

SingPost unveils vision for future of post in new campaign “Redefine”



Singapore, 8 April 2021 – Singapore Post Limited (SingPost) has unveiled its latest campaign “Redefine”, showcasing its vision of harnessing new technology as it embarks on a new era to redefine its role as Singapore’s sole public postal licensee.

Created in collaboration with social agency Socialyse and production house Reel Loco, the campaign is centred upon a key brand video, painting a picture of how SingPost may operate in the future. Even as it continually evolves to keep up with the changing needs of its customers and the public, SingPost continues to stay true to the mission of “Connecting People, Communities and Businesses”, a role it has played in the last 163 years.

The brand video debuts today on SingPost’s social media platforms. Subsequently, a nationwide campaign will be rolled out on multiple platforms, including national television, outdoor screens and out-of-home advertising channels. The media agency behind the campaign is Havas Media.

As part of the campaign, a series of posters will be displayed at selected bus stops and MRT stations island-wide. The campaign spotlights various aspects of its current operations SingPost aims to redefine, and certain innovations that it is intending to bring to market, such as [PostPal](#), [SingPost’s smart letterboxes currently on trial in Clementi](#), wearable tech for its staff, eco-friendly motorcycles and more. The features of these innovations will progressively be shared on SingPost’s social media pages.



Mr Robin Goh, SingPost's Group Chief Brand & Communications Officer, said the campaign marks a new era for SingPost as it forges on to elevate standards of its delivery service as Singapore's sole postal agency and premier logistics provider.

"We have a rich and long history in serving Singapore and we intend to continue to serve Singapore is the best way we can. SingPost understands the changing needs of our community - including the rise of eCommerce deliveries and the increasing adoption of advanced technology, and this video is a commitment of how we intend to leap ahead of the game and ready ourselves for the Future of Post," Mr Goh added.

The video can be viewed [here](#).

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About Singapore Post Limited

For more than 160 years, Singapore Post (SingPost), as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore. Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.