to raise awareness of its recently launched Instant Card Transfers service. The service allows Revolut's Singapore to send money in real-time to eligible Mastercard and Visa cardholders in over 80 countries.

In Singapore, Revolut announced the launch of stock trading, instant card transfers and the addition of several new products to its suite of services. The fintech company has been working on these products for some time now and has finally rolled them out to its users. The new interface is designed to be user-friendly and easy to navigate, making it easier for users to access their accounts and manage their finances. With the new interface, ease of accessibility is prioritized. Revolut said.

The latest version of the app gives users the freedom to tailor it to their needs with simplified navigation, and improved search functionality. The app also features a clean and modern design with dark mode and custom backgrounds. Switching between accounts is cleaner and easier to track your different accounts, if need be.

EMIRATES MEDIA MONITORING

Emirates

BENTLEY MEDIA MONITORING

BENTLEY



What everyday felt like: research, research, research!

Singaporeans love Japanese food

2010s: Burgeoning demand for Japanese food

Between 2013 and 2017, the market size of Japanese and Korean casual dining restaurants in Singapore increased from approximately US\$239.4 million to approximately US\$339.4 million, representing a CAGR of 4.6% over the period. This is estimated to continue expanding.



Factors contributing to greater interest:

- Had the advantage of being healthy as well as having exotic features and short serving time among other factors

Perceived positively for its healthy diet composition

Additional factors, such as the rising popularity of Japanese cuisine, especially among younger generations

2019-2021: Strong local demand that persisted despite the Pandemic

Though the pandemic posed many challenges to the F&B restaurant industry in Singapore, it also fuelled local appetite for Japanese food and merchandise.



Travel-deprived Singaporeans look to Japanese food retailers and eateries for a taste of Japan.

Local sales were steady despite the COVID-19 pandemic, and rose 55 per cent year-on-year in 2020.

Average wait times saw long waiting lists of up to a month



Source: CG Research, The Edge, The Business Times, SCL Life © Hakuhodo Inc. All rights reserved. | CONFIDENTIAL

2022-2023: Post-pandemic recovery

Japanese food scene continues to see rapid bounce back with the lifting of pandemic restrictions

79% YOY revenue change from H1 FY2022 to H2 FY2023

24% RE&S

Regional food service company's Japanese food portfolio, which includes quality restaurants and food delivery, including:

• 100+ outlets in Japan, Thailand, Singapore, and Indonesia

Source: CG Research, The Edge, The Business Times, SCL Life © Hakuhodo Inc. All rights reserved. | CONFIDENTIAL

基本スライド タイトルのみ

APAC Air Cargo Topline Industry Insights

Emirates SkyCargo – Coverage in APAC in the last 6 months

Most of the news were carried in trade titles and syndicated from Emirates' press release on SkyCargo adding to its freighter fleet.

1) Emirates SkyCargo adds two 747-400Fs to its freighter fleet

Emirates SkyCargo has added two Boeing 747-400Fs to its freighter fleet. The cargo division of Emirates is expecting 15 more freighters to join its fleet from announced orders and its freighter conversion program, plus a boost in belly-hold capacity from new passenger aircraft deliveries starting in August A350s in late summer 2024, followed by 777Xs in early 2025. Over the next decade, Emirates SkyCargo plans to add 20 new aircraft to its freighter fleet, adding to its 20 new additions to its freighter network, and offer even more flexibility and services to its customers with a fleet mix of over 300 wide-body aircraft comprising 777s, 777F, 747Fs, A350s and A380s.

Links to articles:

- https://www.travelsingaporeasia.com/news/23/05/EmiratesSkyCargo_shuttle/google_vignette
- <https://www.aircargocoures.net/article/operator/operator/emirates-skycargo-adds-two-747-400fs-to-fleet/>
- <https://www.emirates.com/en/division/cargo/news/747-400fs-delivery/>
- <https://www.singaporemedia.com/airlines/skycargo-to-double-its-capacity-in-the-next-decade/>
- <https://airlinefreeweek.com/air-transport/business-lessons/emirates-skycargo-boasts-capacity-leased-747s/>

2) Emirates obtains IATA Environmental Assessment certification

Emirates remains committed to environmental responsibility by achieving IATA Environmental Assessment (EIA) Stage One and the ICAO Green Virgo™ climate module certification. Emirates SkyCargo is launching a new policy on illegal wildlife trade and a complete ban on hunting trophies for the Big 5. In addition to Emirates SkyCargo employees, wildlife awareness training has also been extended to employees in passenger services, including Cabin Crew, Emirates Airport Services and the Emirates Group Security team.

