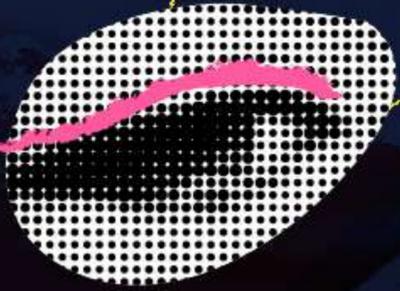


**ARE YOU READY TO catch  
SOME GOOD STUFF?**





Say hello to

# catch.

Catch a movie, catch a concert, catch a performance—it is a natural term of expression for all of us.

In everyday speech, the word 'catch' is often used when people want to catch a show, performance, or an exhibition. Catch may also mean to catch up on trends and happenings. In our case, we envision ourselves to be a catch-all guide for everything arts and culture in Singapore.

By making the verb 'catch' into a titular brand, we make an instant, direct association with what users could expect from this new culture centre platform—a one-stop place to catch arts and culture events all around our little red dot.

**Everything worth catching starts here.**

**catch.**



## ABOUT CATCH

Your personal go-to guide to discovering all things arts and culture, Catch delivers a curated list of some of the most sought-after experiences in Singapore, tailored just for you. Explore and catch the best of Singapore's creative landscape!

As the Official Arts & Culture Media for Singapore, Catch is supported by key stakeholders including the National Arts Council, National Heritage Board, Arts House Limited, National Gallery Singapore and The Esplanade Company Limited.

## THE CATCH STORY

Catch was born from the need to make arts accessible for everyone. We believe that discoverability of arts and culture should be made easy and unique to each individual. With diversity of arts choices growing, Catch is your personal arts experience curator for all, including the busy.

We are here to be an enabler for the arts and culture sector. Where demand meets supply and diversity meets appreciation. We are here to spur an arts and cultural hub that we can call our own.

*We are Catch.*

**catch.**



# Our Brand Positioning

Taking a deeper look  
At Catch as a brand

## Catch's Brand Mission

To Redefine Discoverability and Accessibility For  
All Arts and Culture Programmes and Experiences

Our pursuit to rethink and redefine discoverability and accessibility of arts and culture works in two prongs:

- On one hand, we are encouraging everyone and anyone who is an aspiring/well-established creator to come create and list with us.
- On the other hand, we are also encouraging Singaporeans to get acquainted with their creative side

**We are not born with creativity, we just have to be exposed to it. So come experience arts and culture, and experience it your way.**

How are we going to do this? Through our 3 main **value propositions** to consumers and event listers:

- 1) Making Arts Accessible
- 2) Diverse Range of Creative Experiences
- 3) Our Curator Mentality

# What Sets Us Apart From Other Listing Platforms?

Taking a deeper look  
At Catch as a brand

## Content Is Our Listings, Listings Are Our Content

The issue with traditional listing platforms is that their content is an afterthought; conversely, the issue with editorials would be that their listings are an afterthought. This need not be a binary problem.

**For Catch, our content is our listings, and our listings are our content.**

## 'Snackable' Content

Any coverage for events will take on a "content-on-content-on-content" approach—using a variety of content formats appropriate for different audiences, platforms, and usages. This allows us to reach out to wider audiences by catering to different platform needs, consumption habits, and conversion potentials while making efficient use of the initial bank of content.

**In a nutshell, content available on socials will also be available on the website.**

## Catch Creator Community

The creation of a close-knit community that contributes actively to arts and culture allows them to have a close, personal stake in Catch. Furthermore, with 'organic' content gaining a steady stream of popularity in recent years, this allows Catch to **take on a positioning of 'by users, for users'**—invoking trustworthiness and reliability.

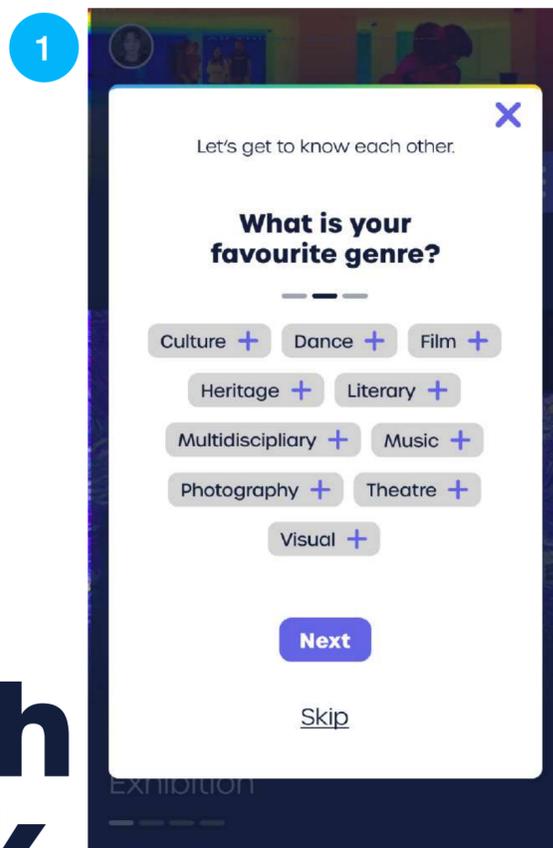
## An Immersive User Experience

The Catch platform serves as a pivotal touchpoint for conversion to sales and attendance. Beyond being just a ticketing platform, **Catch serves to bring as much of the events' experience closer to the user** through content (videos, articles, photos), programme cross-selling, and a call for membership.

