

A photograph of a band performing on stage. The lead singer is in the center, wearing a white t-shirt and playing a white electric guitar. To his left is a bassist with a beard and glasses, wearing a dark t-shirt and playing a light-colored bass guitar. To the right is another guitarist with long dark hair, wearing a dark t-shirt and playing a blue electric guitar. In the background, a drummer is partially visible behind a drum kit. The stage is lit with a bright spotlight from above. In the foreground, a large crowd of people is visible, many with their arms raised, some holding up phones to record. The overall atmosphere is energetic and live.

bandwagon

Brand introduction
[11 Nov, 2020]

Our story began 9 years ago with 1 question. How could we could we connect people to live music?





Winner

Best PR Campaign: Government / Public Services

Hear65 – Bandwagon & National Arts Council

Nominated alongside International brands like AIA, GRAB, LAZADA, Jetstar, Blizzard Entertainment, GOJEK. Bandwagon won and was the first music campaign to ever win in this category.



Marianne Chang
Head of Business
Bandwagon



Clarence Chan
Founder &
Creative Director
Bandwagon



Indran Paramasivam
Editor
Bandwagon



Finalist for:

- **Best Community Event**
- **Best Consumer Event: Arts & Entertainment**
- **Best Event Branding**
- **Best Govt Sector/Non-profit**
- **Best Use of Influencers**

We create content and impact via:



**CREATIVE CAMPAIGN
ORGANISATION**

+



**DIGITAL MEDIA
CAPABILITIES**

+



**OWNED MEDIA
PLATFORM**

We achieve unique synergy via these 3 pillars:

bandwagon

Award-winning music media on the pulse with the latest music trends and buzz worthy artists

bandwagon live

Creative physical & digital event conceptualisation and execution, vast artist booking network in both Western and Eastern markets

bandwagon labs

Create impactful and path-finding solutions with music, technology, and custom-building



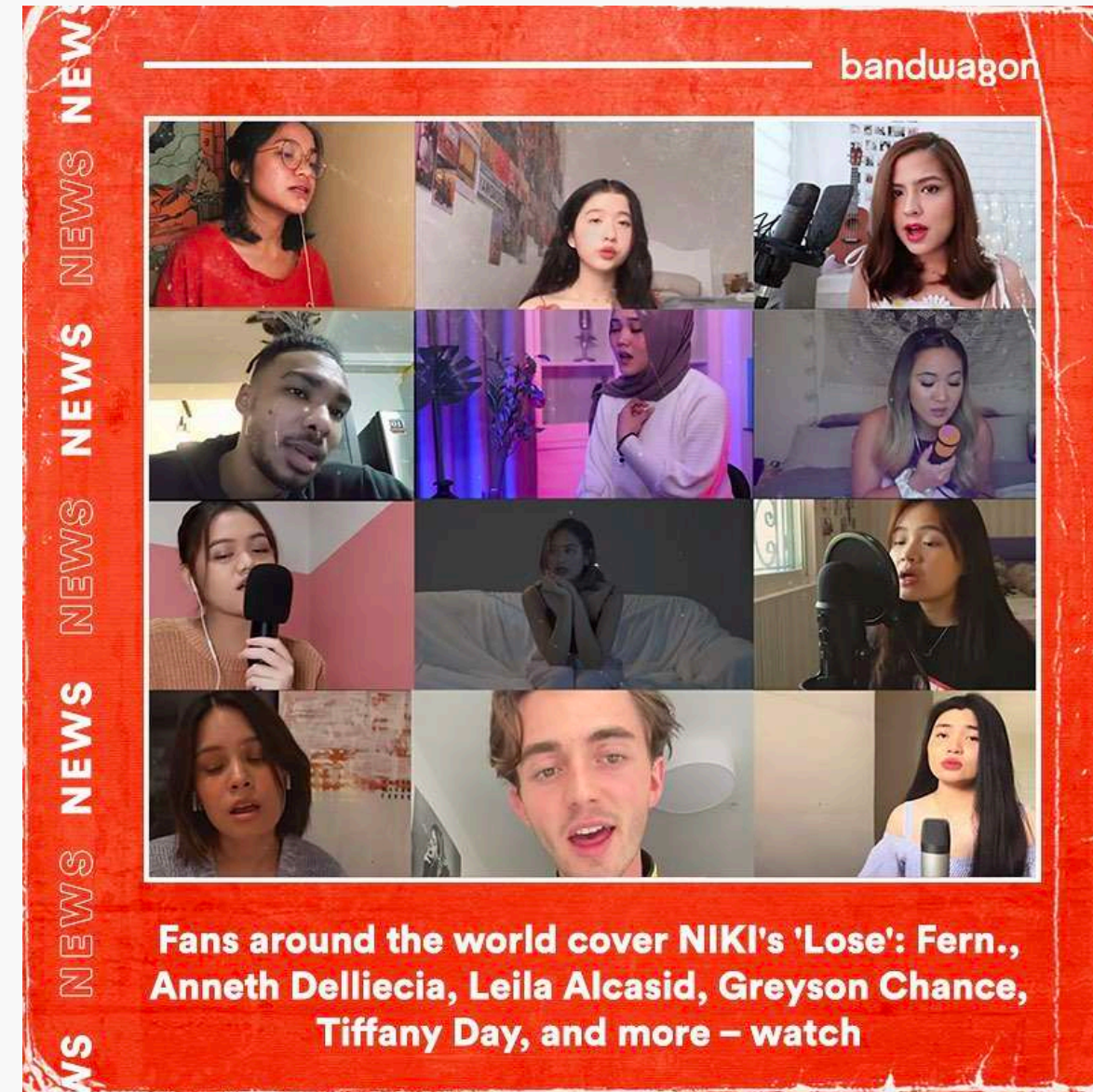
Daily news stories that keep readers plugged in with music from Asia. Google News Publisher. Referenced by brands like TechCrunch, Teen Vogue