Links to articles:

- <https://www.freighty.com/article/2023/09/04/airlines-adopt-new-environmental-best-practices/>
- <https://www.businesstraveler.com/business-travel/2023/09/04/airlines-obtain-iata-environmental-assessment-certification/>

Topline Industry Insights for APAC Air Cargo

Trends in APAC

1) Weak air cargo demand

Overall air cargo demand in APAC remains soft. Though this was in line with global trends, APAC was much more heavily hit, mainly as a result of China's many Covid cases in 2022. Global uncertainty surrounding the Russian-Ukraine war and escalation of political tensions also contributed to the **stagnant growth**.

In the first half of 2023, though Asia-Pacific passenger demand was on the rise, air cargo markets saw decline in the same period, suggesting weakness in consumer demand amidst general **inflationary pressures and rising economic uncertainty**. However, there has been an uptick in demand in July, as air cargo volumes increased by 2.7% in July 2023 compared to the same month in 2022. This is in line with the overall trend in passenger air travel. This was largely due to growth in three major trade lanes: Europe-Asia (3.2% y-o-y growth), Middle East-Asia (up from 1.8% in June to 6.6% in July), and Africa-Asia. However, in August, the international air cargo demand in August dropped.

Regardless, market studies show **huge potential** for air cargo in Asia Pacific. Intra-Asia trade also offers **immense opportunity**.

2) Increased digitization

The past year saw increased digitalisation in the air freight industry. It will be one of the main **topics at the conference programme** of transport logistic Southeast Asia and air cargo Southeast Asia, which will be held in Singapore from November 1 to 3, 2023. Various partnerships in the past year highlighted the growing importance of digitisation. For instance, real-time digital tools have been developed to support the movement of goods across the region, particularly, especially in the Asia Pacific market, with deals inked with Eastern Air Logistics, Hopworks Group and Qatari Airways Cargo. Cathay Cargo recently widened its sales distribution channel by placing its rates and availability in Kustomer's Nagel's booking engine, enabling users to access space rates and availability in real time. In addition, the Singapore government has announced that Singapore and Britain completed the first fully digitised, cross-border movement of goods between the two countries. The entire **transaction** – transport, insurance and customs formalities – was completed without resorting to even one scrap of paper.

Yahoo Singapore Football Study (commission by Yahoo, conducted by YouGov, 2000 respondents):

- 65 per cent of Singaporeans currently do not support local football clubs or the Singapore national team
- 80 per cent believe that football is still a part of the Singapore culture
- 40 per cent believes it plays a crucial role in shaping the city-state identity
- 40 per cent (45 per cent men, 39 per cent women) are standing tall as advocates of football's significance, such enthusiasm has been waned among Millennial (35 per cent) and Gen Z (37 per cent)
- 70 per cent of respondents would be encouraged to support a local football club or the national team - provided the teams can fulfill at least one of their criteria. Top three criteria:

 - talented and skilled players (35 per cent)
 - winning record (30 per cent)
 - a strong team spirit (28 per cent)

• Among those who supported local football, less than half of them - 39 per cent - believe that Singapore will be represented at the World Cup in the next 10 years

• Among those who identify as non-supporters of local football, 9 per cent believe that Singapore will be represented at the World Cup in the next 10 years

• SPL is the third-most popular league or competition among local fans

◦ English Premier League (43 per cent)

◦ Local Chinese League (29 per cent)

◦ Singapore Premier League (SPL) (16 per cent)

• 45 per cent said they would not pay to attend a live football match at the National Stadium - even if it was the Singapore national team or a visiting top European club playing at the 55,000-seater stadium

• 21 per cent (20 per cent men, 12 per cent women) are willing to pay up to \$20 for a National Stadium ticket, 17 per cent are willing to pay up to \$50, and 10 per cent are willing to pay up to \$100

• 45 per cent of the respondents said that they turn to watch live matches online or on TV every week, with 32 per cent saying they spend up to three hours each week watching football online or on TV.

