

# Press Release



For Immediate Release

## **Marina Bay Sands launches first-ever advertising campaign in Japan**

***Asia's leading destination for business, leisure and entertainment launches "Never Settle" campaign featuring David Beckham aimed at Japanese travelers***

**Tokyo, Japan – March 31, 2016** -- Beginning 1 April 2016, Marina Bay Sands will launch a multi-platform marketing campaign tailored specifically for Japanese travelers. Entitled "Never Settle", the campaign stars global sports and fashion icon David Beckham in a series of print and television commercials, as well as social media, highlighting Marina Bay Sands' luxury retail, fine dining, leisure and entertainment experiences. The campaign culminates in a gala event in Tokyo in late 2016 featuring Japanese and global celebrities from the worlds of entertainment, fashion and culture.

The "Never Settle" campaign follows the widely-popular Japanese mobile carrier commercial featuring one of Japan's beloved pop groups performing on top of Marina Bay Sands' iconic SkyPark shortly after the property opened in 2010.

"Japanese travelers have ranked as the No. 1 overseas inbound market to Marina Bay Sands over the last five years" said Marina Bay Sands Chief Executive Officer George Tanasijevich. "These figures demonstrate that Marina Bay Sands has a unique appeal to Japanese who are drawn to our leisure and entertainment attractions. In response to the strong demand, we have been developing attractions and programming, as well as tailoring our customer service, to better serve our Japanese guests. Our 'Never Settle' campaign will highlight many of these attractions featuring our brand ambassador David Beckham."

The multi-platform Never Settle campaign highlights the luxury retail, fine dining, leisure and entertainment experiences through the eyes of David Beckham. The advertisements from the campaign will appear in local dailies, magazines and online channels across Japan. Celebrating the spirit of advancement, the tagline "Never Settle" brings to life the ongoing pursuit of excellence to experience the best that life has to offer.

"David is known not just as great sportsman, but also as a style icon, philanthropist, businessman and above all, a doting father, husband and family man. Marina Bay Sands has many facets for guests to experience and make their own, and just like David Beckham, Never Settles for anything but the best," said Marina Bay Sands' Senior Vice President of Marketing Maunik Thacker. "Through this campaign, we will showcase the multi-faceted Marina Bay Sands experience, beyond its iconic architecture, SkyPark and pool."

According to the Singapore Tourism Board (STB), Japan was the No.1 growth market in tourist spending for Singapore in 2015, spending six percent more in Singapore compared to the previous year. More than 789,000 Japanese visited Singapore in 2015. This year marks the 50<sup>th</sup> anniversary of diplomatic relations between Singapore and Japan, and the two countries are commemorating it with a calendar of tourism and cultural collaborations.

Mr Markus Tan, Regional Director for North Asia at the Singapore Tourism Board said: “As we celebrate the 50th year of the establishment of diplomatic relationship between Singapore and Japan (SJ50), we are excited that Marina Bay Sands is bringing renewed experiences to engage and connect with the Japanese travelers. The “Never Settle” campaign is a tremendous opportunity for us to capture greater mindshare among the Japanese travelers and help generate a desire for the Singapore experience.”

In addition to Marina Bay Sands’ entertainment and leisure options, the destination has increasingly been offering more experiences tailored for Japanese. The destination staged the Asian debuts of kabuki star Ebizo Ichikawa and idol Hideaki Takizawa, and also houses two Japanese chefs Tetsuya Wakuda of Waku Ghin and Hide Yamamoto of his eponymous restaurant. Earlier this month, Marina Bay Sands unveiled its permanent exhibition *Future World: where Art Meets Science*, in collaboration with Tokyo-based teamLab, which created its first overseas permanent exhibition for the property’s ArtScience Museum.

Marina Bay Sands ‘Never Settle’ campaign follows the first-ever Memorandum of Cooperation (MOC) between the Japan National Tourism Organization (JNTO) and the STB signed in January, dedicated to driving greater awareness of both popular tourist destinations and building stronger two-way tourism traffic between the two countries.

**The ‘Never Settle’ Tour Package is now available:**

- Deluxe, Deluxe View, Premier or Premier View Room
- Breakfast at Spago, overlooking the infinity pool
- 15% off The Bar at Waku Ghin
- Banyan Tree Spa: Purchase 60-minutes body massage at full price (SGD258.94nett) & get 30-minutes free upgrade choice of face or foot massage
- 20% off Sampan Ride tickets
- 15% off ArtScience Museum tickets
- Free in-room Wi-Fi/wired internet (1 Mbps)
- Sands Rewards LifeStyle members earn 3% in instantly redeemable Destination Dollars
- Book by 30th June (Stay selected dates from 1 April to 30 Sept.)
- Book at <http://jp.marinabaysands.com/hotel/offers.html>
- Terms and Conditions apply