CLICK TO VIEW

Get to know Ghost, the live band behind BTS' NPR Tiny Desk concert

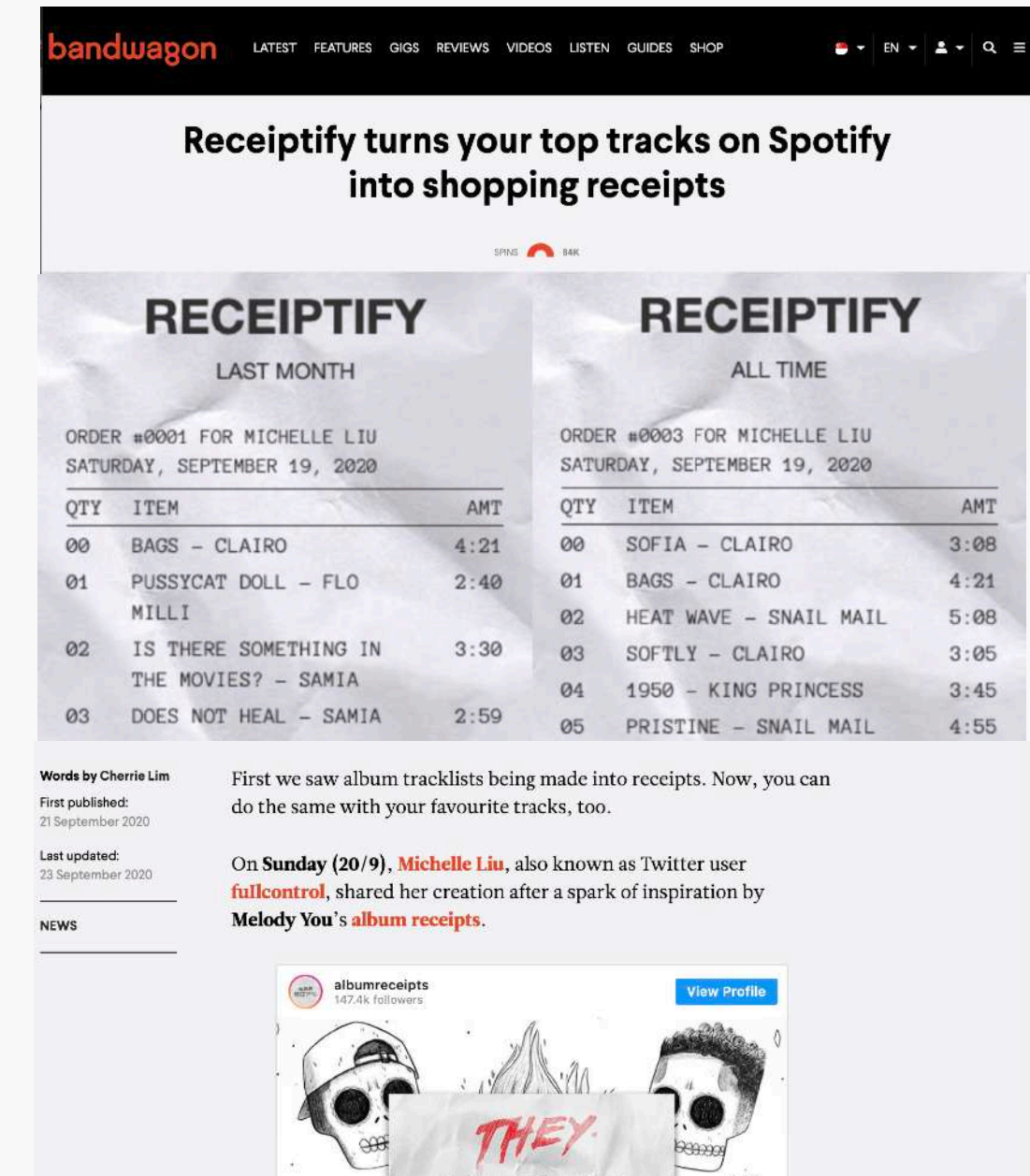
~90,000 organic impressions on Twitter
19,445 organic engagements



CLICK TO VIEW

Fans around the world cover NIKI's 'Lose'

>5,300 organic impressions on Instagram
517 likes, 44 comments



CLICK TO VIEW

Receiptify turns your top tracks on Spotify into shopping receipts

>80,000 organic page views
>370 organic likes on Instagram



We cover content in Chinese too which reaches readers regionally. We reach 300,000 readers across 9 different markets each month.

林俊杰今年12月带着《圣所2.0》返乡开唱

SPINS 1K

作者: Ong Wen Jing 他又回来了!
摄影: 林俊杰 JJ Lin Facebook Page
25 May 2019

主办单位UnUsUaL Entertainment通过视频宣布林俊杰将在来临的12月21日返回新加坡举办他的《圣所2.0》世界巡回演唱会。

去年八月, 林俊杰返乡开唱, 在新加坡室内体育馆一连开四场演唱会, 一票难求。想必今年也是如此。

林俊杰《圣所2.0》世界巡回演唱会正在中国如火如荼的进行中。他已在佛山、青岛、沈阳等城市开唱。在来新之前, 他会在12月7日在邻国马来西亚演唱。

CLICK IMAGE TO VIEW

JJ Lin Singapore Show Announcement

台湾独立乐团茄子蛋即将来新加坡开唱

SPINS 380

作者: Ong Wen Jing 摇滚乐团茄子蛋将在来临的3月1日在新加坡举办茄子蛋EggPlantEgg 2019《想妳的彼暗》巡回演出。
摄影: KKBOX
艺术: KKBOX
16 January 2019

由主唱兼键盘手阿斌、吉他手阿任和阿德、鼓手小赖四人组成的台湾独立乐团, 茄子蛋在2017年正式发行首张专辑《卡通人物》。这张专辑为茄子蛋带来第29届金曲奖四个奖项的提名, 最终夺得最佳台语专辑奖与最佳新人奖。他们也在即将来临的第14届KKBOX风云榜获得年度最佳新人奖, 成为台湾台语乐团备受瞩目的新世代。

一直用生命在演唱《浪子回头》、《浪流连》等热门歌曲的他们, 想必这次来新加坡也会为大家带来一场难忘的演出。

CLICK IMAGE TO VIEW

EggPlantEgg Singapore Show Announcement

吴青峰推出最新单曲《起风了》

SPINS 220

作者: Hoi Ying Lo 超级新人吴青峰发布最新单曲《起风了》, 在高昂的歌声里唱出细腻的情感和励志的基调。《起风了》是都市情感励志大剧《加油, 你是最棒的》的主题曲, 而原曲改编自《深夜食堂3》的主题曲, 《ヤキモチ》。这首由日本歌手高桥优作曲与演唱的歌曲去年曾被网络翻唱歌手买辣椒也用券填词, 以中文翻唱《起风了》, 一度在音乐视频平台抖音上获得破亿的播放率。《起风了》的日语版与中文版早已得到热烈反应, 而这次《加油, 你是最棒的》剧方获得日本团队授权, 邀请吴青峰参与重制全新版本的《起风了》。

《起风了》由米果作词, 而制作方面由内地知名音乐人刘胡铁担任。新歌除了保留原曲的精华, 也升级将更多全新概念融入新曲, 连日方制作人听完都大赞「华丽而特别」。对于翻唱一首知名度已经很高的歌, 青峰表示压力很大, 但也很喜欢歌曲的意境。身为创作才子的青峰要唱出别人写的词时觉得即有一种「好像我会写出来的口气」, 又有一种「这是我写不出来的笔法」, 透过词似乎与原唱起了共鸣。

CLICK IMAGE TO VIEW

Wu Qing Feng new single



Music is best experienced seen. We've believe hunting for unique leads and presenting them in new ways