**catch.**

# A Look At What Catch Would Look Like

## The Catch Features

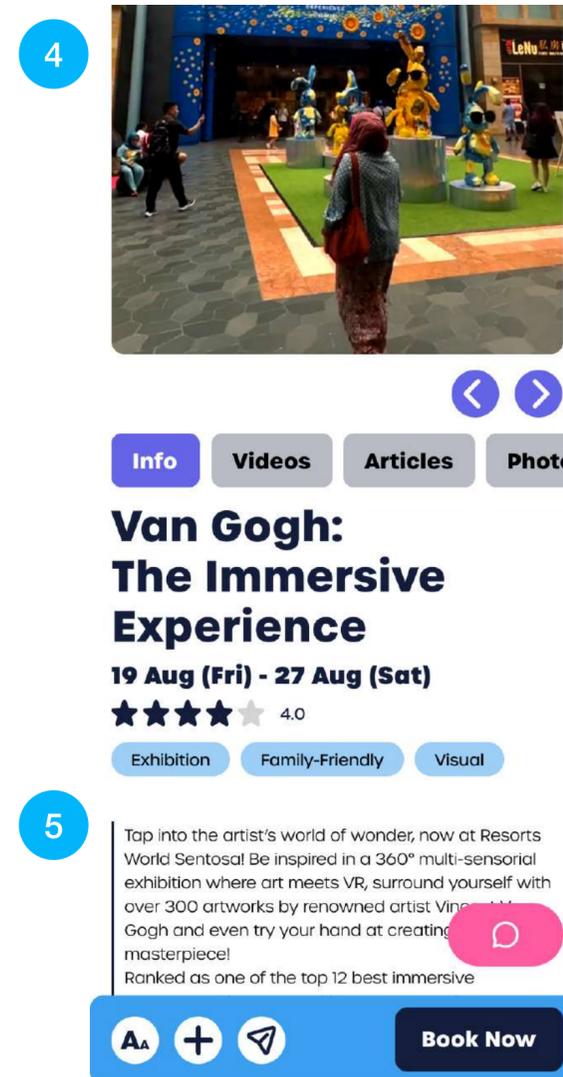


**Launch screen:** First-time visitors to Catch will be greeted by a user profiler that allows the system to recommend arts and culture events according to their preferences.

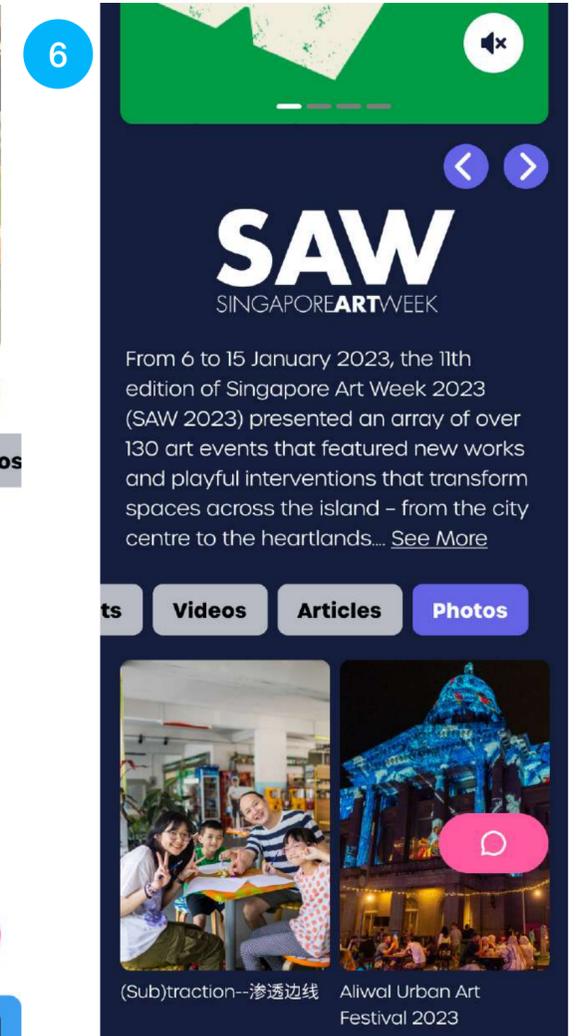


**Homepage:** For seamless discovery, the homepage takes on a similar approach to popular streaming sites with categories.

