

SRA



SINGAPORE RETAIL FESTIVAL

A proposal by

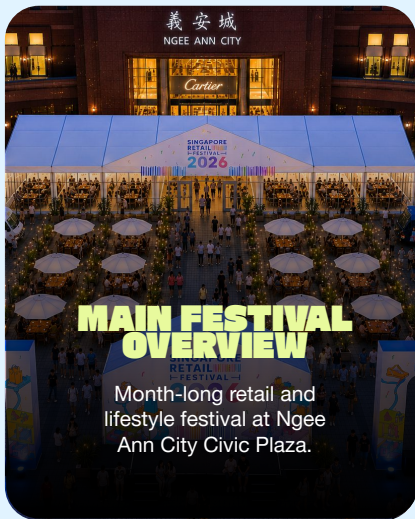
INVADE
CREATIVE SPACES · IMMERSIVE PLACES

2026

INVADE

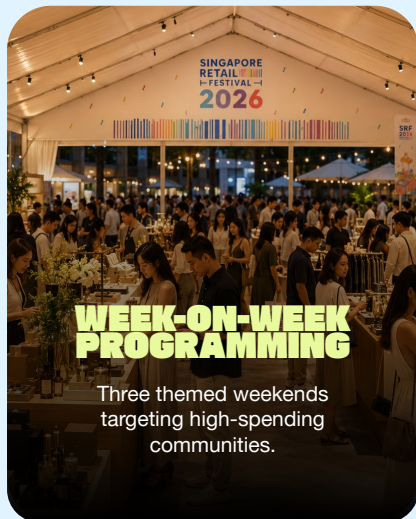
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MAIN FESTIVAL OVERVIEW

Month-long retail and lifestyle festival at Ngee Ann City Civic Plaza.



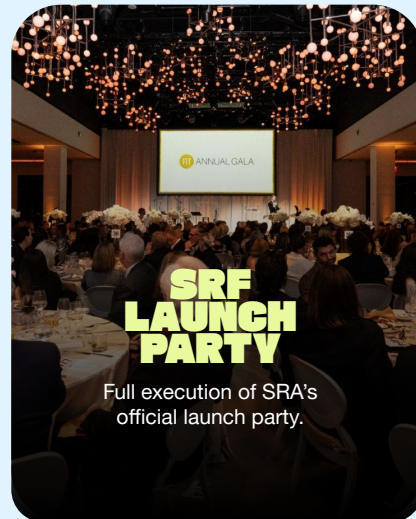
WEEK-ON-WEEK PROGRAMMING

Three themed weekends targeting high-spending communities.



PROJECT MANAGEMENT & MARKETING

Retailer onboarding, partnerships, and marketing execution.



SRF LAUNCH PARTY

Full execution of SRA's official launch party.

SINGAPORE RETAIL FESTIVAL 2026

A Month-Long Festival Built Around Singapore's Most Active Consumer Communities

Singapore Retail Festival 2026 transforms Ngee Ann City Civic Plaza into a month-long retail destination where shopping meets entertainment and culture.

Built around three high-interest consumer communities, each weekend targets a new audience segment—while weekday dining and nightlife activations sustain footfall throughout the month.

DATE	3 July (Launch Party) 4 July – 26 July (Main Festival)
TIME	6pm – 10pm (Launch Party) 12pm - 8pm (Main Festival)
VENUE	Ritz Carlton Hotel (Launch Party) Ngee Ann City Civic Plaza + Orchard Rd UGR
AUDIENCE	Shoppers, Tourists, Millennials, Families, Gamers, Gen Zs

