

PRESS RELEASE

Republic of Singapore Navy recruitment campaign launches *Created by MullenLowe Singapore, campaign aims to accurately reflect the resilience and grit shown by Navy personnel in protecting our shores*

SINGAPORE, 15th JANUARY 2021:

A new Republic of Singapore Navy recruitment campaign launches this week aiming to accurately reflect the resilience and grit shown by Navy personnel in ensuring Singapore's safety, sovereignty, prosperity and reputation as a reliable partner.

The campaign, "It's Not Crazy, It's the Navy" has been developed by MullenLowe Singapore to appeal to purpose-driven individuals who embody the spirit of Generation Z and value resilience, tenacity and collective purpose. The reality is that life in the Navy is not always about adventure, adrenaline and action. It is a purposeful home for a special breed of Singaporeans with a high level of resilience and dedication.

When someone says they are joining the Navy, most family and friends are supportive. However, the campaign recognises that sometimes the reaction may be, "Are you crazy?" because of the high demands of the job, long hours of sailing, and harsh conditions at sea. It is this reaction that the campaign aims to address and help people understand the reasons that makes the Navy worth signing up for.

The Republic of Singapore Navy is looking to attract quality applications from Singaporeans who are currently studying, waiting for enlistment, enlistees and mid-careerists.

The campaign will run across multiple channels including Spotify, social media and OOH.

Credits

Client: Republic of Singapore Navy

Head of Naval Personnel Department	Colonel Ho Jee Kien
Head of Navy Recruitment Centre	Major Eileen Sow
Head of Events & Communications, Navy Recruitment Centre	Ling Yong Xin
Event Coordinator, Navy Recruitment Centre	Tan Suan Ling
Event Coordinator, Navy Recruitment Centre	Ong Jiarong, Justin

Agency: MullenLowe Team

CEO, Singapore & China	Paul Soon
Executive Creative Director	Daniel Kee, Ang Sheng Jin

Copywriter	Ernest Chin, Samantha Young, Aslinda Khanafi, Matthew Yeo
Art Director	Claudius Keng, Ken Kaneko, Alex Tan
Account Director	Lim Wei Jian
Senior Account Manager	Nadrah Rozman
Account Executive	Jessica Lim
Senior Strategist	Cleef Chong
Agency Executive Producer	Julie Chua
Agency Producer	Jaye Ong, Claire Yeo

Production Partners

Production Company	Freeflow Productions, Singapore
Director	Roslee Yusof
Executive Producer	Jill Soong
Producer	Ong Tze Ni
DOP 'A'	Alan Yap
DOP 'B'	Lawrence Toh
Post Production	Freeflow Post, Singapore and Heckler, Singapore
VO Recording Studio	Neon Sound
Audio Mix Studio	Yellowbox
Photography Studio:	GeoffStudios
Photographer:	Geoff Ang
Retouching:	Wishing Well Singapore

Ends

Notes to editors:

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About MullenLowe Group

MullenLowe Group is a creatively driven integrated marketing communications network with a strong entrepreneurial heritage and challenger mentality. We are a global creative boutique of distinctive diverse agencies, rich in local culture with both intimacy and scale, present in more than 65 markets with over 90 agencies. With a hyperbundled operating model, global specialisms include expertise in brand strategy, and through the line advertising with MullenLowe; creatively driven digital transformation with MullenLowe Profero; media and communications planning and buying with Mediahub; CX activation with MullenLowe Open; and consumer and corporate PR with MullenLowe PR and MullenLowe salt. We are focused on delivering an Unfair Share of Attention for clients' brands and are consistently ranked among the most awarded creative and effective agency networks in the

world. For eight consecutive years, MullenLowe Group has topped the Effie Index as the most effective global network in terms of points per dollar revenue, in 2018 was named to the *Ad Age* Agency A-List and in 2019 was ranked in the top ten 'Top Agency Networks for Creativity' in the *WARC* Creative 100.

MullenLowe Group is part of the Interpublic Group of Companies (NYSE: IPG).

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