**Recommendations:** Users who have registered for Catch will be given notifications for related events, allowing for cross-selling and cross-pollination opportunities



**Event listing page:** In addition to the conventional details about the event, this page is supplemented by additional **video, article, and photo content\*** that serves to give a compelling teaser that creates excitement for users.



**Rating:** Allowing users to give their experience a rating – driving more platform engagement and interest

**Super Event Page:** A dedicated page for highlight events (SAW, SIFA, etc)

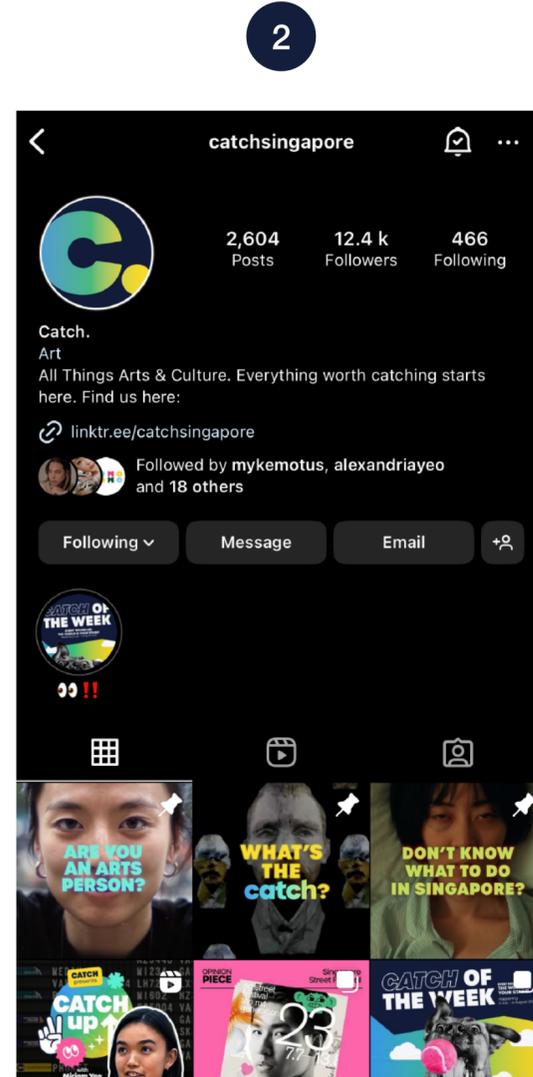
# The Catch Ecosystem

How content is shared across different platforms



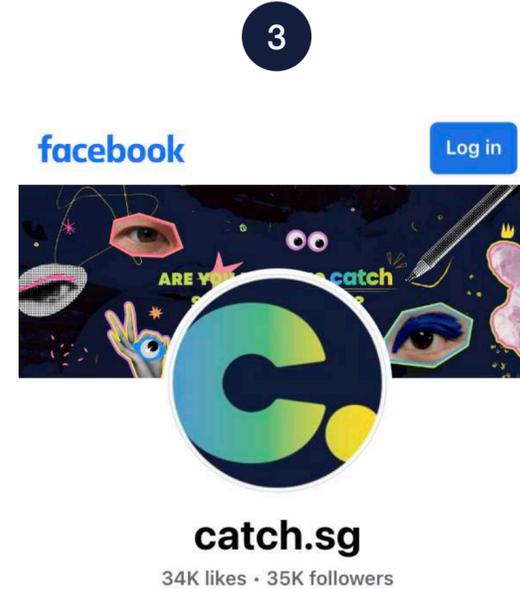
**Catch.sg website**

- Event listings
- Articles
- Content



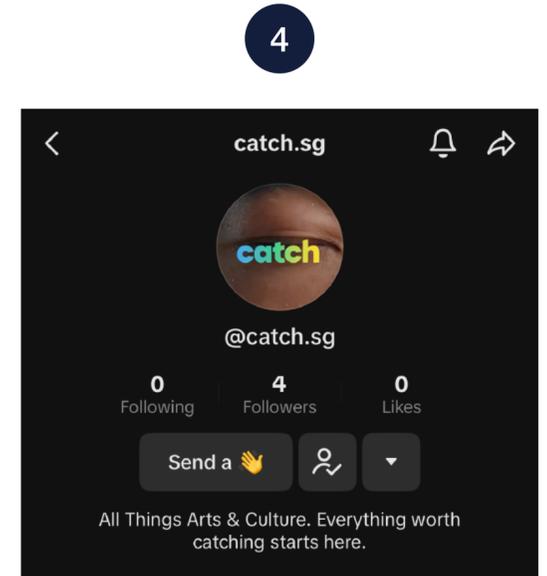
**Instagram @catchsingapore**

- Bi-weekly event round-ups
- Event walkthroughs, opinion pieces
- Interviews, inside scoops
- Fun video content



**Facebook @catch.sg**

- Bi-weekly event round-ups
- Article Cutdowns



**TikTok @catch.sg**

- Bi-weekly event round-ups
- Fun, engaging, insightful video content

*Launching this month!*

# Catch Creator Community

Taking on a “ground-up”  
approach for event  
listings and content



- 1 **Art Enthusiast**
- 2 **Everyday Content Creators**
- 3 **Micro-influencers**

One of the main drivers for the attendance of arts and culture events today is the sharing of social content about those events by independent creators.