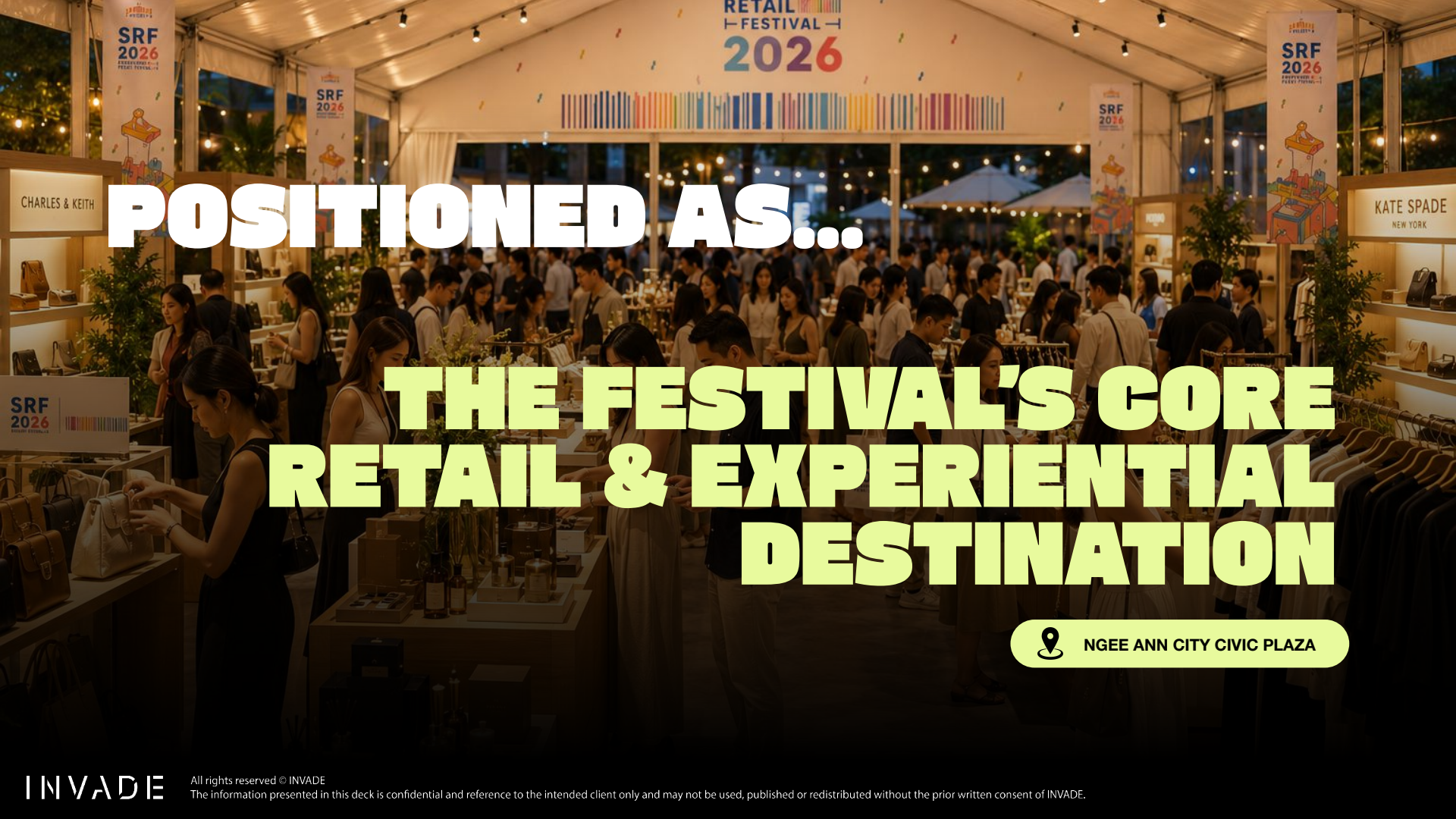


AGENDA 01: MAIN FESTIVAL FRAMEWORK

BUILDING THE CORE FESTIVAL GROUNDS


- 01. FESTIVAL GROUNDS
- 02. OVERALL LOOK & FEEL
- 03. 4-WEEKEND THEMED PROGRAMMING
- 04. SRF WEEKDAY PROGRAMME
- 05. RETAILER PARTICIPATION PACKAGES

This section outlines the permanent infrastructure and foundational experiences that anchor SRF throughout the month, creating a retail destination that evolves weekly.



POSITIONED AS...

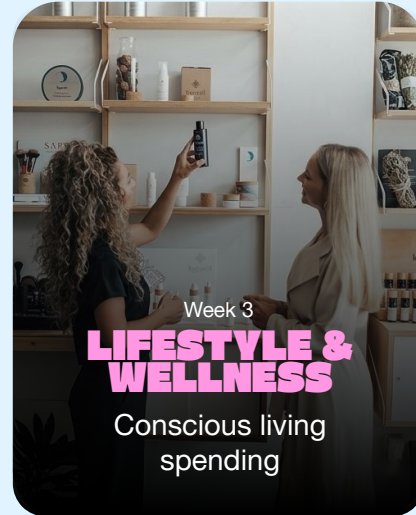
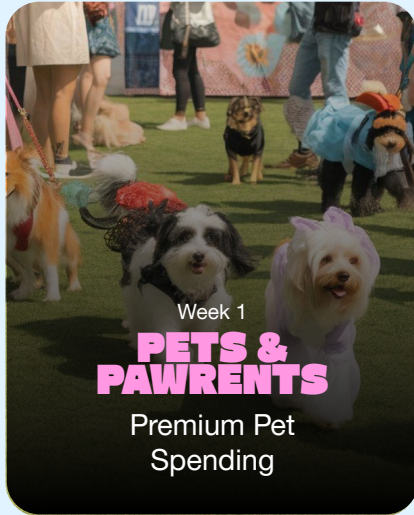
**THE FESTIVAL'S CORE
RETAIL & EXPERIENTIAL
DESTINATION**

 **NGEE ANN CITY CIVIC PLAZA**



3 WEEKEND THEME & PROGRAMMES BUILT AROUND COMMUNITIES

These three categories were selected based on their ability to attract highly engaged audiences with **strong spending intent, repeat visitation behaviour and strong social sharing potential.**