<https://sg.news.yahoo.com/intl-3rd-most-popular-football-competition-singaporeans-study-02236661.html>
[https://sg.news.yahoo.com/intl-3rd-most-popular-football-competition-singaporeans-study-02219013.html#:~:text=The%20Yahoo%20Singapore%20Football%20Study%20found%20that%2080%20of%20adults%20in%20Singapore%20believe%20that%20they%20are%20as%20proud%20of%20their%20local%20football%20team%20as%20the%20National%20Team%20is](https://sg.news.yahoo.com/singaporeans-support-local-football-clubs-national-team-study-02219013.html#:~:text=The%20Yahoo%20Singapore%20Football%20Study%20found%20that%2080%20of%20adults%20in%20Singapore%20believe%20that%20they%20are%20as%20proud%20of%20their%20local%20football%20team%20as%20the%20National%20Team%20is)

Football data points relevant to Singapore for Mastercard

Local/APAC demand for luxury travel and luxury cruise experiences

mand for (1) luxury travel

• YouGov research reveals the priorities of affluent travellers for their next travel destinations. LOCALLY: 30% indicated having the best culinary experiences and 25% indicated enjoying quality luxury accommodation

Factors affluent travellers are looking for in their next travel destination



SG Affluent	All Affluent
Experiencing different cultures	10
To see new things/experience something new	8
A wide range of activities available	7
Having the best culinary experiences	6
Enjoying quality luxury accommodation	5
Good entertainment	4
Unique services	3
Enjoying unique attractions	2
Finding an interesting place to visit or activity	1
Visiting remote destinations	1
Having unique experiences tailored to me	1
Doing things that have never done	1
None of these	1

• YouGov.com/APAC Travel Confidence Index 2023 returns to describe travellers' mindsets. The report unveils four distinct traveler personas for the first time, providing valuable insights into their prime motivations, priorities and travel behaviours. Comfort Seekers (Singapore, Australia) prioritise comfort and convenience. They seek indulgent experiences and accommodations with maximum relaxation. They value personalised services, high-quality amenities, and prioritise comfort over sustainability in their travel decisions.

New pitch research on local appetite for Japanese food

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Hence: Skills acquired!

Skillset #1

Be efficient, concise,
accurate!



Time management



Ability to grasp key points
effectively



Ability to convey these key
points concisely and accurately
in short summaries



Applied this across all
industries, even unfamiliar
markets like air cargo

Skillset #2

Deriving insights from media landscapes

Media trends for companies and industries provide insights for media strategies. For example, in a new pitch for a Japanese food company:

- I originally researched on perception of the broad Japanese food industry
- My supervisor advised considering tiers in media perception: raw source, ingredients, preparation, final product etc, especially since the product we focused was an ingredient
- Lesson: tiers in media portrayal is valuable for analyzing broad industry media landscapes and helps shape media strategies

Milestone #1: First DIRECT liaise with media!

Hi Estelle,

Hope this email finds you well. I'm Jia Ren from Weber Shandwick here, and we are the PR agency representing IRONMAN Asia, organiser of the Standard Chartered Singapore Marathon (SCSM). We have been following your running journey on your Instagram and wanted to share with you an exciting collaboration!

SCSM 2023 is returning this year from December 1 Friday to December 3 Sunday, with the theme "Our Race to Go Beyond." This year's race route will bring runners past iconic landmarks such as Marina Bay Sands, Gardens by the Bay and the Singapore Sports Hub, with the iconic National Stadium as the finishing point. There are many categories for runners to choose from: 5km, 10km, half-marathon (21.1km) and full-marathon (42.195km) and even a Kids Dash for families.

We'd love to see if Women's Weekly might be keen to collaborate on the upcoming race. In particular, SCSM is keen to offer you a running slot in the category of your choice for the upcoming race to document the running journey. We believe your firsthand experience of the training process and the race itself can inspire and resonate with a broad audience. At the same time, it will also be an incredible story to share with Women's Weekly readers and your dedicated followers on Instagram.