Guitar Prodigy Alex Hooi

>90,000 views, 338,212 reach, 865 likes, 246 shares

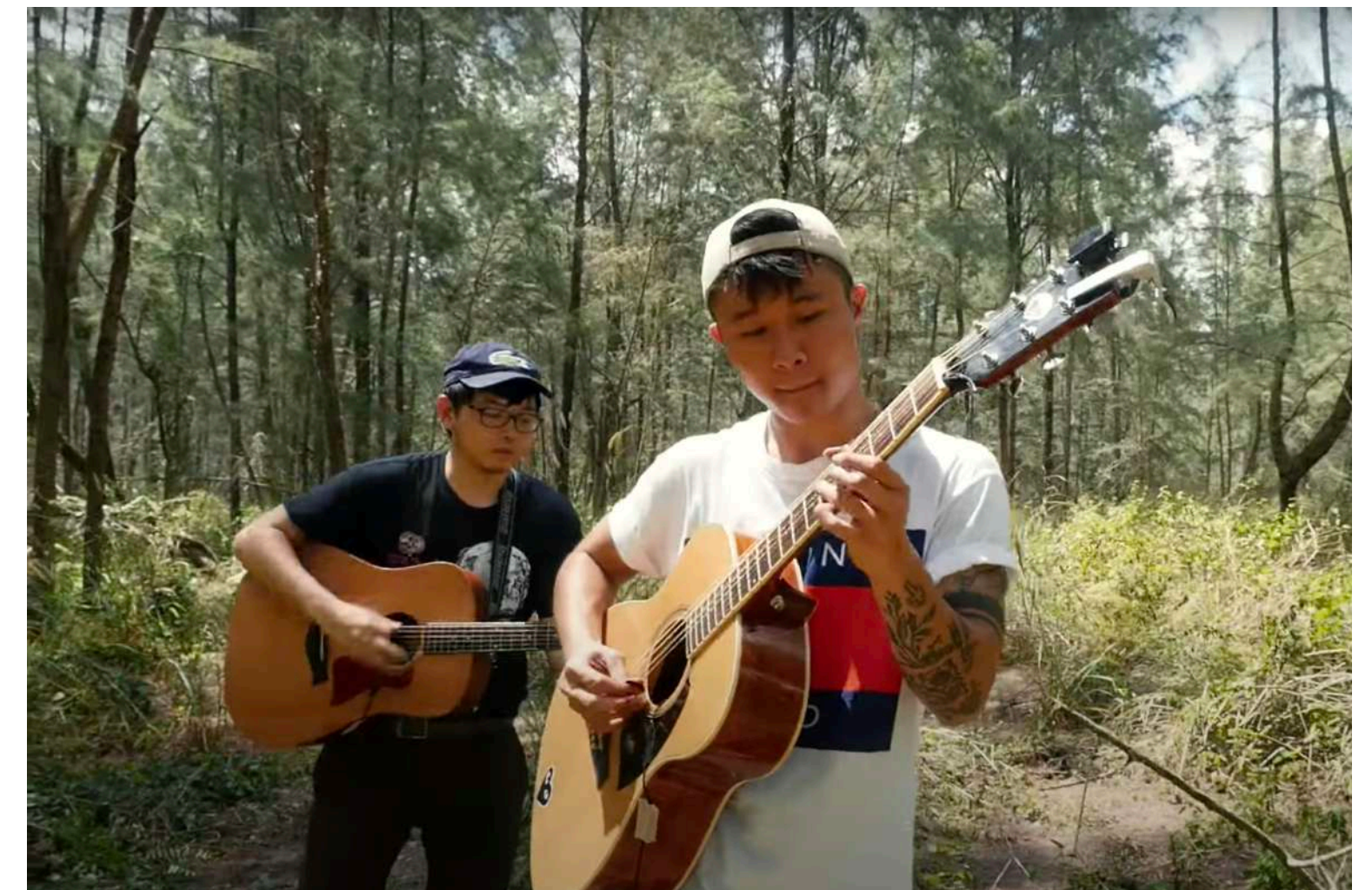
2nd place at the world's best young guitarists and inspired by Slash, 16-year-old Alex Hooi performed a tribute to his idol ahead of Slash's concert in Singapore, which was presented by Bandwagon.



Could I Love You Any More - René Dominique

25,531 organic views, 2.1k likes

A live session in place of her performance at Marina Bay Sands due to COVID-19. With >1.12 million subscribers on YouTube, she performed with Jason Mraz. Could I Love You Anymore, has been streamed >16 million times in the last 8 months.



