



# SOUTHEAST ASIAN GAMES 28



We needed to create content that would raise awareness of the event and Singapore as a sports hub – and distribute this in a way that would achieve global reach.

## The Challenge

The organizing committee of the Southeast Asian Games and Team Singapore contracted us as the official photographer of the games.

## The Solution

We captured over 5,000 photos of the games. Distributing and promoting the content to global media outlets to generate maximum awareness of the event.

The tactics we employed for successful distribution and pick-up was the creation of press releases and inclusion on Reuters email marketing and channels - and distribution via wires and professional news access tools. Reuters Connect, for example. The content was also made available to Reuters own editorial staff to be incorporated in Reuters wires.



Over 5,000 images published

## The Results

Over 5,000 images were published during the SEA Games. Our distribution strategy received the following results:

Items viewed: 6762  
Downloads: 4103  
Registered publishers: 202  
Registered websites: 157

## Social Media

Singapore's Prime Minister, Lee Hsien Loong, shared an Action Images photo on his Facebook page with over 810,000 followers – receiving 11,000+ likes.

Team Singapore achieved high engagement on their Facebook page by sharing our content.

11,000+ likes



Coverage in over 40 news outlets across the globe

## Asia

Indonesia  
Brunei  
Cambodia  
Malaysia  
Maldives  
Philippines  
Singapore  
Thailand  
Vietnam

## Global

UAE  
Saudi Arabia  
USA  
UK  
Canada  
New Zealand  
Australia  
Greece  
Brazil  
France