

Press Release

3rd April 2024

GPC Gateway Pte. Ltd.

(Title) GPC Group supports Singapore Tourism Board in digital marketing and video production by its own influencer to attract Japanese tourists to Singapore

(Subtitle) - Total views of more than 4.2 million on TikTok

GPC Gateway Pte. Ltd. (Head Office: Singapore, hereinafter "GPC Gateway") a subsidiary of Global Partners Consulting Inc. (Head office: Tokyo, Director: Sekiguchi Yasuo, hereinafter "GPC") which is a consulting firm providing overseas expansion advisory service mainly to Asia Pacific countries, has provided digital marketing and in-house influencer video production support to the Singapore Tourism Board.

■ Background

The Singapore Tourism Board (STB) has announced the introduction of a new tourist attraction campaign, 'Made in Singapore', to be launched at the end of 2023. The campaign aims to "highlight Singapore's unique experiences, from iconic sights to hidden gems, and showcase how even the most ordinary moments can be made special", as a consistent way to introduce and promote the various activities available in Singapore. GPC Gateway provided support for digital marketing and video production by an in-house influencer.

■ Details of the Support

The project produced a video on the following themes, including the storyline, filming and editing of videos on hidden places of interest, posted on the TikTok account of a Singapore based Japanese influencer (TikTok account name: Ryota Senpai), with a promoting period of January to June 2024.

(1) A City in Nature

(2) Multicultural and Cosmopolitan

The video posted on TikTok on 5th January 2024 has now been viewed more than 4.2 million times and has been viewed by many potential Japanese travellers. We will continue

to make use of the advantages of living in Singapore to showcase Singapore's hidden gems in an easy-to-understand and appealing way.

■ Digital marketing support by GPC Gateway

GPC Gateway provides support for digital marketing, which is an important factor in overseas expansion and sales channel development, through its website.

We provide support of website production and operation support, SEO support, video production and marketing support, and TikTok marketing support. Those who would like to gain recognition and planning for marketing for your brand, service or products especially in Southeast Asia, please feel free to contact us.

■ About our Influencer (Ryota Senpai)

Ryota Senpai, a Japanese influencer in Singapore, has been living in Singapore for over 6 years and has about 70,000 followers on TikTok. He has a wealth of experience in supporting the marketing of Japanese companies and products to Singaporean consumers and non-Japanese companies and products to Japanese consumers, including major beverage manufacturers and Japanese restaurants. In addition, the only Japanese to be selected as one of Featured Elite Creators on TikTok (the best TikTok live-streamers) since 26th January 2024.

<https://activity.tiktok.com/magic/eco/runtime/release/652621688597f204b89a68ec>

【Company Profile】

Company Name: Global Partners Consulting Inc.

Address: 〒102-0085 Bancho M bldg 3rd Floor, 2-8, Rokubancho, Chiyodaku, Tokyo, Japan

CEO: Yasuo Sekiguchi

Incorporation: 2000

URL : <https://gpc-gr.com/>

Global Partners Consulting Group is an independent consulting firm that serves a wide range of client needs in business management, accounting and finance, overseas expansion, IT, and marketing. In addition to its head office in Japan, GPC Group has four overseas offices and has helped more than 800 Japanese companies to succeed overseas in Singapore and other parts of Asia.

【Contact】

GPC Gateway Pte. Ltd.

80 Robinson Road #10-01A Singapore 068898

E-mail: globalpr@gpc-gr.com