As Catch, we aim to engage with three types of creators to experience these events first-hand and provide organic, honest, and open social content.

**catch.**

# What Kind Of Content Can You Expect?

Across Platforms  
And Socials

## 1 Videos

### Artist/Creative Community Profiling Pieces

As key drivers of arts and culture movements in Singapore. Profiling pieces for creatives help to provide helpful contexts to art, alongside additional publicity for their other works.

### Event Walkthroughs

An effective material to drive additional foot traffic to events. Offering a true-to-life expectation on what future attendees could expect when they do visit the events.

## 2 Articles

## 3 Photojournals

### Opinion Pieces/Thought Leadership

A deeper dive into powerful stories surrounding Singapore's multiple arts and culture subsets. Through compelling, thought-provoking angles that challenge societal norms, we are able to provide alternative perspectives that help certify Catch as a thought leader in the realm of arts and culture in Singapore.

### Listicles/Round-ups/Guides

Angles that are more suitable for easy, on-the-go reading, with each article purposefully skimmable for people to get the main gist of arts and culture events currently happening around Singapore.

# What We've Rolled Out

Key Pillars Across Platforms And Socials

## Catch of the week:

A bi-weekly round-up of interesting, must-see arts & culture events happening within the month, showing love to a variety of paid, free, mass, and niche events.



## Interviews

Team Catch gets the inside scoop and shares interesting snippets of the interview pieces done with performers, exhibitors, and artists with shows coming up.



## Event Walkthrough

Snackable content, detailed walkthroughs of events we are featuring, with Catch's take on it.



## Listicles

Informative, easy-to-consume listicle content to share an array events and venues gathered under a feature category!