**WEEKDAY
PROGRAMME**

**SRF CAFÉ
TAKEOVERS**

**STREET
PARTY**

**SOJII ONSITE
ACTIVATION**



EXPERIENCE MOODBOARD

CORE FESTIVAL BUILD



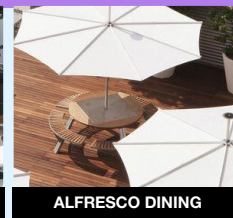
ONSITE PRINTS



CORE INDOOR BUILD



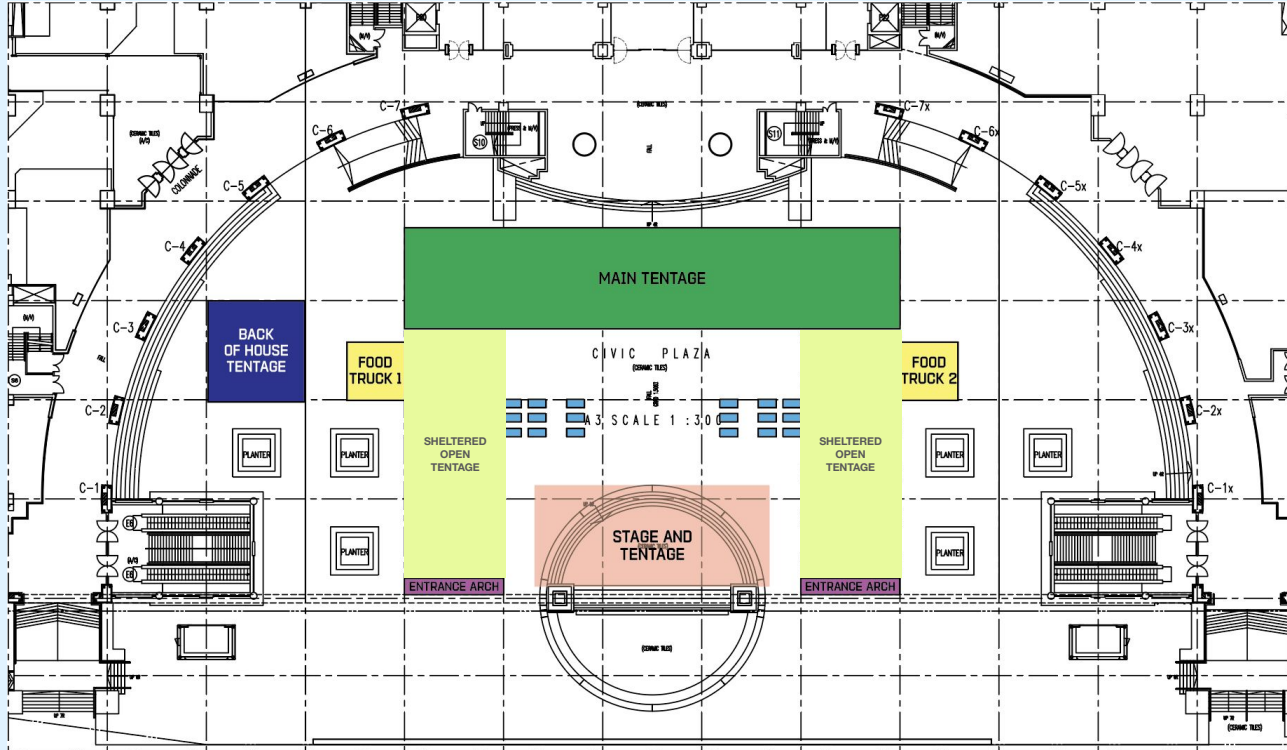
OUTDOOR BUILD





PRELIMINARY FLOOR PLAN

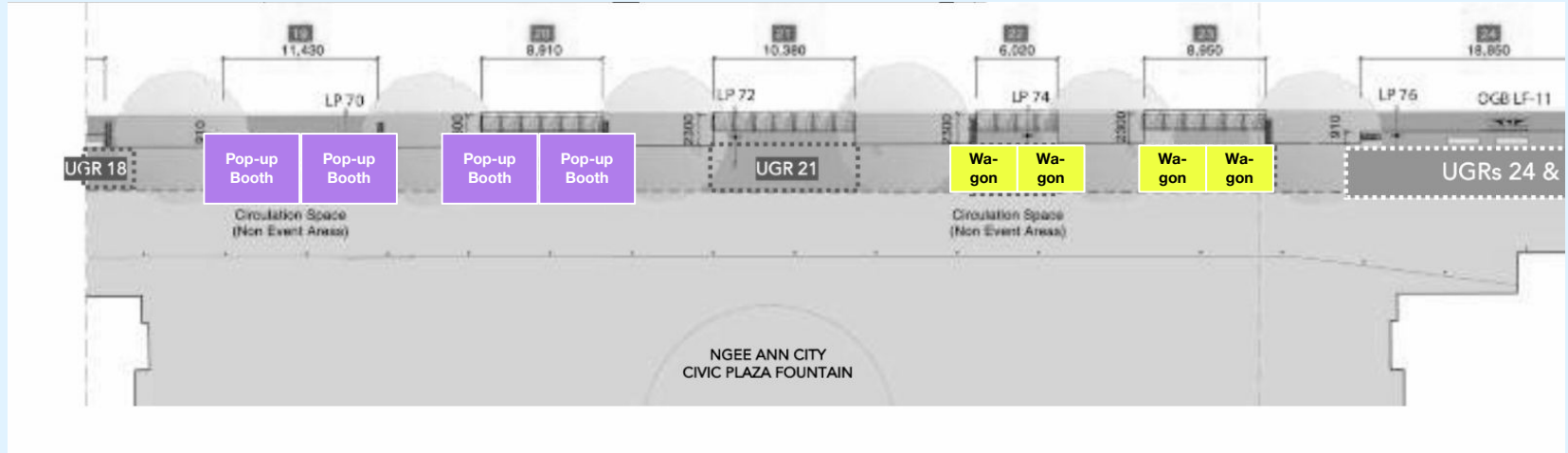
CIVIC PLAZA





PRELIMINARY FLOOR PLAN

UGRs





ORCHARD ROAD UGRs

SQKII ONSITE ACTIVATION

Spend, Redeem & Unlock More Ways To Win

The Sqkii Exchange Hub serves as SRF's central redemption destination, where consumers who spend using Sqkii Vouchers can unlock exclusive festival rewards or advantages within the #HuntTheMouse campaign. By linking voucher usage to gamified rewards, the hub drives Sqkii wallet adoption, repeat spending, and return visits throughout the festival period.

