

REQUIREMENT SPECIFICATIONS

INVITATION TO QUOTE FOR BRAND AWARENESS AND EQUITY STUDY FOR SINGAPORE ART MUSEUM (“SAM”)

1 INTRODUCTION

- 1.1 Singapore Art Museum opened in 1996 as the first art museum in Singapore. Also known as SAM, we present contemporary art from a Southeast Asian perspective for artists, art lovers and the art curious in multiple venues across the island, including a new venue in the historic port area of Tanjong Pagar. SAM is building one of the world's most important public collections of Southeast Asian contemporary art, with the aim of connecting the art and the artists to the public and future generations through exhibitions and programmes. SAM is working towards a humane and sustainable future by committing to responsible practices within its processes.

2 BACKGROUND

- 2.1 SAM has ambitions to increase brand equity and drive a higher number of visitors (new and repeat) as it solidifies its strategic direction as a “disappearing” and a “constituent” museum.
- 2.2 In our ongoing commitment to prioritising the needs of our audience and adopting data-driven strategies, SAM strives to deepen its understanding of its visitors by gaining valuable insights. The purpose of this research is to track the level of brand awareness and key brand attributes for SAM against its competitors.

3 SCOPE OF WORK

- 3.1 The appointed agency will be required to provide the following services below. This scope of service is not exhaustive and can be reasonably amended further.
- 3.2 SAM is looking to appoint a research agency to provide Brand Awareness and Equity Studies for SAM in FY2026 (April 2026 to March 2027). The purpose of this research is to track the level of top-of-mind brand awareness and key brand attributes for SAM against its competitors.

3.3 Brand Awareness and Equity Tracking

- a) Track aided and unaided brand awareness, key brand attribute ownership/brand equity indices, and potentially a handful of usage and attitude questions for SAM and a specified list of competitors among local citizens/residents (Singaporeans, PRs and long-term employment pass holders).

- b) This should be viewed as a quantitative study with a minimum sample size of 1,000 respondents. Preferably, sample sizes and profiles will also enable analysis by SAM's audience segment groups that will be provided.
- c) The online panel should be as close to national population representatives as possible and comprise Singaporeans, PRs, and long-term employment pass holders.
- d) Sample sizes should allow for statistically significant analysis by audience segments/profiles - demographics, SAM's audience segmentation and interest level in arts.

3.4 Data and Reporting

- a) Finalized research instruments (e.g., questionnaires, discussion guides, or others) as determined by the research methodology.
- b) If any primary data collection is performed, the raw data shall be owned by SAM and provided by the firm in an appropriate file format.
- c) Final report on the research project's findings, to be delivered as a written report and/or slide deck.
- d) Presentations of the final report to various teams within SAM.

4 **TIMELINE AND DELIVERABLES**

- 4.1 The agency shall produce a detailed project implementation plan with the research schedule, assuming that the agency will be appointed before 16 October 2026. Ideally, the fieldwork for each year's study should take place between February to March 2027.
- 4.2 The report must be delivered to SAM by the following periods:
 - a) FY2026 – Full report ready by 30 April 2027

5 **PAYMENT TERMS AND SCHEDULE**

- 5.1 The payment schedule for this contract would generally be according to services provided and the completion of deliverables to the satisfaction of SAM. The final payment schedule will be discussed and agreed upon in writing with the appointed agency.
- 5.2 All amounts offered by the agency shall be before taxes, and shall be deemed, unless otherwise provided, to include without limitation all fees and charges payable for licenses, materials and labour in the performance of the works for which the ITQ is submitted.
- 5.3 Invoices received by SAM by the 7th of the month will be paid by the end of the same month. For invoices received later than the 7th of the month, payment will be made by the end of the following month. If the 7th falls on a weekend or Public Holiday, then invoices must be submitted on the working day before the 7th for payment to be made in the same month.

6 SUBMISSION REQUIREMENTS

- i. **Quotation** (based on the Requirement Specifications document) with a detailed breakdown of costs, including third-party costs that may be incurred.
- ii. **Detailed implementation timeline** outlining the key milestones leading to final report delivery as indicated in section 4.2.
- iii. **Relevant experience** showcasing a summary of recent clients (preferably in the arts & cultural sector, and no earlier than 2019) and **profile of the team** that will be assigned to the project.

Note: Submissions with incomplete information or documents are liable to be disqualified from evaluation.

7 EVALUATION CRITERIA

The quotation submissions will be evaluated based on the following criteria.

Evaluation Criteria	Weightage
Conformity to the requirements of the specifications	Mandatory (Quotation is liable to be disqualified if any of these criteria are not met)
Not debarred by SAM on or after the closing date of the ITQ.	
Ability to meet the stated timelines for completion of the project and delivery of goods and/or services	
Completeness of documents/information submitted	
Research methodology & project implementation plan	40%
Cost competitiveness	40%
Track record & team strength	20%
Total	100%

8 CONTACT

For further clarifications, please contact:

Maybelline Tan
 Assistant Director, Marketing Communications
maybelline.tan@singaporeartmuseum.sg