

ADDENDUM

Dear Sir/Mdm,

This addendum is issued to supplement the content for ITQ No. SAM/ITQ/2020/0009 and/or given for informational purposes, and hereby made a part of the bid documents. **Please attach this addendum to the documents in your possession and acknowledge receipt of this document via email by 10am on Tuesday, 7 April 2020.**

In addition to the Requirement Specifications, participating agencies may refer to the additional information below to develop their creative proposals. Submitted proposals must include **at least one content pillar and format** that is neither time- nor event-specific and addresses the objectives below.

Objective	Rationale	Suggested focuses for FY20/21 (June 2020 to March 2021)
1. Create talking points around key art events and festivals.	To leverage on the uptick in web traffic during these periods.	<ul style="list-style-type: none"> • Aug '20: Singapore Night Festival • Dec '20: Giving Week • Jan '21: Singapore Art Week
2. Address existing and anticipated search queries / intents.	As we release more details about the redevelopment, the public and media are expected to have more queries. Therefore, we want to be pre-emptive and prepare to address questions and concerns through our blog.	The appointed agency shall endeavor to produce content that addresses actual and anticipated audience queries and areas of interest. Extrapolating from the highest-trafficked web pages in the past year, users are most interested in our careers, art & events and visit pages.
3. Communicate news and key milestones on SAM's redevelopment and share why the public should care and how they can benefit.	To keep the general public informed about the redevelopment of the National Monument that is our building, instill civic pride in our audiences about the potential of the new landmark in our city, and invite audiences to journey with us through this redevelopment all the way until the re-opening of our new building.	<i>A calendar of key redevelopment milestones will be shared with the appointed agency.</i>
4. Reinforce SAM's brand positioning.	The blog should complement and enhance our existing	1. Highlight SAM's efforts in making art accessible and

	brand-building efforts, especially during the period of our redevelopment when our physical presence is diminished due to the lack of a museum building.	<p>serving audiences of all backgrounds during the period of its redevelopment, e.g. through flagship programmes like the SAM Touch Collection and Kopi, The, and Contemporary Art (a multilingual art tour led by senior volunteers who are trained by SAM).</p> <p>2. Reinforce the messaging that SAM is still actively organizing art exhibitions and events with partner venues and sites despite our temporary closure.</p>
5. Humanise the SAM brand story by building narratives that align with SAM’s existing and future brand messaging.	To connect with our audiences at a more intimate level through human-interest stories or initiatives that are not only evergreen and relatable, but which also help to bridge the gap between how art and museums are perceived by the general public and what we aspire to achieve as an arts and cultural institution.	<p>Existing branded content include:</p> <ul style="list-style-type: none"> - #MuseumFromHome: A new initiative in response to COVID-19. We are pooling together existing digital content (e.g. virtual galleries and exhibition tours) and learning resources (e.g. downloadable worksheets) to create a digital content hub on our website to visitors to browse during this period. - #SAMInsider: Content profiling SAM staff on social media, or provides behind-the-scene glimpses into our work. - #MuseumMonday: A weekly art trivia post.