EXPERIENCE DESIGN

- Custom Build Fabrication
- Redemption counter for voucher verification
- Interactive mini-game stations
- #HuntTheMouse clue unlock moments



NGEE ANN CITY CIVIC PLAZA



ORCHARD ROAD UGRs

SRF FOOD WAGON

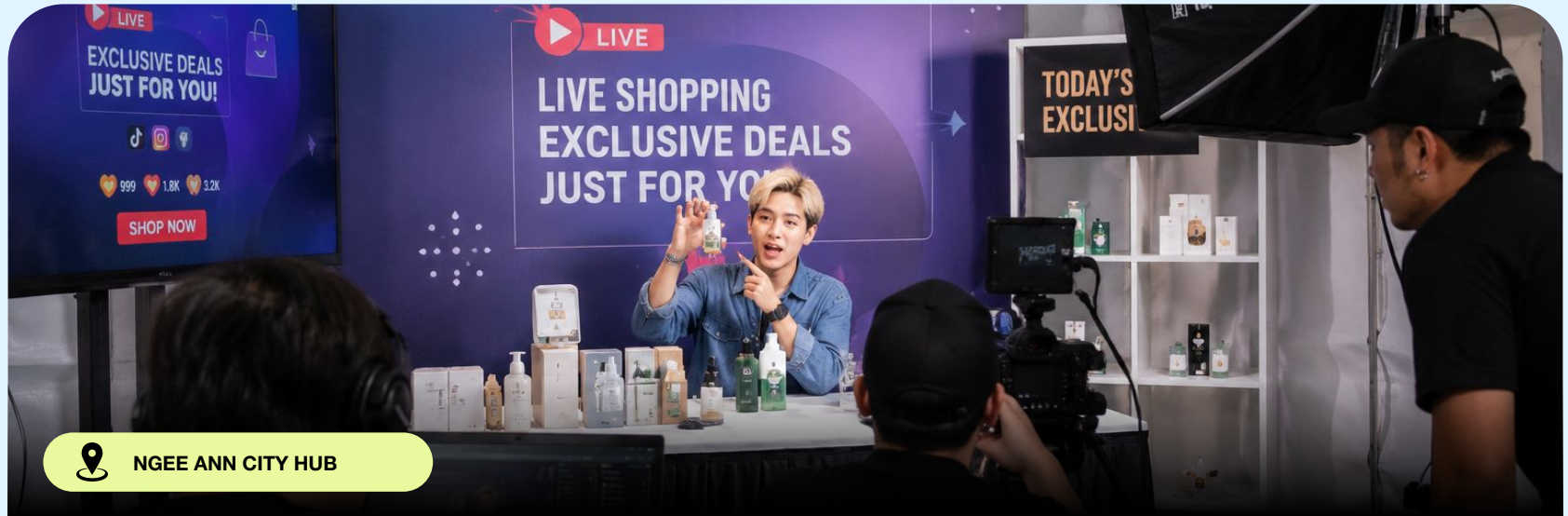
DAILY PROGRAMME

Turning The Spoke Into Social Dining Occasions

Daily programming transforms the festival grounds into a social destination that evolves from café-led dining experiences into evening entertainment for after-work crowds. Through rotating café collaborations and alfresco dining, SRF creates new reasons for consumers to visit beyond weekend activations.

EXPERIENCE DESIGN

- Rotating café pop-ups and takeovers
- Alfresco dining under parasols
- BGM through the night
- Social seating and hangout zones



NGEE ANN CITY HUB

LIVESTREAMING WEEKDAY PROGRAMME

Bringing Retail Discovery Beyond The Festival Grounds

Daily livestream sessions transform participating brands into interactive shopping experiences, allowing consumers to discover products, engage with hosts, and shop in real time. Featuring selected retailers from each themed weekend, the programme extends festival visibility beyond the physical grounds while driving awareness, engagement, and sales throughout the month.

EXPERIENCE DESIGN

- Daily livestream sessions during weekdays
- Selected brands
- Hosted by Boom Media & Titan Media
- Product showcases, demos & live selling



AGENDA 02: WEEK-ON-WEEK PROGRAMMING

WEEK 01: PETS & PAWRENTS

In partnership with



01. THEME POSITIONING
02. POTENTIAL RETAILERS
03. POTENTIAL QUALITY EXPERIENCES
04. ACTIVITIES



THEME POSITIONING

Pet ownership continues to drive one of Singapore's fastest-growing lifestyle spending categories, fuelled by premium value, emotional purchasing behaviour and strong community participation.

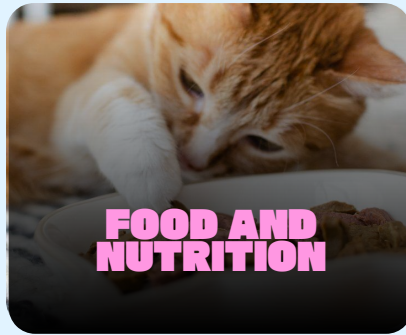
WHO

Pet Owners, pets, animal lovers & advocates

WHEN

4 – 5 July
12 - 8pm

PET RETAIL MICRO-CATEGORIES



KEY PROGRAMME LEAD

The Good Pet Fair is a major pet-friendly event in Singapore that brings together pet owners, international brands, and animal welfare groups. Known for its inclusive atmosphere, the fair offers a mix of retail therapy, interactive workshops, and breed-specific gatherings in large, air-conditioned indoor spaces.

