



Tech meets art with StarHub's groundbreaking telco analytics

Here's how the National Heritage Board leveraged StarHub's expertise to promote the Singapore Night Festival

For over a decade, the National Heritage Board (NHB) has been using face-to-face surveys to obtain audience insights about the Singapore Night Festival (SNF), its signature arts and cultural festival in the vibrant Bras Basah, Bugis district. But when SNF 2019 rolled around, NHB decided that it was time to trial other sources of data so as to gather better insights about the festival.

Through SmartHub, StarHub's analytics division, NHB gained insights on visitor segment profiles and geomobility behaviours of SNF attendees. "We provided NHB with a simple and accurate means to counting footfall across festival zones, to corroborate existing methods of visitorship counting. Due consideration was also given to differentiate between actual attendees with longer dwell times and passers-by transiting through the zones, without further investment in hardware for NHB," said Kelly Yoong, Head of SmartHub at StarHub.

Utilising geomobility solutions
StarHub used its geomobility capabilities to inform NHB about

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the broad interests and mobility trends of the attendee segments. As a result, NHB was able to better understand and assess crowd flow patterns for crowd control and event planning and marketing strategies.

"SmartHub enabled NHB to draw richer insights about our festival attendees, which include broad dwell trends of our festival attendee segments, visit trends across our festival dates and physical grounds, as well as broad demographics

for segments of attendees," noted David Chew, Deputy Director for Festivals and Precinct Development at NHB. "These data, especially when augmented with one another, provided NHB with a rich portrait of our current festival attendees and a more accurate profile of them."

The core of SmartHub's geomobility capabilities lies in its Grid360 data product, which analyses anonymised mobility metadata to infer islandwide footfall coverage. "When profiled across time, we obtain geomobility patterns and insights beyond simple footfall counting. Our DeepSense data product allows us to discover and obtain group insights about interests, trends and patterns of various online personas and consumer segments," Kelly explained.

David agreed, adding that StarHub's analysis has given NHB new and actionable insights on the marketing strategies for future SNF editions. "Geomobility data has shown that the MRT stations surrounding the festival grounds are potentially a key catchment area for new audiences," he said. "These insights will not only inform NHB's selection of spaces to programme for but also the type of experiences we develop for future editions of the SNF. This pilot study with SmartHub has enabled NHB to better understand the behaviours of residents with regards to their support of arts and culture," he said.

Understanding the audience

SmartHub has enabled NHB to corroborate other modes of event attendance counting. With its data analytics solution, SNF 2019 reached out to over 400,000 visitors who attended the festival over 600,000 times, building a more holistic understanding of its festival audience. "These insights would then inform the curation and planning of future editions of the festival in terms of the content themes and physical siting of artworks and experiences to draw visitors," NHB's David said.

Benefiting other industries, StarHub's

capabilities and insights are diverse, representative, and pervasive, making its services applicable to all businesses that want to obtain deep behavioural insights on their target consumers for better marketing returns, through better audience reach, or offer more compelling services or products that appeal to their interests and lifestyle.