**catch.**

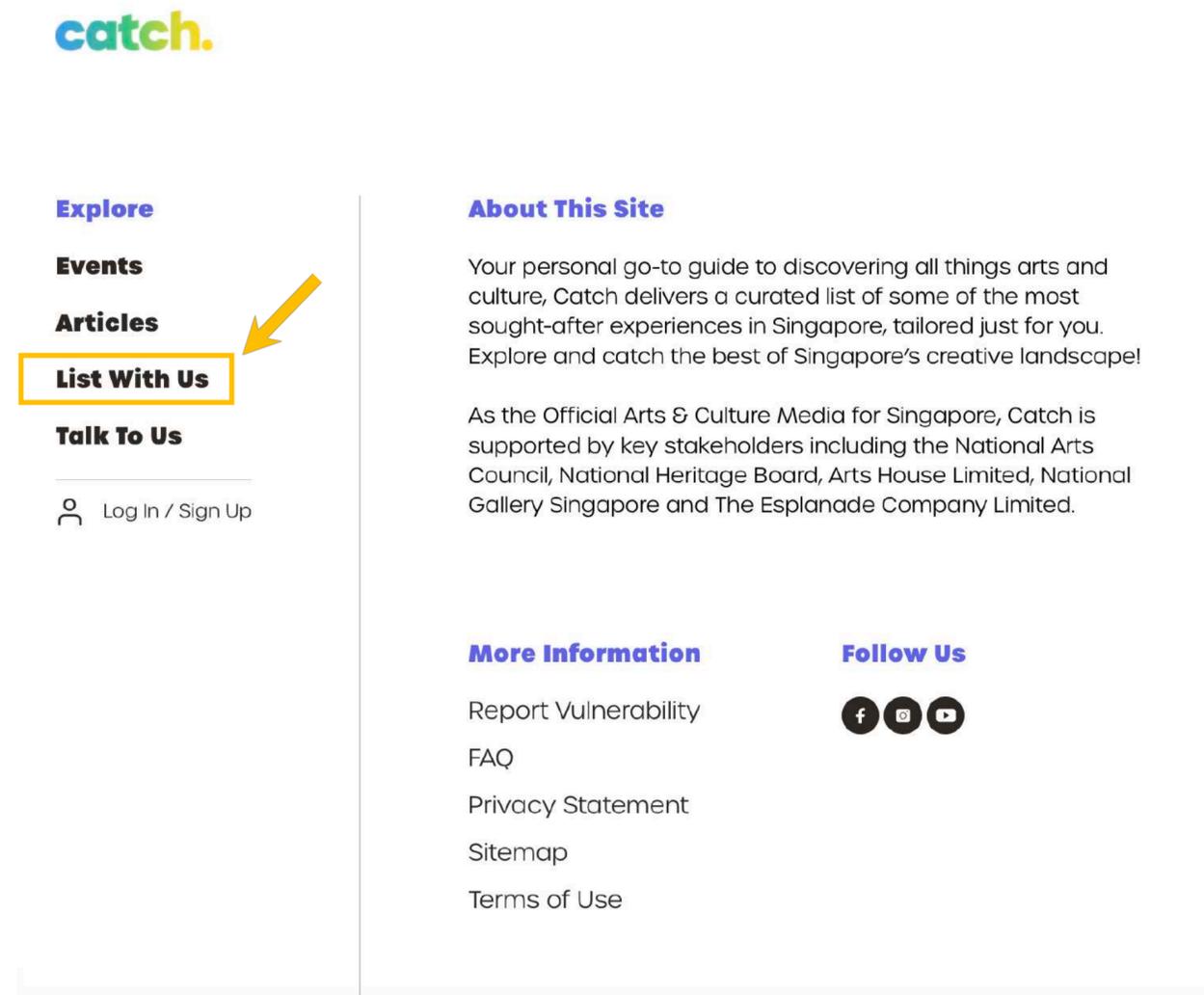
# Getting Your Event On Catch

List With Us

## Your First Step To Getting Seen on Catch

- 1 From the niche and unconventional to those for the masses, Catch is the place to discover events of all sorts.

Simply hop over to our [List With Us page](#) to have your event featured as a listing for **free!**



# Getting Your Event On Catch

List With Us

## Your First Step To Getting Seen on Catch

On our [List With Us page](#), all you'll need to do is complete a form to share details about your event. Once submitted, our Catch team will be doing a quick verification check and your listing will be approved within **1 working day**.

Home >

### List With Us

All mandatory fields are reflected as \*

#### 1 Enter Event Details

**Event Title**

Name Your Event\*

**Event Format:**

**Online/Physical**

Online  Physical

**Event Description:**

Describe your event\*

**Event Period:**

Event Start Date\* Event End Date\*

**Specific Date & Time:**

Day  Date

Set Date\* Start Time\* End Time\*  Full Day

+ Add Date

**Ticketing**

**Price:**

Free

Fixed Price: \$ \$ 0.00

Price Range: \$ \$ 0.00 to \$ \$ 0.00

**Price Description:**

E.g.  
\$20 - Adult  
\$15 - Senior Citizen/Children(below 12 years of age)  
20% Discount for Corporate and School

# Getting Covered On Catch

Reach out to us

## Getting *The Most* Out Of Your Coverage

- 2 Want to get maximum exposure for your event? Send us your press releases and/or all relevant info (photos, event details etc.).

All submissions will need to be **at least one month** from the first day of the event. This will give our Catch team ample time to craft an article based on our editorial calendars.

\*All content will be vetted through and consolidated by Team Catch.

CONTACT US FOR EDITORIALS HERE

**OR**

**"YOU WANT COVERAGE? HONG AT ME"**

**Sheila Hong**  
Lead  
Editorials & Catch Creators  
sheila.hong@dstnct.co

catch.sg

Editorial Coverage for Catch [\\_ ↗](#)

catch@dstnct.co

Editorial Coverage for Catch

Hi Team Catch! Here are a few upcoming events we'd love for Catch to cover.