CORE SCOPE

Curate pet-focused programming and experiences

Bring in relevant brand/ community partners

Lead execution of pet competitions, workshops, and showcases

Work with Invade on integration with overall festival operations



CONFIRMED RETAILERS

1. **Harmony Pets**
2. **Paw Scout Squad**
3. **Our Furever Pawmise**
4. **Infinity Pet Pte Ltd**
5. **come and be**
6. **Getnibblin Pet Treats**
7. **Juno & Pluto**
8. **Smart Pets Love LLP**
9. **Dear Bear**
10. **ONA & CO**
11. **Michinoku Farm**
12. **Allegra.pets**
13. **Zoomy's**
14. **BigBrownCo Pte Ltd / BigBrownDog**
15. **Pawdigy and Friends**

16. **Silkfairy**
17. **Mlem by evokfoods**
18. **Everpet**
19. **Floofybutts club**
20. **Wear A Wish Singapore**
21. **Table and Tails**
22. **Yappy Pets**
23. **Kyndred Paws**
24. **Borky Dorks**
25. **PRYNWAN**
26. **My Paws Adventure**
27. **Kinu Supply**
28. **ALTOFF**
29. **The Floof Company (Kalzyme)**
30. **Gentle Pet Store**



POTENTIAL QUALITY EXPERIENCES

In partnership with



Signature Programming

A one-stop wellness destination where pawrents can access complimentary pet health screenings, grooming services, nutrition consultations, and expert advice from industry professionals.

Sample Programming

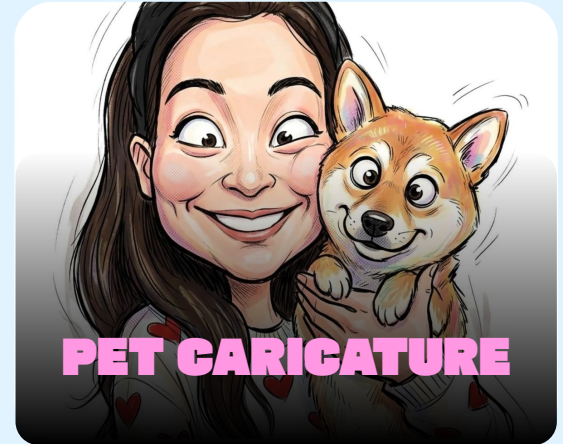
Pet Grooming

Pet Health Screening

Pet Nutrition Bar



SUPPORTING ACTIVITIES



ACTIVITY MECHANICS

01 SPEND AND PLAY

Spend a minimum of **\$X** at participating festival booths to redeem **1 complimentary activity**, with opportunities to win exclusive Sqkii vouchers and festival rewards.

02 PLAY & REDEEM

Complete any **3 participating festival activities** to unlock Sqkii vouchers redeemable at participating retailers and festival booths.



AGENDA 02: WEEK-ON-WEEK PROGRAMMING

WEEK 02: TOYS & HOBBIES

In partnership with



- 01. THEME POSITIONING
- 02. POTENTIAL RETAILERS
- 03. POTENTIAL QUALITY EXPERIENCES
- 04. ACTIVITIES



THEME POSITIONING

Gaming and collectible culture continues to attract highly engaged communities driven by fandom participation, competitive experiences, collector spending and strong repeat visitation behaviours.

WHO

Gamers, Card Collectors, Hobbyists

WHEN

10 – 12 July
12pm – 8pm

TCG & GAMING RETAIL MICRO-CATEGORIES



KEY PROGRAMME LEAD



C2E4 is a Singapore-based intellectual property (IP) development and management company that specializes in campus and community engagement through esports, events, entertainment, and education activations.

SUPPORTING



CORE SCOPE

Curate gaming and community-led experiences

Bring in relevant gaming, TCG and fandom partners

Lead execution of tournaments and competitive activities

Co-develop community-led experiences within the wider SRF ecosystem



POTENTIAL QUALITY EXPERIENCES

In partnership with



Signature Programming

An open-entry esports tournament experience where festival-goers can register onsite and compete in scheduled game titles across the weekend.

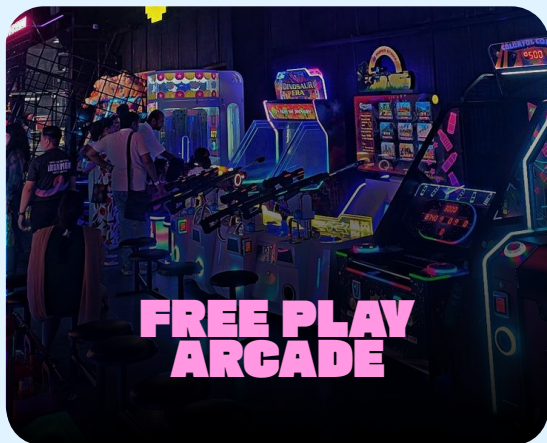
Winners get SRF vouchers to spend within the festival

Sample Programming

Date	Game
10 July 2026, Friday	Magic the Gathering
11 July 2026, Saturday	Pokemon
12 July 2026, Sunday	Cosplay Competition



SUPPORTING ACTIVITIES



ACTIVITY MECHANICS

01 SPEND AND PLAY

Spend a minimum of **\$X** at participating festival booths to redeem **1 complimentary activity**, with opportunities to win exclusive Sqkii vouchers and festival rewards.

02 PLAY & REDEEM

Complete any **3 participating festival activities** to unlock Sqkii vouchers redeemable at participating retailers and festival booths.



AGENDA 02: WEEK-ON-WEEK PROGRAMMING

WEEK 03: LIFESTYLE & WELLNESS

In partnership with



01. THEME POSITIONING

02. POTENTIAL RETAILERS

03. POTENTIAL QUALITY EXPERIENCES

04. ACTIVITIES



THEME POSITIONING

From beauty and fashion to family wellness, active living and curated retail discoveries, consumers today are increasingly drawn toward holistic lifestyle ecosystems that combine convenience, community and experiential engagement.

