

For Immediate Release

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**From Landmark to Leading Role:
Scoot and Singapore Tourism Board Recast the Merlion as a
Protagonist in Singapore Superfans 2026 Campaign**

In its third edition, the social-first, multi-market campaign invites travellers to co-create with a self-aware Merlion through the #MerlionMadeMeDoIt challenge, with prizes totalling SGD 36,500 across five markets.



*Scoot and Singapore Tourism Board present the
Singapore Superfans 2026 Campaign*

Singapore — In partnership with the Singapore Tourism Board (STB), Scoot, the low-cost subsidiary of Singapore Airlines (SIA), today unveiled the third edition of its **Singapore Superfans** campaign, a multi-market campaign that flips the script on how Singapore's most recognisable icon shows up in culture. Instead of serving as just a photo opportunity, the Merlion takes centre stage as a self-aware, slightly mischievous character that 'nudges' travellers to discover more of the city. As the airline that enables travel to Singapore, Scoot provides the way in, while the Merlion gets visitors exploring.

The campaign's launch film embraces high-energy nostalgia: a classic rock-inspired music video directed by acclaimed Singaporean director Peggy Goh, with music by Bumblebeat. In it, the Merlion 'breaks character'; no longer a symbol in the background, but a protagonist with agency, urging viewers to go beyond the obvious and see Singapore through fresh lenses, in turn allowing him a well-deserved break.

The campaign brings this personality to life across Instagram, Red Note and TikTok through content that showcases the Merlion's character whilst encouraging audience participation. Combining innovative creative technology* with human storytelling, the approach creates an ongoing narrative that invites viewers to engage and respond, taking the campaign beyond traditional one-off advertising.

Mr Calvin Chan, Chief Commercial Officer, Scoot, said, "Travellers today are looking for experiences that feel personal, expressive and connected to culture, rather than being postcard perfect. This campaign reflects that shift by reimagining a familiar icon as an active character people can engage with and respond to. We're creating new ways for audiences to connect with Singapore, whether they're discovering it digitally or planning a future visit."

The campaign aligns with STB's broader '*We Don't Wait For Fun*' campaign, which specifically targets Early Career travellers aged 25-39 who prioritise authentic and spontaneous experiences. This demographic represents a key segment for both STB and Scoot, characterised by their desire for culturally immersive travel. By reimagining Singapore's iconic Merlion as a relatable and engaging protagonist, the campaign speaks directly to this audience's preference for engaging and shareable experiences.

Mr John Conceicao, Executive Director, Marketing Partnerships, Planning & Capability Development, Singapore Tourism Board, added, "For early-career travellers in particular, fun doesn't wait for perfect plans or ideal moments. Fun starts when curiosity strikes. This collaboration captures that same spirit of '*We Don't Wait For Fun*', prompting travellers to explore our destination beyond our most familiar sights. Strategic partnerships, such as this collaboration with Scoot, amplify our reach to target markets whilst allowing us to engage with travellers in more impactful ways."

Launching on 12 March 2026 across Australia, China, India, Indonesia and Malaysia, the campaign extends into a creator-led social challenge: **#MerlionMadeMeDolt**. Key opinion leaders in each market will kick off the challenge as they respond to the Merlion's plea to "pose somewhere else". In turn, they invite their audiences to propose the next viral photo-op moment in Singapore that does not involve the



Merlion. Top entries from each market win trips to Singapore worth up to SGD 3,500, including flight, accommodation and exclusive experiences.

To build on the momentum of the social activation, the campaign culminates in a limited-time sale designed to convert inspiration into travel. Travellers in Australia, China, India, Indonesia and Malaysia can enjoy special sale fares on Scoot flights to Singapore from 20 March to 27 March 2026, giving audiences who have engaged with the Merlion-led challenge a timely reason to turn curiosity into reality.

To view the launch video of the #MerlionMadeMeDolt challenge, please click [here](#).

Notes to editors:

**AI was used as a creative and conceptual tool alongside human direction on the launch video, supplementary social posts and digital assets. All final content and selections were curated and produced by Scoot, STB and its creative partners.*

High resolution key visuals of the campaign can be downloaded from this [link](#).



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About Scoot

Scoot is the low-cost subsidiary of Singapore Airlines. Scoot painted the skies yellow in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand for a new chapter of growth. To date, Scoot operates a modern and efficient fleet of over 60 aircraft, comprising widebody Boeing 787 Dreamliners, single-aisle Airbus A320 family aircraft, and the Embraer E190-E2 aircraft. Scoot currently flies to over 80 destinations across 18 countries and territories in the Asia-Pacific, the Middle East and Europe.

Scoot is more than your typical low-cost carrier (LCC). Scoot is passionate about travel, connecting people and cultures, and pushing boundaries. It does so by continually innovating and seeking new opportunities for growth. As a leading and award-winning LCC, Scoot strives to provide its customers with reliable and quality services, customisable and differentiated product offerings, as well as comfortable and seamless travel experiences at great value.

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About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

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