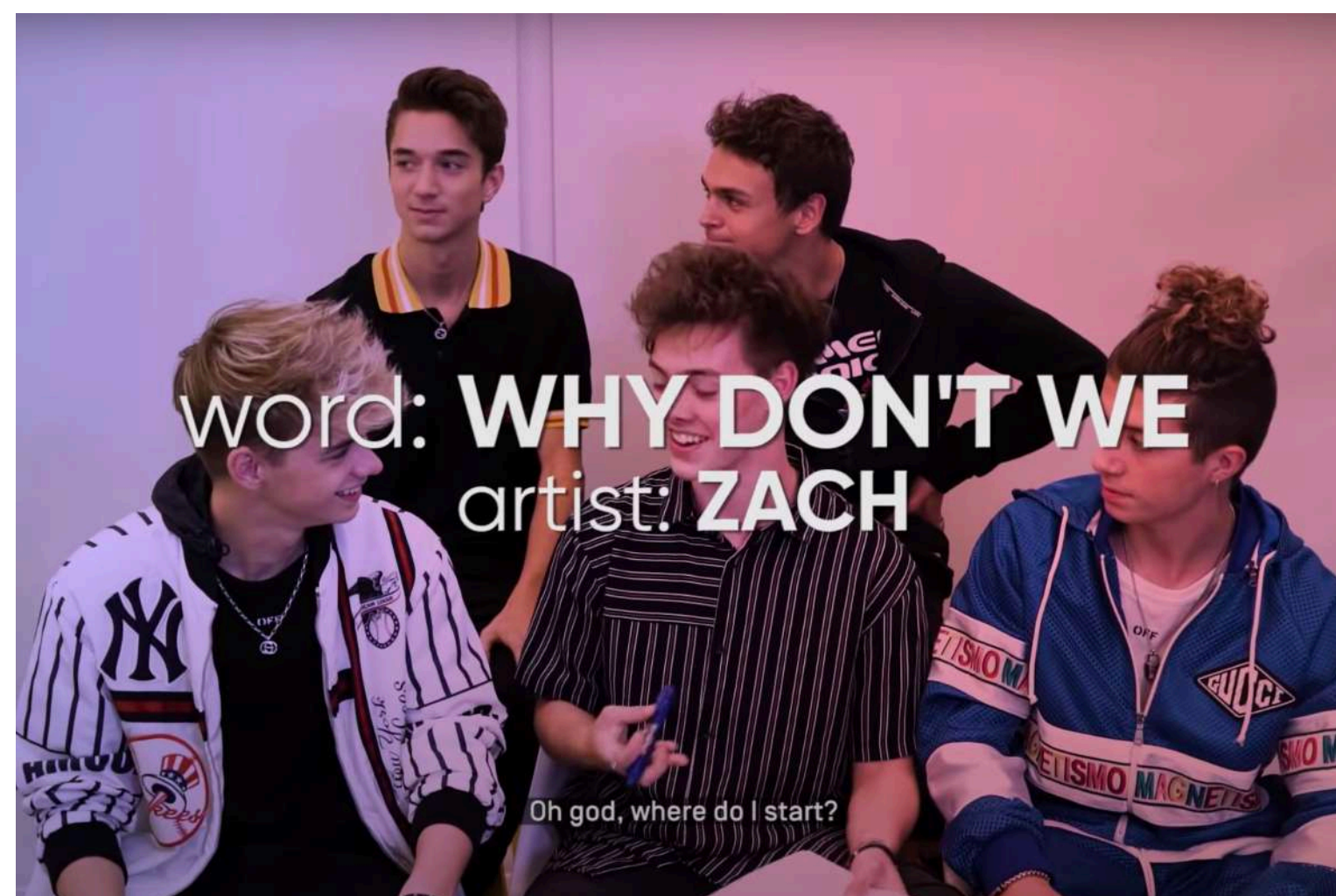
Forests in a forest at Coney Island

>9,200 organic views, 142 organic likes

Profiling original Singapore music in uniquely Singapore spaces, this is math-rock group Forests, at Coney Island.



From games, to reactions, to behind-the-scenes features, we create unique content viewers can't find elsewhere.



CLICK TO VIEW

Why Don't We sat down with us to play a fun game of Draw Something

>940,260 organic views, 27K likes

Arguably one of the hottest bands in Southeast Asia now, Bandwagon interviewed Why Don't We while engaging them in a fun game of Draw Something



CLICK TO VIEW

An interview with Akeem Jahat on Singapore music, his inspirations, his artistic philosophy and more

27,791 organic views, 342 likes

Filmed while getting his hair cut, Bandwagon interviewed Akeem Jahat, one of the leading rappers in Southeast Asia and discussed his new music and artistic philosophy.



CLICK TO VIEW

Taste Test: Anggun tries her Asia's Got Talent judging skills on Singapore

>26,000 views, 340 likes, 86 shares

An original Bandwagon concept, Taste Test is an interview format which gets established international artists to sample Singaporean music and share their thoughts and views.



Our content has been commissioned by brands like Changi Airport Group, Vans, NEA where we even debuted a music video to Prime Minister LSL during SG50



The Hear65 Human Jukebox

Bandwagon is with National Arts Council Singapore at Jewel Changi Airport. about 4 months ago · Singapore ·

Singaporeans chose what they wanted to hear from the #Hear65 human jukebox at Jewel Changi Airport. Do you recognise any of the tunes? Check out these tracks and more on www.Hear65.com

Hear65 Human Jukebox

170,652 reach, >72,000 views, 994 shares

Commissioned by the National Arts Council, the concept was brought to life by Bandwagon to promote Singaporean music in a unique and memorable manner.



LCHC - The Spirit of DIY

Bandwagon is with Vans. about 4 months ago ·

Celebrating hardcore in Singapore We speak with pioneers in the scene: Suhaimi, Ah Boy and more about the history of LCHC - the Spirit of DIY.

Lion City Hard Core

46,433 organic reach, >15,000 organic views, 270 shares

To bring to life the Spirit of DIY in Singapore, Vans commissioned Bandwagon to film a documentary around the hard core scene, one of the few documentaries of the scene done in recent years.



Clean & Green SG50 Song - Underneath the Shelter

29,242 views · Nov 11, 2015

CleanGreenSingapore
5.03K subscribers

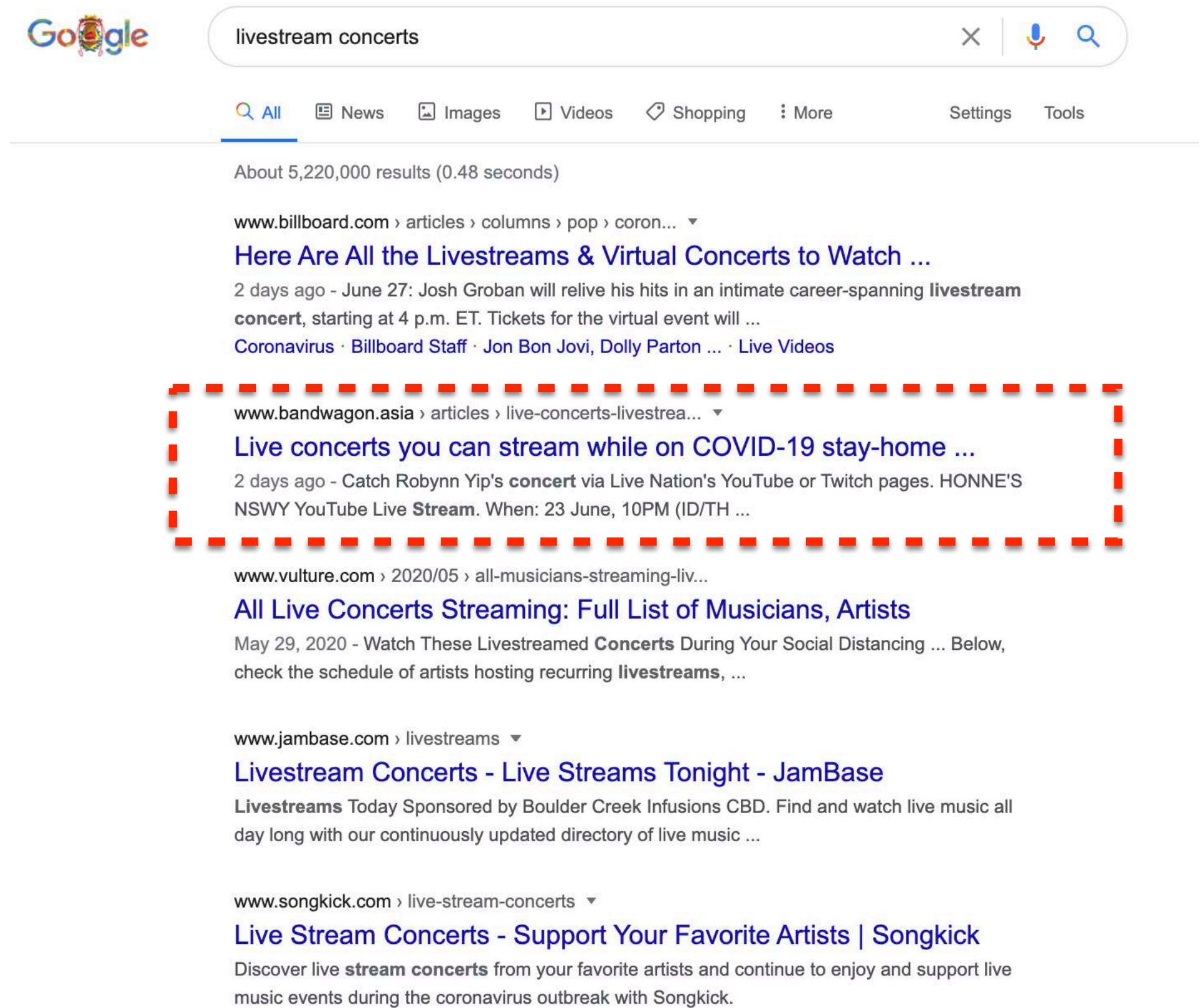
Clean & Green SG50 Song - Underneath the Shelter