We'd love to have a chance to discuss this in greater detail with you at your convenience. Would you be well-placed to discuss this further with us on 27 Sept, Wednesday morning, please?

Thank you and looking forward to hearing from you.

Best Regards,
Lee Jia Ren

Pitch note to Estelle from Women's Weekly: offering her a running slot in exchange for coverage

1



Chat with Estelle:

- The editor was not keen on running the marathon
- However, with my supervisor's guidance, I managed to persuade the editor consider reviewing SCSM profiles that could be potentially featured on WW
- Lesson: Think of alternative pitches, even if your main one fails!

THE SINGAPORE
Women's Weekly

SCSM Profiles.docx
289 KB

IM x WS Weekly Recurring Meeting Chat Files Recap 3 more + Join 12 :≡

Chance to speak during our weekly progress update call with the client, IRONMAN Asia.

3

Hi Estelle,

I hope this email finds you well. Thank you for meeting with us last week and please accept our apologies for the delay in getting back.

To recap, during the meeting, we discussed on the possibility of featuring some of SCSM profiles on Women's Weekly. After some internal discussion, we've put together some potential profiles we believe would be suitable, for your consideration. These profiles include:

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For detailed information on these profiles, I have attached a document that provides further insights. Do reach out if you require further clarifications and details.

Follow up email after the call: provided her SCSM profiles and information on the Kid Dash

2

Hence: Skills acquired!

Skillset #3

Besides targeting specific editors, I also acquired the skill of targeting pitches for different context and outlets

Targeting pitches to specific media

A

Dear media friends,

If you have a young energetic catch and/or tag player underfoot at home - there's a fun run with some cool gifts for the young uns. The Standard Chartered Singapore Marathon (SCSM) marks its return this year as a World Athletics Gold Label Race for the first time since the pandemic. The three-day festival, which hosts the International Elite Race and the Singapore National Championships will take place from 1 to 3 December 2023, and is expected to draw up to 50,000 participants.

The event will feature several race categories for local and overseas runners, including the popular Kids Dash. Happening on 1 December at 7:00pm, parents will get the opportunity to have fun with their children and create lasting memories as they run a 650m route along the iconic F1 Pit Building. What's more, participants get an event t-shirt, a neck fan, and a surprise goody bag! Not to mention the bragging rights!



Pitch to Parenting media, highlighting the Kids Dash category for SCSM

B

Localising pitches for global releases

Emirates to scale up London Heathrow flights

The image shows an Emirates Boeing 777-300ER aircraft parked on a runway at London Heathrow airport. The aircraft is white with the characteristic red and green Emirates livery. In the background, the airport terminal and other planes are visible under a clear blue sky.

Subject: Press Release: Emirates to scale up London Heathrow flights

Dear Media Friends,

Travelers from Singapore flying to and from London will be able to enjoy additional flight options this Winter season. Emirates, the world's largest international airline, will be operating an additional five-weekend round trip service hub in Singapore-London Heathrow starting from 31 October 2023 until 30 March 2024.

This temporary service will start market demand during the busy Winter season and offer customers more travel choices. Emirates currently serves London Heathrow with six daily A380 flights. The additional flight will operate on Tuesday, Wednesday, Thursdays, Fridays, and Saturdays and will be served by Emirates' wide-body Boeing 777-300ER aircraft, fitted in a three-class configuration split between First, Business, and Economy classes.

Emirates takes pride in its extensive network of over 240 destinations across six continents. The airline currently offers three daily flights between Singapore and Dubai.

For more information, kindly refer to the press release below.

Thank you.

Best Regards,
Lee Jia Ren
M +65 9056 9549
ljiaren@webershandwick.com
40A Orchard Road, #07-01 MacDonald House,
Singapore 238838

Weber
Shandwick

Global press release was about Emirates scaling up Dubai-Heathrow flights.

Localised by emphasising that travellers from Singapore flying to and from London will be able to enjoy additional flight options by laying over at Dubai

This particular release earned coverage in TripZilla:

Emirates to Open More Flight Options for Dubai-London This Winter Season

Time to book that flight!

Beautrice Oh Aug 17th, 2023

TripZilla
life's a trip!