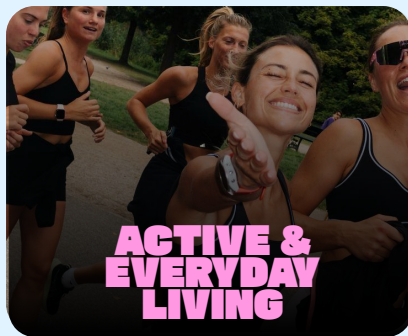
WHO

Young Adults, Families, Wellness Enthusiasts, Trend Seekers

WHEN

17 – 19 July
12pm – 8pm

LIFESTYLE RETAIL MICRO-CATEGORIES



KEY PROGRAMME LEAD

Shopee is a leading e-commerce platform in Southeast Asia that connects consumers with a diverse ecosystem of lifestyle, beauty, wellness and family-focused brands through highly accessible and community-driven shopping experiences.

SUPPORTING

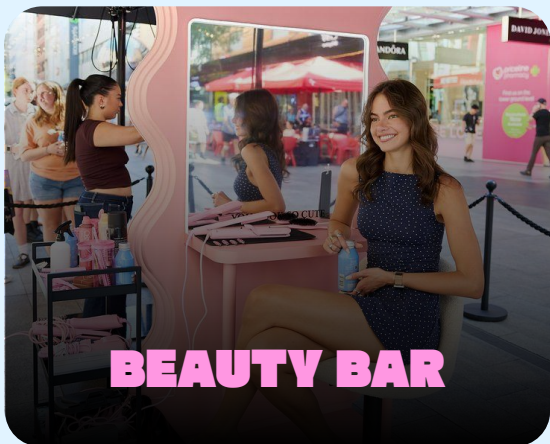


CORE SCOPE

- Curate lifestyle-forward retail experiences and activations
- Bring in beauty, wellness and lifestyle communities
- Lead execution of experiential and engagement-driven programming
- Collaborate on integrated festival programming and onsite execution



SUPPORTING ACTIVITIES



ACTIVITY MECHANICS

01 SPEND AND PLAY

Spend a minimum of **\$X** at participating festival booths to redeem **1 complimentary activity**, with opportunities to win exclusive Sqkii vouchers and festival rewards.

02 PLAY & REDEEM

Complete any **3 participating festival activities** to unlock Sqkii vouchers redeemable at participating retailers and festival booths.



AGENDA 03: PROJECT MANAGEMENT & MARKETING

RETAIL PARTICIPATION, CONSUMER REACH & CONVERSION

Beyond on-ground programming, SRF requires a strong operational and marketing ecosystem to ensure retailers are successfully onboarded, consumers are consistently engaged, and festival participation translates into measurable retail spending.

01. RETAILER OUTREACH STRATEGY
02. RETAIL PARTICIPATION PATHWAYS
03. MICROSITE
04. PR & MARKETING



BUILDING A STRONG PIPELINE OF RETAILERS

To ensure strong retail participation across all four themed weekends, outreach efforts will begin early through a multi-channel recruitment strategy targeting both existing retailers and new-to-festival brands.

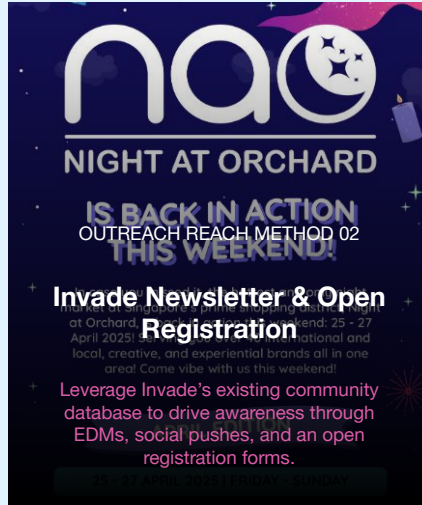
RETAILER OUTREACH STRATEGY



OUTREACH METHOD 01

Previous SRF Retailers & Retail Hubs

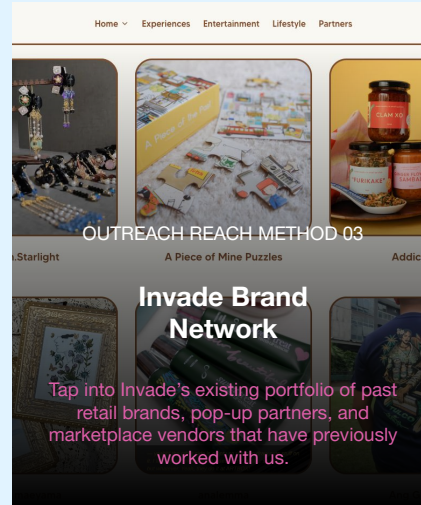
Reconnect with retailers from previous editions and engage key retail hubs, malls, and precinct partners.



OUTREACH REACH METHOD 02

Invade Newsletter & Open Registration

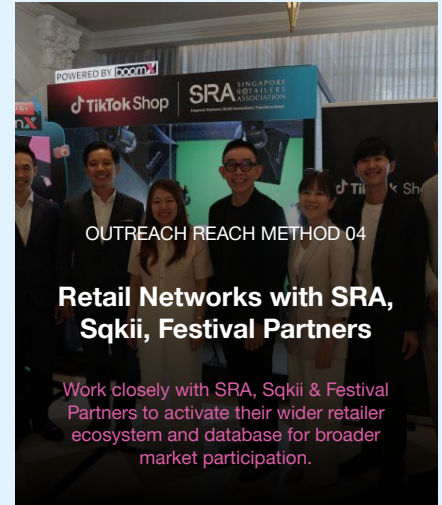
Leverage Invade's existing community database to drive awareness through EDMs, social pushes, and an open registration forms.