29,242 organic views

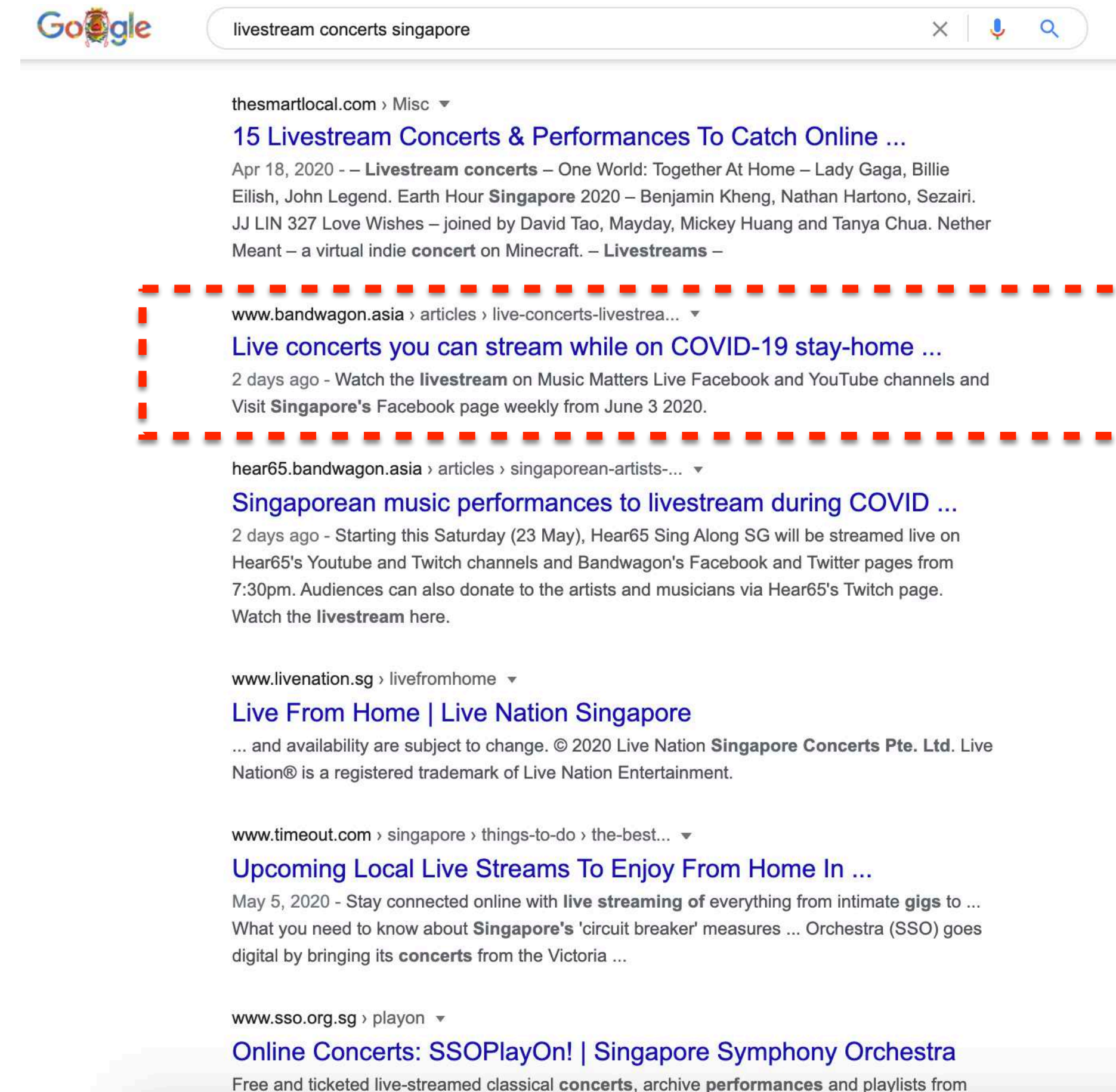
Premiered in the presence of PM Lee Hsien Loong at NEA's SG50 celebrations, this music video was directed and filmed by Bandwagon to promote a special edition Eco Music SG50 album.



Over time and with dedication, we've developed a high domain authority for music online



"Livestream Concerts"
Top two media hits on Google,
25 June 2020



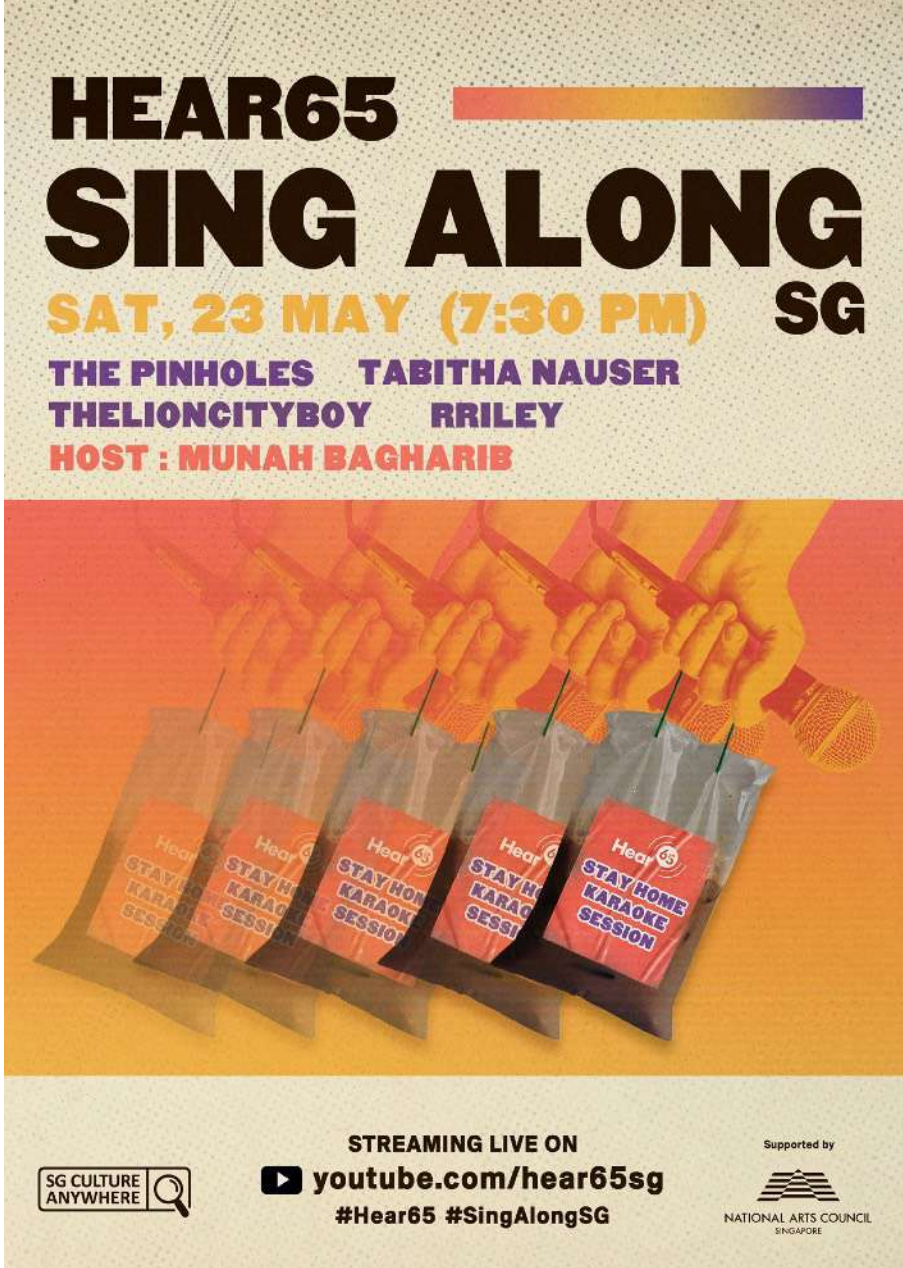
"Livestream Concerts in Singapore"
Top two media hits on Google, above SSO
25 June 2020