## Marina Bay Sands Fun Facts (Japan)

- Among all overseas visitors, Japanese guests booked the most number of room nights in Marina Bay Sands in the past five consecutive years.
- Marina Bay Sands has more than 60 Japanese team members working in positions ranging from gaming to food and beverage, communications and front office.
- Japan's kabuki star Ebizo Ichikawa made his Asian debut in the Mastercard Theaters in Marina Bay Sands in 2014 and returned for an encore performance in 2015. He said one of his favourite foods here is the Foie Gras Xiao Long Bao at restaurant Sky on 57. Ebizo Ichikawa's original Oshiguma – his gift to Marina Bay Sands – is displayed in the Marina Bay Sands MasterCard Theaters reception area.
- Takizawa Kabuki starring Hideaki Takizawa staged its first overseas performance in Marina Bay Sands in 2015 as part of its 10<sup>th</sup> year anniversary commemoration. Thousands of Japanese fans flew in to support his show. The best-selling piece of merchandise for the show was the programme booklet, which sold out.
- Marina Bay Sands' stable of celebrity chef restaurants includes Waku Ghin by Testuya Wakuda. It is also home to chef Hide Yamamoto's namesake restaurant.
- One of the favourite activities of Japanese guests staying at Marina Bay Sands is to rent a Ferrari from the Ferrari store in the hotel lobby and take it out for a spin.
- In March 2016, Marina Bay Sands' Art Science Museum opened a new permanent exhibition *Future World: where Art Meets Science*, a collaboration with Tokyo-based teamLab. This is teamLab's first overseas permanent exhibition.
- Movie Premier for Japanese movie *Nazotoki wa Dinner no Ato de* (The After-Dinner Mysteries ) was held at Marina Bay Sands in July 2013, with stars Sho Sakurai, Keiko Kitagawa and Kippei Shiina
- Marina Bay Sands keeps a black and gold coloured autograph book signed by Japanese celebrities who visit the property.
- Japanese Prime Minister Shinzo Abe visited Marina Bay Sands in 2014 as part of an official visit to Singapore. At the SkyPark, he stopped to take a picture of the picturesque sight.
- The Japanese government organised a "Shinkansen Exhibition" (Bullet train) in the Sands Expo and Convention Center in January 2015. Queue time to the simulator to drive the Shinkansen extended to over 120 minutes.

**Movie Premier / Show at MasterCard Theaters**

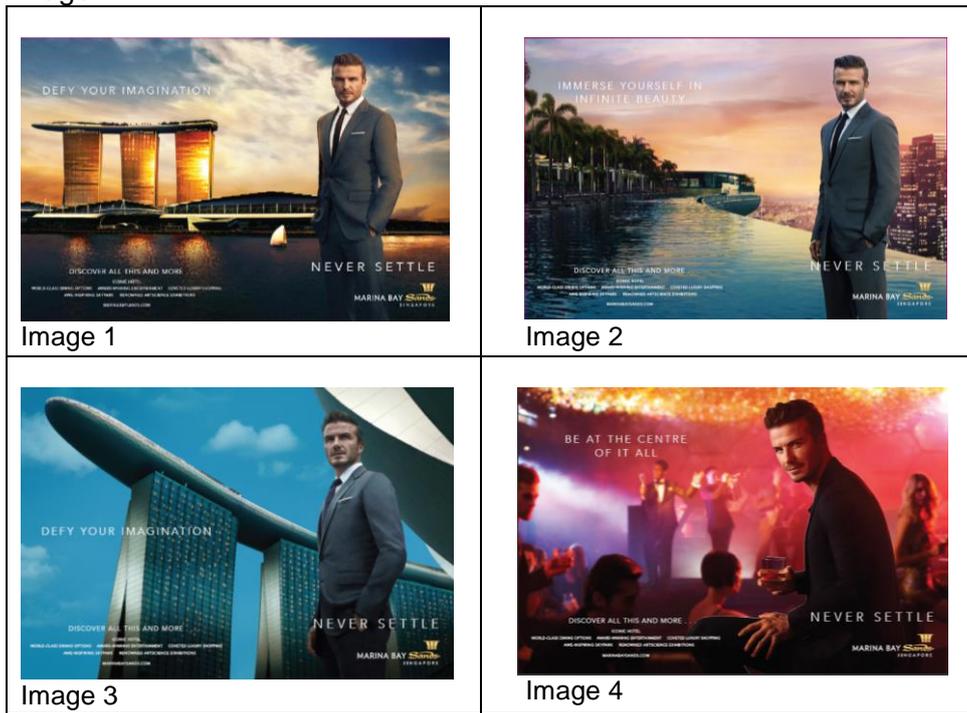
- The After-Dinner Mysteries Jul 2013
- Ebizo Ichikawa XI – Japan Theater Nov 2014
- Takizawa Kabuki 10<sup>th</sup> Anniversary Aug 2015
- Ebizo Ichikawa XI – Japan Theater Oct 2015

**Featured in media / TV program**

1. World Business Satellite Dec 2013 (TV Tokyo)
2. Koya Burari Feb 2015 (MBS)
3. You Tuber KAZU Apr 2015 (You Tube)
4. Guru Guru Nineteen Apr 2015 (Japan TV)
5. Sanma Akashiya look for a city to live in Singapore May 2015 (TBS)
6. Working Dad in the World Sep 2015 (TV Tokyo)
7. Courrier Japon Nov 2015 (Kodansya)
8. Tanken Bakumon Jan 2016 (NHK)
9. FRaU Feb 2016 (Kodansya)

For more information on *NEVER SETTLE* Campaign, please visit  
<http://www.marinabaysands.com/neversettle.html> (English)  
<http://jp.marinabaysands.com/neversettle.html> (Japanese)

Image



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**About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

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