OUTREACH REACH METHOD 03

Invade Brand Network

Tap into Invade's existing portfolio of past retail brands, pop-up partners, and marketplace vendors that have previously worked with us.



OUTREACH REACH METHOD 04

Retail Networks with SRA, Sqkii, Festival Partners

Work closely with SRA, Sqkii & Festival Partners to activate their wider retailer ecosystem and database for broader market participation.



RETAILER PARTICIPATION PATHWAYS

SRF is designed as an inclusive retail platform that allows retailers to participate based on their business goals, operational readiness, and preferred level of involvement.

ONLINE PROMOTIONS

Retailers can offer

Exclusive online deals

Livestream participation and campaigns

Flash sales

Digital First Promotions

IN-STORE EXPERIENCES

Retailers can activate their own stores through

SRF Exclusive Bundles

In-store discounts during the SRF Period

Flash sales

In Store Activities

SQKII #HUNTTHE MOUSE

Retailers can join the Sqkii #HuntTheMouse Campaign by

Signing up for a dedicated Sqkii activation package

Joining the Sqkii Voucher ecosystem (comms fee applies)

POP UP WITH US

Retailers can secure physical presence at Ngee Ann City Civic Plaza through

Festival Booths

Experiential activations

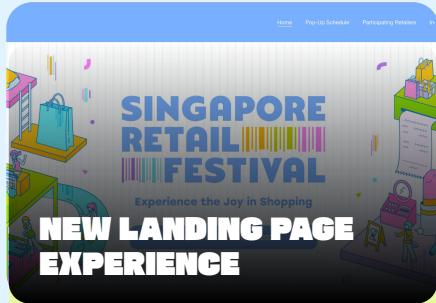
Cafe Takeovers



SRF MICROSITE

As SRF expands into a month-long festival format, the microsite will evolve beyond a static information portal into a central discovery platform where consumers can plan their visits, track weekly programming, engage with Sqkii activations, and discover retailer promotions across the festival period.

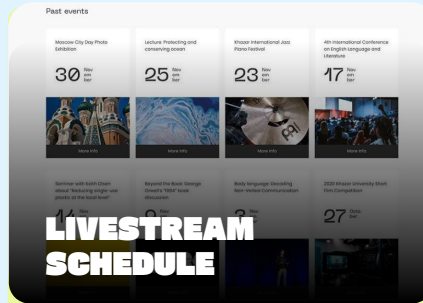
NEW WEBSITE ADDITIONS



A refreshed homepage experience featuring the new SRF key visual, updated festival messaging, and clearer visibility.



A dedicated section showcasing each weekend theme, programme highlights, retailer participation, and key experiences.



A dedicated section featuring livestream timings, participating brands, livestream hosts, and direct shopping access.



A dedicated one-pager explaining the campaign, how to participate, prize mechanics, and how consumers can unlock rewards.

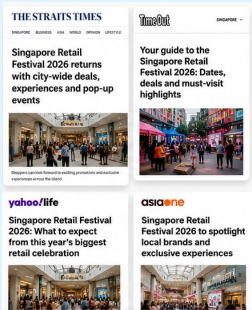


PR & MARKETING STRATEGY

1

PR OUTREACH AND ENGAGEMENT

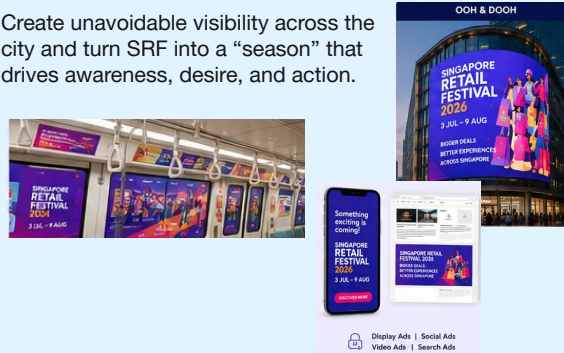
Pre-festival awareness through media amplification. Seed discovery early, turn SRF into something people see happening before it officially begins.



2

PAID MEDIA & ADVERTISING

Create unavoidable visibility across the city and turn SRF into a “season” that drives awareness, desire, and action.



3

SOCIAL MEDIA & KOL AMPLIFICATION

We unite owned social media excellence with strategic KOL partnerships, creating an ecosystem that turn SRF from a campaign people SEE into a festival people PARTICIPATE IN.





PR & MARKETING STRATEGY

From Discovery to Conversion

CULTURAL VISIBILITY

Place your brand at the center of Singapore's most engaged consumer communities.

2M+ projected impressions

Festival-wide exposure across digital, social & OOH

Always-on visibility throughout the month

COMMUNITY-LED ADVOCACY

Reach audiences through creators, fandoms and trusted voices.

20+ local A-list creators

Overseas influencer participation

Community-first storytelling tailored to each theme

EARNED MEDIA RELEVANCE

Be featured within national conversations around retail innovation and lifestyle culture.

Tier 1 & Tier 2 media features

Editorial storytelling tied to retail transformation

Amplification through partner ecosystems

CONSUMER PARTICIPATION & RETAIL ACTION

Convert awareness into onsite engagement, discovery and spending.

