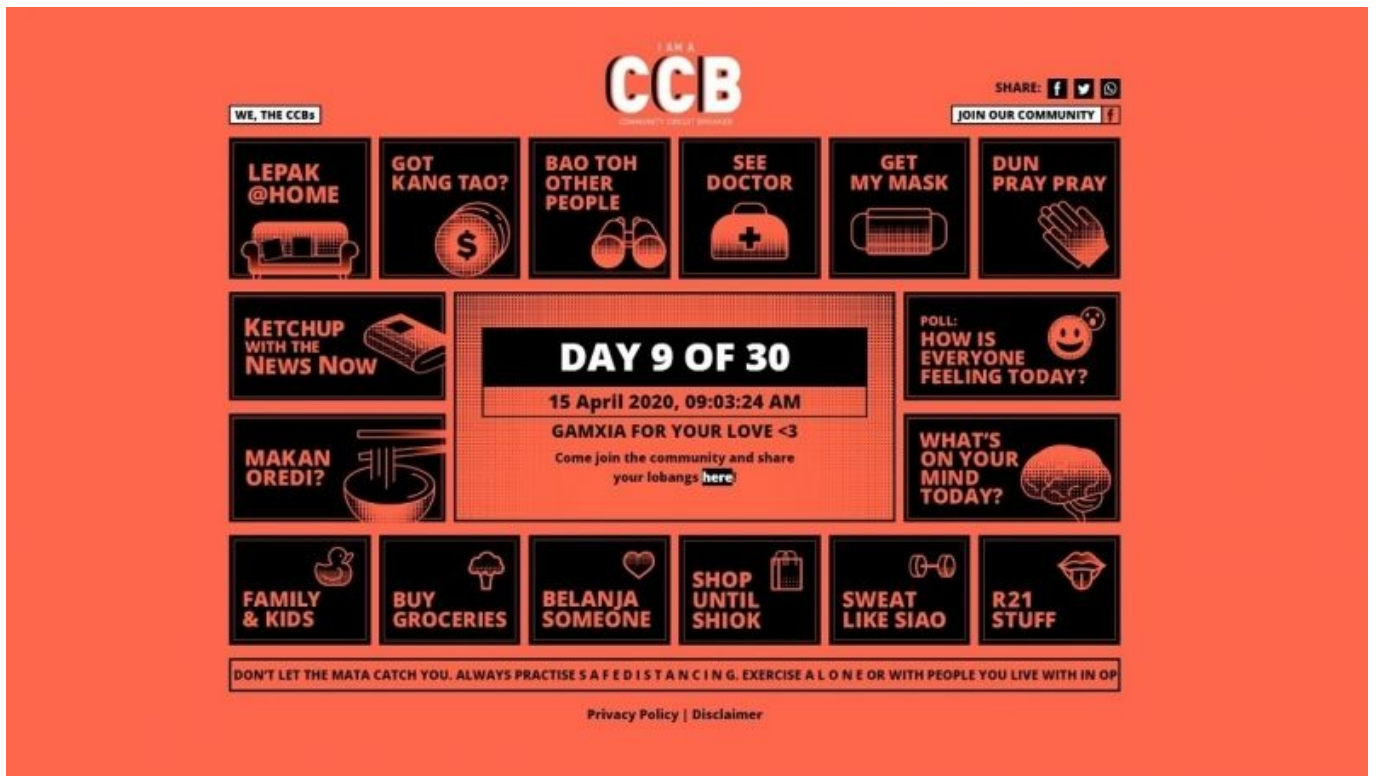


Meet the ad agency behind the viral Singaporean 'CCB' site

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If you have been on Facebook recently, it is likely that you have chanced upon this particular site, iamccb.sg. Titled "I am a CCB (community circuit breaker)", the site was done by creative agency Tribal Worldwide Singapore, and is essentially a one-stop resource where Singaporeans can get

the latest news, the best shopping deals, a comprehensive list of things to do, and more while staying at home. The site provides daily updates about the COVID-19 situation in Singapore, and even tells users which day of the circuit breaker it is. The site is also filled with *singlish* terms such as *kang tao* (opportunities), *bao toh* (tell on), and *belanja* (treat).

According to Tribal, the site was designed in just two days while working from home by the agency, as a tongue-in-cheek resource to staying fresh, occupied and indoors during this critical circuit breaker period. The site is updated daily by a team from Tribal, using information that passes through its own networks or shared by members of the public who have been in touch through the site. In a statement to *Marketing*, a spokesperson from Tribal said the team came up with the idea to package all the different information and resources it has been receiving across multiple chat groups. The intention is to bridge a connection for all Singaporeans, whilst keeping them entertained, informed and indoors.

The site has seen 291,318 unique visitors and served 499,466 page views since its launch on 10 April, Tribal said. Reactions on social media have been positive, while many have also shared it in their group chats and on social media platforms like Facebook and Instagram. Tribal's spokesperson told *Marketing* that no data is collected for the site. The agency added that businesses that have been listed have seen the benefits from being on the site. For example, YWCA of Singapore, whose Meals-on-Wheels programme is listed under the "*Belanja Someone*" section, wrote that it has seen an increase in donation.



The site has segments such as "Ketchup with the New Now" for official COVID-19 news (latest Government policies and global development of the virus), "Lepak@Home" that provides entertainment news, and "Shop until Shiok" where visitors can get the best deals from online retailers. There are also links to where visitors can see a doctor and online platforms that visitors

can visit to exercise. *Marketing* also saw the "Get My Mask" segment providing the link to notify Singaporeans can go collect the government-issued masks. Since the mask collection period is over, the segment now teaches visitors tips on how to make their own masks.

Tribal has also since updated the segments, and included segments "R21 Stuff" for adult content, "Got *Kang Tao*?" with links to job-seeking platforms, "Family & Kids" with online resources for parents to keep their child entertained, and "Dun Pray Pray" for links to religious resources. The agency said it will continue creating content and encourages the public to reach out, whether they have a good deal or have content to contribute.

Tribal is also the agency behind Phua Chu Kang's latest COVID-19 song, "**Singapore Be Steady**". The rap video highlighted precautionary efforts Singaporeans should take, including checking news sources before sharing, and buying only what is needed at supermarkets. According to a press release, ideas and lyrics were gathered from the public to create the song. The video was aimed to encourage Singaporeans to "be steady" and to stay vigilant as the outbreak spreads globally.

Together with Ministry of Culture, Community and Youth, the agency also launched the Frontline Heroes Appreciation Zone at Jewel Changi last month. Grace Fu, minister for culture, community and youth, together with representatives from Tribal were on location to launch the appreciation zone and to present care packs to frontline workers at the airport. Singaporeans were also encouraged to visit the appreciation zone and leave a message of support for frontline heroes.

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