

EVERY DELIVERY COUNTS

Every Delivery Counts



Every Delivery Counts Internal Campaign

Under the credo “Every Delivery Counts”, SingPost launched an internal campaign in September for the Post and Parcel division to instil pride in our staff for their tireless efforts in maintaining the national public postal service, especially during the time of service issues. A team of

champions were identified to front the campaign and advocate for the *Every Delivery Counts* mind-set within the organisation. A set of posters were created, each featuring one role model from every department and a few words on what *Every Delivery Counts* meant to them. The campaign engaged employees across multiple channels, inspiring them to make *Every Delivery Counts* their mantra.