We started Live to bring the music to life. Extending our creativity and network to create heartfelt and impactful experiences

Hear65 Sing Along SG

- Reimagined digital concert experience during circuit breaker
- Fully remotely recorded
- Provided jobs for >107 Self Employed Persons (SEPs)
- Commissioned by Singapore's MCCY and NAC
- Supported by Hua Wei, Live Nation, Sistic, Twitter, YouTube



[View on YouTube](#)

[View on Twitter](#)

bandwagon live

happenings life 25

Edlino Abdul Hadi Music Correspondent

HEAR65 SING ALONG SG

The first edition of the monthly Singapore concert series, Hear65 Sing Along SG, has been a performance of hit songs from the 1960s to the 1990s.

There were two main singers, James Lee and Lim Guan Seng, who were joined by a band of musicians. The band consisted of a guitarist, a bassist, a drummer, and a keyboardist.

Apart from singing Singapore music, all of the artists who performed also performed a few songs from the 1960s to the 1990s.

Next time, Hear65 Sing Along SG will feature the songs 'I Wanna Dance with Somebody' and 'Stayin' Alive'.

HEAR65 SING ALONG SG
SAT 13 JUNE 7:30PM onwards
SAT 6 JUNE 7:30 PM ONWARDS 4:41:51

Download TV 2020

With the launch of the new TV 2020 channel, viewers can now watch their favourite TV shows and programmes on a new platform. TV 2020 is a free-to-air channel that will be available on all major TV providers.

Why Photography is Great For Kids By Gaiyusiah

Photography is a great way for kids to express their creativity and learn about the world around them. It can also be a fun and educational activity for parents and children to do together.

Got a question about your pet? Ask the vet

Have a question about your pet's health or behavior? Our vet experts are here to help. Contact us today for a free consultation.

Metal band Slipknot to perform here in January

The heavy metal band Slipknot is set to perform at the Esplanade - Theatres on the Bay in January. This will be their first live performance in Singapore.

Jam #WithMe
Featured

HEAR65 SING ALONG SG
SAT 13 JUNE 7:30PM onwards
SAT 6 JUNE 7:30 PM ONWARDS 4:41:51

#Hear65 #SingAlongSG with...
Hear65 SG
3 waiting

#Hear65 #SingAlongSG with...
Hear65 SG
10K views · Stream...

Agust MV
Big Hit
81M views

VICE
13 hours ago

In the second episode of VICE Senior Correspondent, Constance goes west... Read more

See How Termites Ins..
National Geographic

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23:25 23% battery

HOME VIDEOS PLAYLISTS COMMUNITY

Google Singapore
35.7K subscribers
SUBSCRIBE

Stay Home #WithMe
Google Singapore · 194K views · 2 months ago

Jam with Me
Stay Home #WithMe: Listen to hit music.

HEAR65 SING ALONG SG
SAT 13 JUNE 7:30PM onwards
SAT 6 JUNE 7:30 PM ONWARDS 4:41:51

#Hear65 #SingAlongSG with Charlie Lim, Jeremy Monteiro, Joanna Dong, ...
Hear65 SG
Scheduled for 13/06/2020, 19:30

#Hear65 #SingAlongSG with Iman's League, Sobs, MICappella and Sezairi
Hear65 SG
Streamed 5 days ago · 10K views

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bandwagon LATEST FEATURES GIGS REVIEWS VIDEOS LISTEN GUIDES SHOP

Introducing the Singapore music emoji on Twitter

65

Twitter Singapore @TwitterSG · Jun 6
Tune in now for the 3rd edition of #Hear65 #SingAlongSG .LIVE RIGHT NOW

Bandwagon @BandwagonAsia · Jun 6
We're going LIVE at 7.30pm. Join the karaoke tonight with @imansleague, @sobshaha, @MICappella, @Sezairi and Host Munah Bagharib right here twitter.com/i/broadcasts/1... #Hear65 #SingAlongSG #SGCultureAnywhere @TwitterSG

Live in 12:22

HEAR65 SING ALONG SG
SAT 6 JUNE

7:30 PM ONWARDS

Streaming Live on Twitch, Hear65, and BandwagonAsia

3:42:21 976.9K viewers

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bandwagon live

We advocate for Singaporean music and help brands hit their KPIs while creating opportunities for our local artists



14-16.NOV.2019 FROM **7PM**
CLARKE QUAY FOUNTAIN SQUARE FREE ADMISSION

clarke quay
wine · dine · good times

SOUND PORT

CLARKE QUAY

HEADLINER WITH LIVE SET

MYRNE.

15,16 NOV

FOR MORE INFORMATION ABOUT SOUND PORT, SCAN QR CODE BELOW.