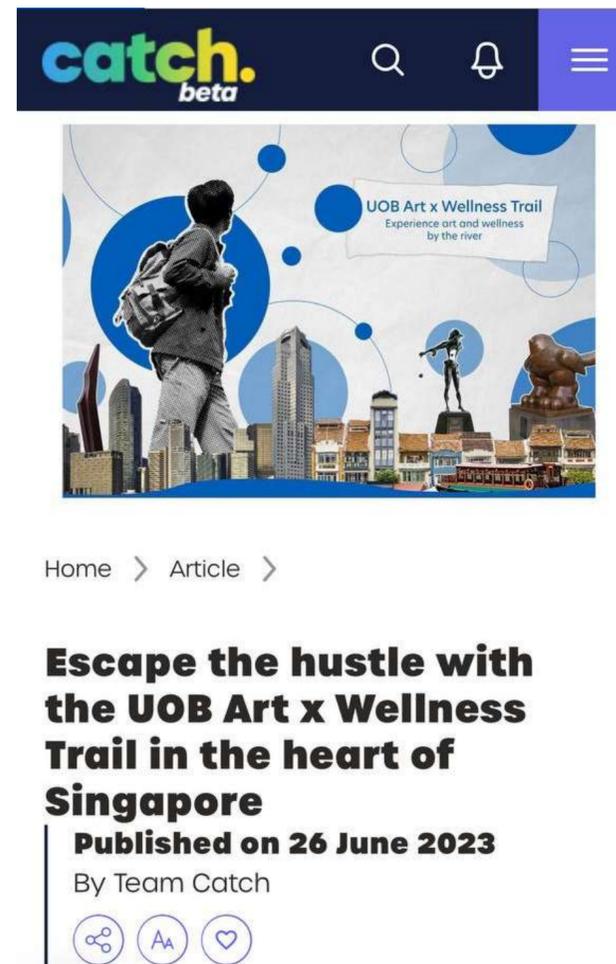
# Getting Covered On Catch

Reach out to us

## Getting *The Most Out Of Your Coverage*

- 3 The best articles are written through first-hand exposure. It would be a big help to our writers if you're able to grant us early access to your events!

**Examples of these include: dress rehearsals, exhibition set-ups and backstage access and exclusive interviews with organisers or performers.**



Home > Article >

### Escape the hustle with the UOB Art x Wellness Trail in the heart of Singapore

Published on 26 June 2023  
By Team Catch



Snap these familiar-looking artistic landmarks by the Singapore River.

After that, hop outside for a breath of fresh air and see if you can spot some of the most iconic art installations at the UOB Plaza Atrium and along the Singapore River, including *Homage To Newton* by Salvador Dali, *Vitalità* by Anna Chiara Spellini, and *Bird* by Fernando Botero. It's the perfect time to snap pics for the 'gram - remember to hashtag #UOBArtWellnessTrail.

*Randomness* by Lester Lee runs from 12 May to 30 June 2023 at the UOB Art Gallery, Ground Floor, UOB Plaza 1, 80 Raffles Place, Singapore 048624.

Article Example

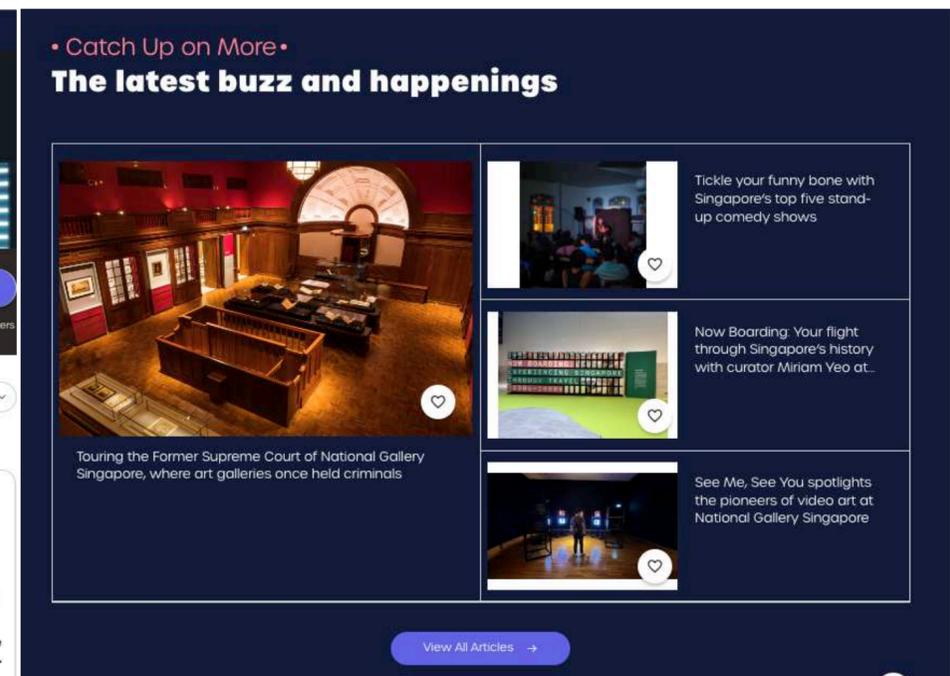
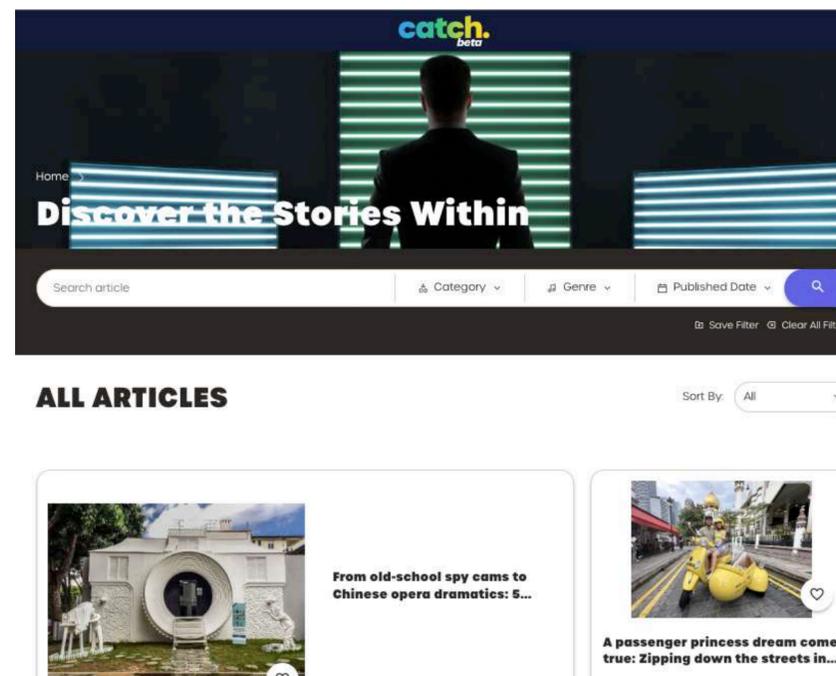
# Getting Covered On Catch