Milestone #2: Event staffing

1

First event attended: Emirates Premium Economy Launch



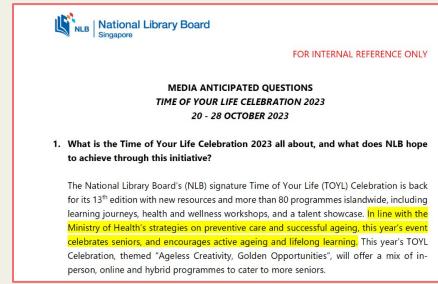
Emirates former Country Manager for Singapore & Brunei, Rashid Al Aldra, taking questions from Lianhe Zaobao journalist. I had been recording the interview at the side!



My manager trying Premium Economy service!

2

First event I co-staffed in: NLB-SUSS TOYL 2023 Celebration



Assisting in drafting MAQs and TPs for the TOYL Celebration



(RIGHT PIC)
Staffing Capital 95.8 and Lianhe Zaobao interviews

(LEFT PIC) Helped organise spokespeople for interviews with Channel 8, CNA and Seithi Mediaboard as they were all using the same production crew

Other small wins :D

Press Releases

 Emirates News

Discover The Best of Summer Festivals in Europe with Emirates
Attractive deals on flights to Europe and America this Great Singapore Sale

Singapore, 12 June 2023 – Festival season is making a huge comeback this summer and with Emirates' Great Singapore Sale (GSS) deals, travellers from Singapore can seize the day and check out their favourite festivals across Europe. For a limited time only, they can look forward to all-inclusive Economy Class fares from \$XXX. Premium Economy fares from \$XXX, Business Class fares from \$XXX, and First Class fares from \$XXX, when they fly to Dubai, London, Paris, Madrid and more with Emirates. These special fares are available for bookings made by 2 July 2023, for travel up till 30 November 2023.

Featured destinations and starting fares include:

Destinations	Economy Class Fares From (SGD)	Premium Economy Class Fares From (SGD)	Business Class Fares From (SGD)	First Class Fares From (SGD)
Dubai				

Drafted press release for Emirates GSS fares 2023. Release highlighted best summer festivals in Europe Singapore travellers could anticipate while using Emirates

 Emirates News

Emirates appoints Rashed Alfaheer as New Manager for Singapore & Brunei



Drafted press release for appointment change of Emirates manager for Singapore & Brunei

Hotels.com and Expedia Social Media Results

Campaign name	Delivery status
Instagram post:...	recently_completed
BEX JP - First time traveler Influencer Reel Video (Video Views)	recently_completed
Instagram post: もう9月に入ったけど、まだまだ暑いしもう少し夏	completed
Instagram post:....	completed
Instagram post: 日々の忙しい生活から離れて、グアムの隠れた絶景	completed

APAC Social Media Results (Master) ☆ ☰

File Edit View Insert Format Data Tools Extensions Help

At: B1 | Instagram - Japan

1 Instagram - Japan

3 GRID POST

Post #	Date	Description	Coverage (screenshot/ link)	Tags?	Hashtags
1	25 Sep	Experience Authentic Accommodations Around the World	https://www.instagram.com/cxnfQ59hacP7utm_source=q_web_copy_link&shid=40960B9BNWBTzEe		#ホテルズドットコム #びったりに出会わう #ホテルマッチシリーズ #あなただけのホテルマッチング
2	27 Sep	Embrace the Thrill of Traditional Culture Experiences	@lloveely	#あなただけのホテルマッチング #キャラバン #ホテルズドットコム #あなたに出会う #ホテルマッチシリーズ #あなただけのホテルマッチング	

Transferred raw social media data into the master tracker. At one point, highlighted a discrepancy between the raw data supplied and statistics on the social media page, that caused an unnaturally high engagement rate, which allowed the team to realise a mistake in the content boosting process. Whew!

Segment of raw social media data

Master Tracker for social media results

A BIG THANK YOU

To Weber Shandwick and my lovely team to made my journey ever so memorable <3
Here's some favourite moments I had to share :)

PRIDE MONTH

Where the company gathered to celebrate Pride month with a pink dress code, pink desserts and a pink photobooth !!



MY BIRTHDAY

Where I was blessed with a surprised cake and many beautiful wishes TT



CAFE WICKIAN

Where I spent many tired mornings and delicious lunches :p