DUUMU 14,15 NOV
YAØ 15,16 NOV
SHYE 15 NOV
BRB. 16 NOV
A/K/A 16 NOV

Official Card: CapitaCard, CARFASTAR, CapitaVoucher, The Crossroads, SGP

Partner by: bandwagon, THE CROSSROADS, SGP

3 River Valley Road, Singapore 179019 | www.clarkequay.com.sg | Tel: 6337 3292

Created Capitaland's first fully Singaporean electronic music festival

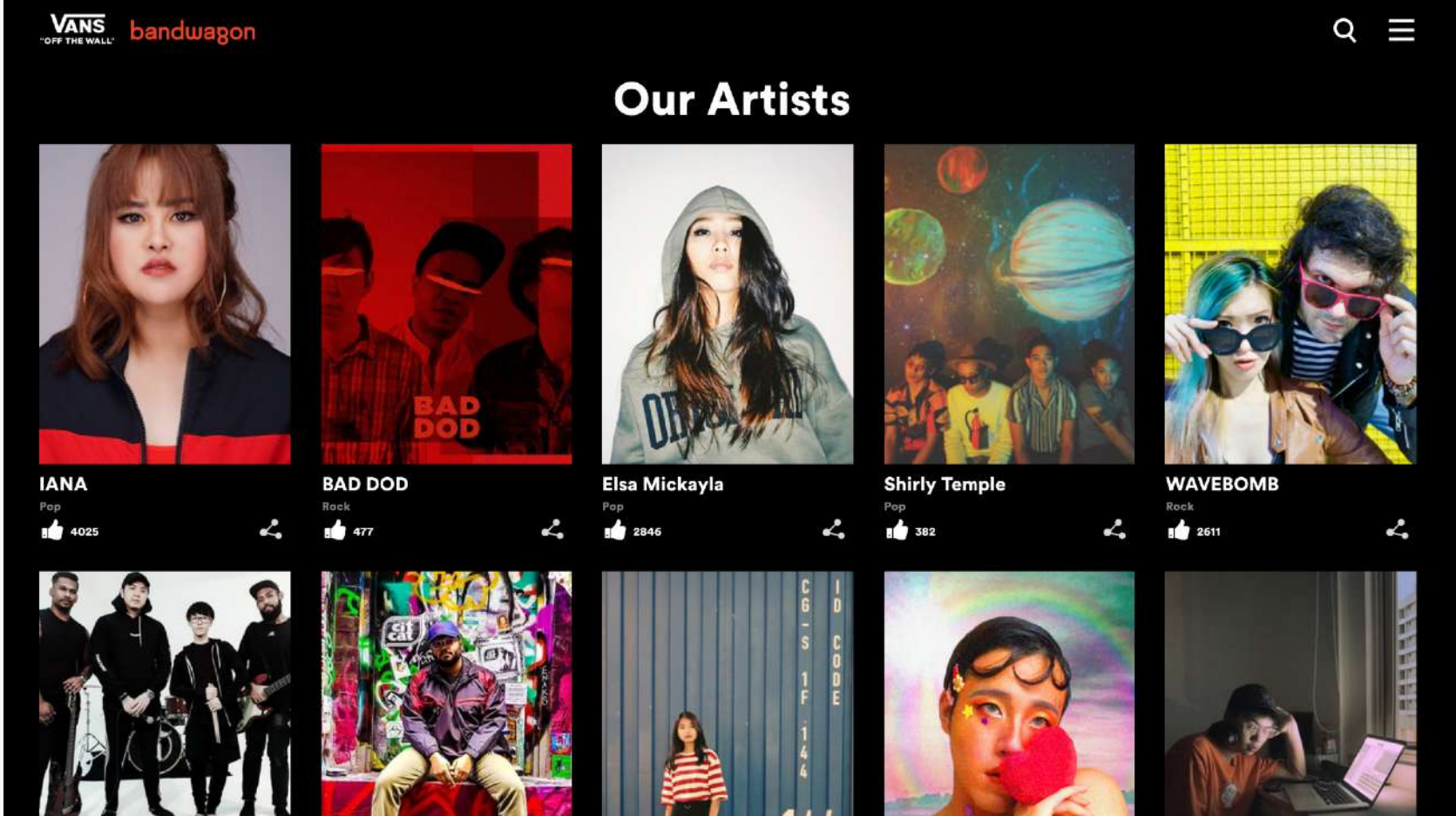
Equalled PR value of other themed CQ events in 1st year

Conceptualised immersive cube layout and visual projection

[CLICK HERE TO VIEW HIGHLIGHTS VIDEO](#)

bandwagon live

We believe good music exists across all genres and want to give bands from alternative genres a bigger platform. We worked with Vans to create Singapore's #1 and most genre diverse band competition



bandwagon live

We see Asia as our home and help brands with regional interest to create experiences that appeal to a wider international demographic



MARINA BAY SANDS' PRESENTS
OPEN STAGE
A LIVE MUSIC SERIES BY THE BAY

Adia Tay (SG)

SATURDAY, 27 JULY 2019
IV of Spades
9:15pm - 9:55pm
Haoren
8:15pm - 8:45pm
Adia Tay
7:15pm - 7:45pm

IV of Spades (PH)

LOCATION
Event Plaza at Marina Bay Sands*
Entry is complimentary.
Find out more at MarinaBaySands.com/OpenStage

Supported by:
bandwagon

MARINA BAY Sands SINGAPORE

MARINA BAY SANDS' PRESENTS
OPEN STAGE
A LIVE MUSIC SERIES BY THE BAY

SATURDAY, 1 SEPTEMBER 2018
Sobs
7:15pm - 7:45pm
Astronauts
8:15pm - 8:45pm
Hoody
9:15pm - 9:55pm

LOCATION
Event Plaza at Marina Bay Sands*
Entry to the event is complimentary
Find out more at MarinaBaySands.com/OpenStage

Supported by:
bandwagon

MARINA BAY Sands SINGAPORE

MARINA BAY SANDS' PRESENTS
OPEN STAGE
A LIVE MUSIC SERIES BY THE BAY

SATURDAY, 21 APRIL 2018
Dru Chen
7:15pm - 7:45pm
Gareth Fernandez
8:15pm - 8:45pm
Priscilla Abby
9:15pm - 10pm

LOCATION
Event Plaza at Marina Bay Sands*
Entry to the event is complimentary

Find out more at MarinaBaySands.com/OpenStage

Supported by:
bandwagon

MARINA BAY Sands SINGAPORE

bandwagon live

We believe the love for music starts young. We invest in community events for the next generation to excite them about music creation and expose them to Singaporean music



bandwagon
CAMPUS TOUR

Bluesberry Multipurpose Hall
SUTD, 8 Somapah Rd
[S]487372

Doctors, the experiments have escaped! 23 March 2018
5:30pm - 10:00pm

Moggy

Bandwagon Featured Bands:
MILDLIFE
Stopgap

presented by
bandwagon SUTD
www.bandwagon.asia

STARRY NITE XXVIII bandwagon Campus Tour

6:00 PM	Sm	Breedlove
7:00 PM	SCRIBS	ASTRONAUTS
8:10 PM	Last Minute	MILDLIFE
9:20 PM	RABODE	SMU AMPHITHEATRE 16th November 5:30 PM - 10:00 PM

Being a NO ALCOHOL event, SMU Soundfoundry supports SMU's drive for responsible drinking and a smoke free campus at Starry Nite XXVIII

bandwagon SMU

bandwagon
CAMPUS TOUR

NUS CINNAMON COLLEGE

bandwagon
CAMPUS TOUR
Industry Talk

Hidden Notes:
What makes the Music Industry tick and how you can be a part of it

Clarence Chan Founder Bandwagon	Shila Wijaya Marketing Manager Live Nation Singapore	David Siow Artist MILDLIFE	James Lye Managing Director MAKER Records	David Teh Director Ethereal
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Register Here:
bit.ly/BWxTPIIndustryTalk

