



Media Release

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Stellar Ace bridges Young Minds with Local Brands with Project Campus Series

Tertiary students ideate for SG businesses' integrated marketing campaigns.

1. Stellar Ace, Singapore's No. #1 Local OOH Media & Digital Company, continues its foray into industry engagement, this time with the bridging of young minds and local brands with Project Campus Series.
2. The Project Campus Series is Stellar Ace's belief in developing our industry's forefront of the future, with the ever-changing creative landscape and the introduction of technology driven creativity in play. We want these young minds to shape it with their valuable insights and ideas in developing integrated marketing, creative and media ideas through their Institutes of Higher Learnings (IHL). Stellar Ace will be connecting these young talents with the local business to build their upcoming integrated marketing campaigns.
3. The first edition of the series was recently concluded with Nanyang Polytechnic (NYP) students presenting to non-profit organisation, HomeTeamNS for a launch campaign of an upcoming project.
4. Four finalist teams from NYP's School of Business Management (SBM) had 15 minutes to virtually pitch their proposal, followed by a round of Q&A exchanges with the judging panel.
5. "The School of Business Management works closely with industry partners to co-create opportunities for our students to hone their skills and build competencies that meet industry needs. We are glad to come onboard this collaboration with HomeTeamNS and Stellar Ace, which allowed our students to develop and present exciting marketing campaign ideas across a wide spectrum - from leveraging VR/AR to relatable humorous content. Working on such real-world projects also help our students hone their problem solving and critical thinking skills, giving them an edge over their peers," said Esther Ho, Director, School of Business Management, Nanyang Polytechnic.
6. The top winner presented a virtually engaging interaction idea using Augmented Reality (AR) to marry offline and online marketing executions. HomeTeamNS is excited and possibly be looking at producing a hybrid implementation to incorporate the four teams' ideas as they all had unique and relevant content.
7. "The students presented a wide range of creative marketing ideas, which are both intriguing and refreshing. We thoroughly enjoyed their sharing and the exchange of ideas during the presentation session. At HomeTeamNS, we believe that youths are the future of our country who can offer fresh perspectives and opinions on the table. We are glad to be able to play a part in providing a real-world professional platform for them to grow and develop," said Agnes Eu, Chief Executive, HomeTeamNS.

8. Stellar Ace offered HomeTeamNS an exclusive creative and media entitlement package to “*bring to life*” the students’ finalised work to the mass audience through their omnichannel out-of-home media assets.
9. Jeslyn Tan, Managing Director of Stellar Ace said, “Project Campus Series is the right platform for these students to acclimatize with the real world out there. It’s a strong reality check for them to understand the rigours of the industry and we want to them to make a mark and provide an opportunity to build the next generation of creativity. Our focus is bridging the future (students) with the present (corporations) and expand creativity with technological ideas on our platforms to support brands and businesses, and we are looking forward to the next two editions in this year’s series with Singapore Polytechnic’s School of Business, and Nanyang Technological University.”

“Young people are a limitless source of innovative energy and engaging them now will inspire a generation of lifelong changemakers. We believe the youth want to be different, want to be creative and want to share their perspectives. With a fresh pair of eyes, they are eager to get involved and present their brilliance.”

10. Stellar Ace has also started preparation of Project Campus Series for 2022. Interested local brands/ companies are welcome to take part by emailing their interest to: ace@stellarlifestyle.com.sg.

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