Reach out to us

## Getting *The Most* Out Of Your Coverage

- 4 Interest garners over time. Articles will be published **at least one week** in advance from the first day of the event.

As we draw closer to your event, this will help to sustain event awareness and drive more ticket sales your way!



# No time for an editorial?

IGS Event Coverage

## Getting *The Most Out Of Your Coverage*

In the case whereby the event is coming up and you're unable to share your event details in time - not an issue! We can still send our Catch team down to carry out an IGS Event Coverage.

### Activating Catch's Content Team To Cover Your Event

- Event runs for 2 weeks or more
- Information and press release is shared 1 month in advance

### You Send Across Visuals To Post On Catch IGS

- Event runs for less than 2 weeks
- Information and press release is shared less than 1 month in advance

### IGS Event Coverage From Catch

- 3 to 5 stories
- Mixed media format
- Tagging of organiser
- CTA to your event listing on Catch

### What Is Expected From Event Organisers

- You must list your event on Catch
- Repost Catch's stories about your event
  - Follow @catchsingapore on IG
- Shoutout text to catch more exciting happenings on your IGS and tag @catchsingapore (within your reposting)

# Want More Coverage?

Reach out to us

## Coverage Options

Want the world to know about your event? We offer **two** types of coverage options that will help you tap on our growing audience list.

### Dedicated Features

Regardless of having a free or paid event, you can market your event via our marketing platforms in exchange for items such as media invites, special discount codes or tickets etc.

[1] DEDICATED FEATURES (SINGULAR PLATFORM)	
CATCH MARKETING CHANNELS	ORGANISATION DELIVERABLES
1 x eDM inclusion within monthly newsletter (A dedicated spotlight feature)	<b>Option A:</b> Special discount code exclusive to Catch Members
1 x Social media post (IG) + IGS Series (2-3 frames)	<b>Option B:</b> Tickets for featured event <b>Option C:</b> Preview/ Media invites for featured event
1 x Editorial Write-Up	<b>Option D:</b> Exclusive backstage access/ meet-and-greets <b>Option E:</b> Ad spaces for Catch (if applicable)
1 x Website Homepage Banner Feature <ul style="list-style-type: none"><li>Runs for 1 week</li></ul>	Special discount code exclusive to Catch Members + <b>Option A:</b> Tickets for featured event <b>Option B:</b> Preview/ Media invites for featured event <b>Option C:</b> Exclusive backstage access/ meet-and-greets
Catch Creators Activation <ul style="list-style-type: none"><li>Catch creators range from 3 - 5/ event</li></ul>	<b>Option A:</b> Tickets for featured event <b>Option B:</b> Preview/ Media invites for featured event

*\*These packages are conversations starters and subject to availability.*

**catch.**

# Want More Coverage?

Reach out to us

# Coverage Options

## Package Features

Hoping to tap on more than one channel? We got you.

We have 3 packages for you to choose from. Each package is customised based on the size of your event, alongside exchangeable items selected to ensure that our event gets the best coverage!

[2] PACKAGES	
CATCH PACKAGES	ORGANISATION DELIVERABLES
<b>Package #1 [Get Spotted]</b> <ul style="list-style-type: none"><li>• 1 x editorial</li><li>• 1 x social media post (IG)</li><li>• IGS Series (2-3 frames)</li></ul>	<ul style="list-style-type: none"><li>• Special discount code exclusive to Catch Members</li><li>• Exclusive interview</li></ul>
<b>Package #2 [In The Spotlight]</b> <ul style="list-style-type: none"><li>• 1 x editorial</li><li>• 1 x social media post (IG)</li><li>• IGS Series (2-3 frames)</li><li>• Catch Creator Activation (3-5 Catch Creators)</li></ul>	<ul style="list-style-type: none"><li>• Special discount code exclusive to Catch Members</li><li>• Exclusive interview</li><li>• Exclusive Access/ Meet &amp; Greet</li><li>• Preview/ Media invites for featured event</li></ul>
<b>Package #3 [Catch It All]</b> <ul style="list-style-type: none"><li>• 1 x editorial</li><li>• 1 x social media post (IG)</li><li>• IGS Series (2-3 frames)</li><li>• Catch Creator Activation (3-5 Catch Creators)</li><li>• TikTok Video</li></ul>	<ul style="list-style-type: none"><li>• Special discount code exclusive to Catch Members</li><li>• Exclusive interview</li><li>• Exclusive Access/ Meet &amp; Greet</li><li>• Preview/ Media invites for featured event</li><li>• Production Fee for Video</li></ul>