Integrated marketing pushes across OOH, radio, social & digital

Gamified participation through SQKIL

Activations that encourage repeat visitation



PR & MARKETING STRATEGY

DIGITAL PAID ADS



SOCIAL MEDIA



RADIO ADS



OUT OF HOME



LIFESTYLE PARTNERSHIP





FOOTFALL PROJECTIONS

Projected Footfall as compared to average footfall of Civic Plaza and UGRs during non-SRF days

Day Type	Night at Orchard <i>(footfall per day)</i>	SRF <i>(footfall per day)</i>	Uplift
Weekdays (Mondays – Thursdays)	-	1,500	-
Fridays	1,680	2,100	+20%
Saturdays	1,800	3,000	+40%
Sundays	1,575	2,100	+25%



AGENDA 04: SRF LAUNCH PARTY

SINGAPORE RETAIL FESTIVAL 2026 LAUNCH PARTY

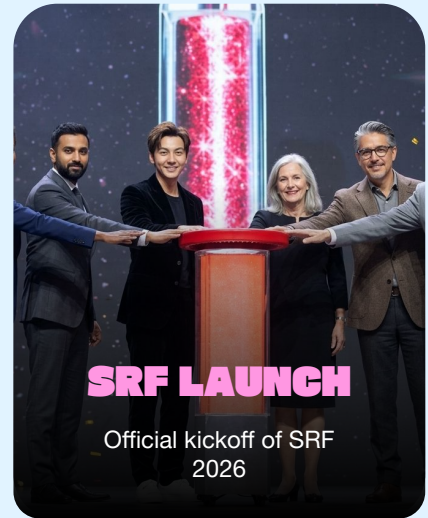
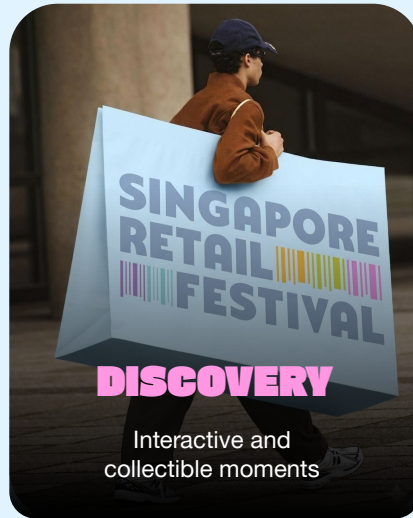
Beyond on-ground programming, SRF requires a strong operational and marketing ecosystem to ensure retailers are successfully onboarded, consumers are consistently engaged, and festival participation translates into measurable retail spending.

- 01. Arrival Experience
- 02. Launch Experience & Awards
- 03. SRF Launch Moment
- 04. Interactive Guest Experiences
- 05. Event Management & Operations



A CELEBRATION OF SINGAPORE'S RETAIL COMMUNITY

Designed as both a celebration and launch platform, the SRF Launch Party combines awards recognition, immersive guest experiences, and the official unveiling of SRF 2026. The evening balances premium hospitality with interactive retail-inspired moments that reinforce participation, belonging, and excitement for the month ahead.





SINGAPORE RETAIL FESTIVAL

PROPOSED FLOW

Pre-staging of awardees

Dedicated staff will gather the awardees for the upcoming categories

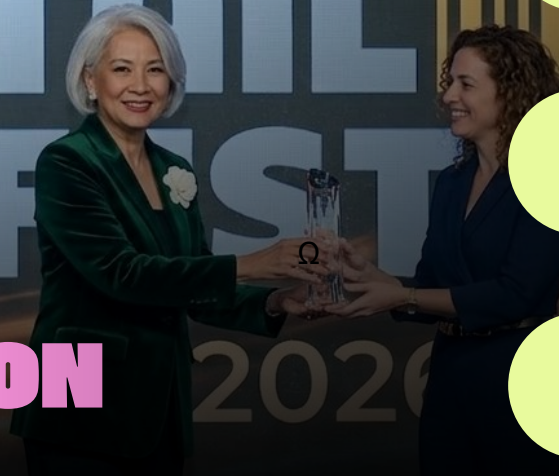
Award trophy management

A dedicated awards team manages all trophies and category sequencing.

Photo Moment Coordination

1 Dedicated photographer among the crowd for stage photo and another photographer in front of the dedicated backdrop

AWARD PRESENTATION CEREMONY





TRADING CARD PHOTOBOOTH

Double-sided entrance arch that serves as a photo op to welcome guests to the night.





SRF LAUNCH MECHANISM



Option 1

Press the Button



Option 2

Key Insertion Light Pedestal



FOYER POP-UP ACTIVATIONS

Retail showcase
booths

SQKII integrations

Collectible
activations

Lucky draw
interactions

Sponsored brand
experiences



GOODIE BAGS

This year's goodie bag experience is designed to function as both a guest takeaway and a visual branding moment throughout the venue. Both large-format and standard bags will share a cohesive visual identity, with oversized bags potentially used as roaming visual pieces during the reception experience.





EMCEE



Wayne Chua

Wayne Chua is a high-energy, bilingual corporate emcee in Singapore who specializes in engaging large audiences with a dynamic mix of humor, games, and flawless crowd control.

[Showreel](#)

recommended*



Sylvia Tham

Sylvia Tham is a highly sought-after Master of Ceremonies at events which require an underlying feel of elegance.

[Showreel](#)



Kyle Ravin

Kyle Ravin, widely known as "The People's Emcee," is a prominent Singaporean event host, radio DJ, and award-winning illusionist

[Showreel](#)

A photograph of two women at an event. The woman on the left, wearing a beige sleeveless dress and a watch, is handing a gift wrapped in green paper to the woman on the right, who is wearing a black sleeveless dress and holding a water bottle. In the background, another woman in a black dress is visible, and the setting appears to be a social gathering with colorful decorations.

Ready to *Build* the Next Chapter of Singapore Retail.

For more information, please contact us at

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