

Singapore Science Centre

Loaded with perceptions as solely a school excursion destination, the Science Centre needed to refresh its offer. More than ever, the Science Centre needed to stay current, with the growing importance of tourism, technology and education in the Singapore economy.

Building on the preference drivers for leisure and entertainment, and the needs of the market for infotainment, the brand promise was developed. The idea of relevant science was a key component of the brand proposition: 'Science and our World'

The brand positioning was built to incorporate elements of fun and entertainment but in terms that were central and distinct to the subject of science. To counter perceptions of science as boring and technical, the brand personality was specifically constructed to project fun and energy.

The Science Centre has an attractive and accessible brand that invites audiences to explore science. It also offers an immersive experience that will renew people's appreciation for the Sciences. The brand has helped focus the Science Centre to develop exhibits, products and services that bring science closer to people.

Year: 2008