*\*These packages are conversations starters and subject to availability.*

**catch.**



# Frequently Asked Questions

Have a question on coverage?

## 1 **What other alternatives can I provide Catch besides tickets?**

Social media is a powerful tool and we'd love for you to share the amazing content we create for you across your own platforms. This can be done via planned collaborator posts, reposting our posts, and more.

## 2 **What if my event is free to the public? Can I still qualify for coverage packages?**

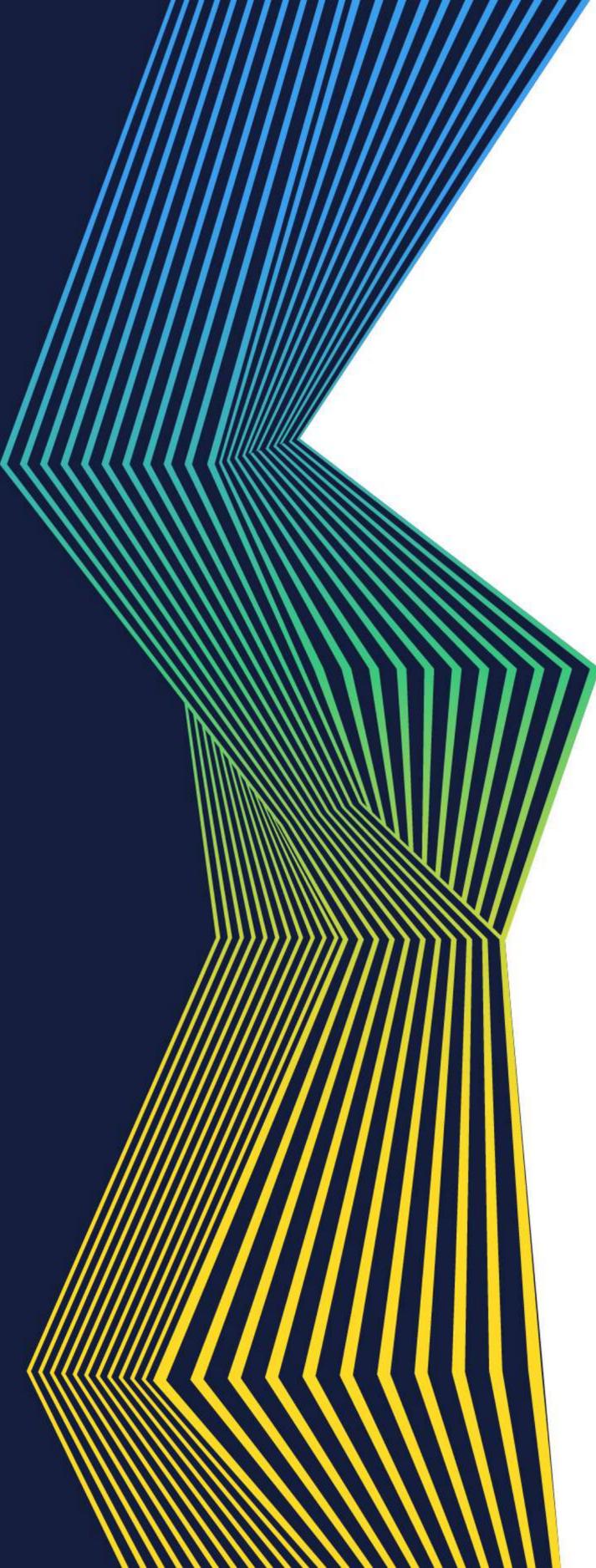
Of course! We welcome all kinds of events. Drop us an email at [catch@dstnct.co](mailto:catch@dstnct.co) and we'll see what we can do ;)

## 3 **How often can I get spotlighted on Catch?**

That depends on the content curated monthly by Team Catch. We want our platform to be a space that shows equal love to our diverse arts and cultural landscape.

## 4 **Can I propose what I want to highlight in articles/videos?**

We're open to hearing your ideas, but Team Catch will still take the lead when it comes to content creation.



**Q&A**

# Got a burning question?

Feel free to write to us at [catch@dstnct.co](mailto:catch@dstnct.co)!

*\*The information in this media kit is accurate as of July 2023.*

**catch.**