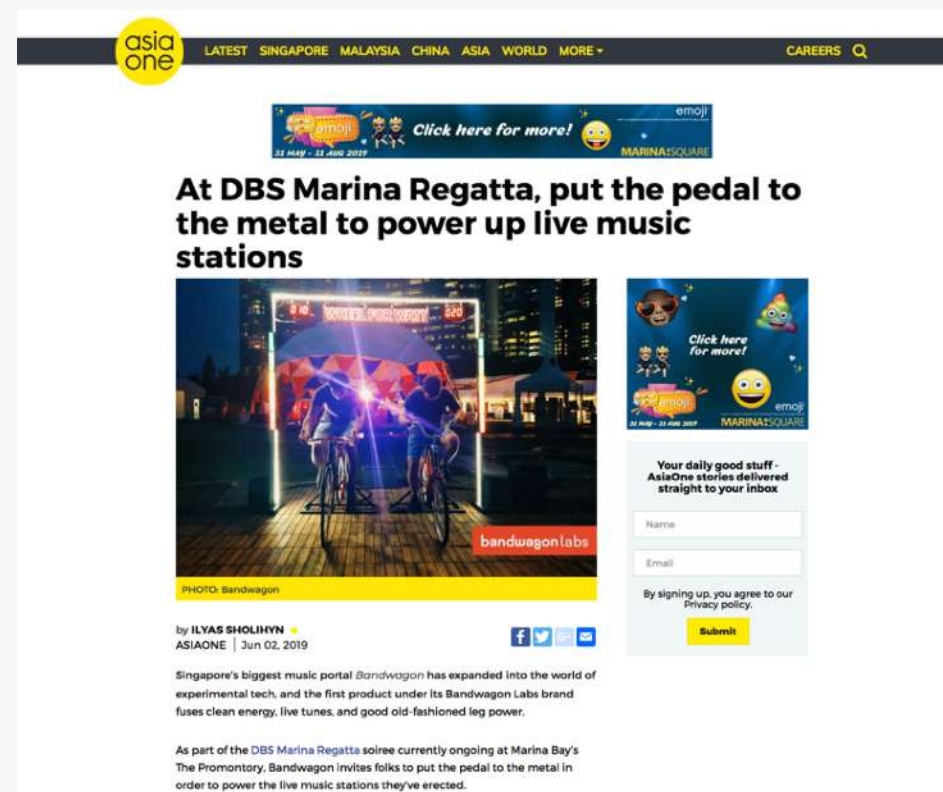
24 October 2018
5:30 - 6:30PM
Auditorium 2, Temasek Polytechnic

bandwagon labs

Sustainability is an important area for our world. We work with brands with a similar heartbeat to create something entertaining, sustainable, and impactful. Created Singapore's 1st kinetic powered live music station for DBS.



CLICK HERE TO VIEW HIGHLIGHTS VIDEO

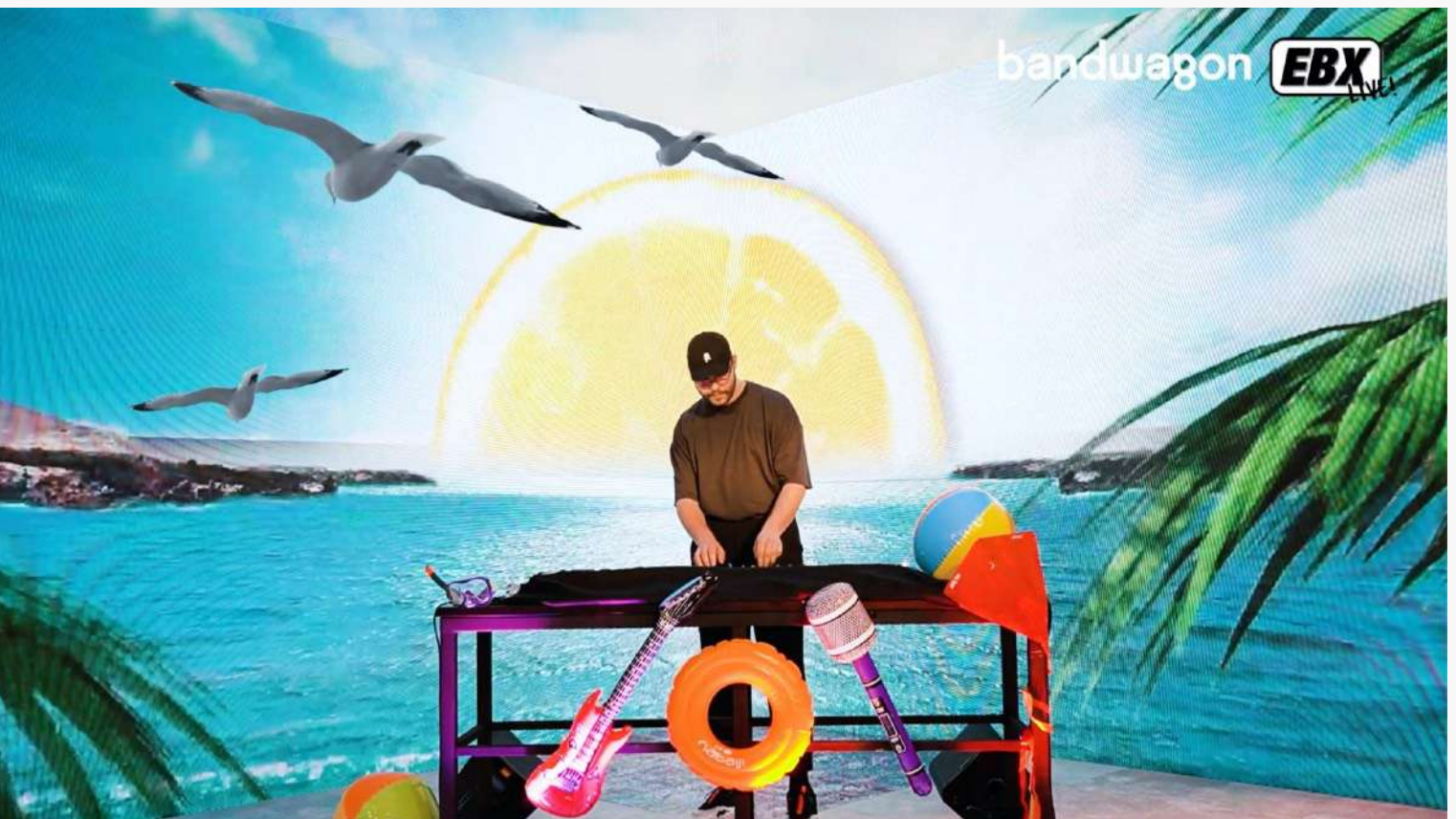


bandwagon labs

We believe technology will bring music to the next level. We invest in new skill sets and technology including extended reality to create immersive & imaginative environments



Life's a Beach



[CLICK HERE TO VIEW HIGHLIGHTS VIDEO](#)

Success Stories



Create impact with Bandwagon today!

www.bandwagon.asia

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Marianne Chang [marianne@bandwagon.asia]
Nicholas Wong [nicholas@bandwagon.asia]

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