New private home sales up 51% in Sept

Starcom wins $80m contract to be Govt's master media agency

Annie Ho Yen

A record order contract for peer-reviewed ad spending has been awarded to media agency Starcom. The auditions had considered a cabal of the sector’s finest in a rigorous marketing in a year into a single campaign earlier this year, the company said. At $80 million, the contract was won by Starcom Media Worldwide, which beat four other bidders to be the Government’s media agency, a Ministry of Communications and Information (MCI) spokesman said.

A subsidiary of communications giant Publicis, Starcom has been tasked to take charge of the buying of a major portion of ad spend by ministries, agencies and organs of state, as well as the National University of Singapore and Nanyang Technological University. The contract is expected to run for a year, but can be extended by up to two years.

Starcom said: “The agency has a robust track record in the media sector, a deep understanding of the local market and a culture of innovation that is at the heart of our offering.”

The results of the contract will be rolled out in phases over the next year, the spokesman added.

The audit follows the decision by the MCI to task Starcom, Publicis, Starcom Media Worldwide, and two other ad agencies to manage the buying of media for government in a regional tender. Publicis had emerged as the preferred bidder in the tender.

Mr Brian Lai, principal counsel for marketing strategy at MCI, said a media agency would help the Government achieve better value for its media spend. Under the contract, Starcom will also take into consideration its price competitiveness, media buying capabilities and track record, said the spokesman.

In appointing the master media agency, which is a first for the Government, the MCI said it was seeking to “build a more robust and resilient media system in Singapore for regulatory rigour positions continues to improve and local media continues to gain traction.”

Mr Peter Ford, president of Carat Asia-Pacific, which is part of media giant Publicis, said the award was “a significant moment for the media industry in Singapore, the MCI and our clients. It’s an milestone that will drive innovation and growth.”

Mr Ford added that Starcom and Publicis would continue to work closely with the MCI, ensuring that the media strategy is aligned with the Government’s overall marketing objectives.

As Singapore hosts the fifth International Rice Congress, Jose Wong highlights some key statistics on rice, where it is grown and the types of rice being developed to tackle climate change

Make rice production more resilient to climate change: Lawrence Wong

The production of rice, one of the world’s most important crops, is facing major problems such as slow growth and climate change, which could threaten its price, by more than 40 per cent, over the next 25 years, according to reports. The Government has committed to increase the local rice output by 25 per cent in the next five years, but climate change is expected to reduce its yields by more than 15 per cent by 2050, according to the same report.

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