



Building a Dementia-Inclusive Society

How Dementia Singapore's Partnership with SPH Media Transformed Awareness

Mr Bernard Lim, Director of Advocacy and Communications, takes on innovative approaches in expanding the organisation's outreach



The Challenge

- As a non-profit organisation, enhancing outreach while managing resources effectively is a constant challenge. Every dollar spent on outreach efforts has to be accounted for. With the launch of the Cara app, a comprehensive platform offering information, support and a community for caregivers and individuals with dementia, Dementia Singapore needed a new avenue to broaden their reach to increase app downloads and foster an active user base.



“While large-scale events are successful in raising awareness and generating donations, they also require significant resources. We needed a more sustainable and expansive approach to reach our diverse audience.”



The results of this collaboration have been remarkable. This rapid growth demonstrates the effectiveness of the incentive and the appeal of SPH publications among the target audience.”

The Implementation

- Dementia Singapore partnered with SPH Media to offer digital news subscriptions including The Straits Times, Lianhe Zaobao, Berita Harian and Tamil Murasu as an incentive for Cara app downloads.
- By sharing curated articles to Cara app users through an e-newsletter hosted on Cara.sg. The organisation fosters a better understanding of dementia among its audience.

The Results

- Within just two weeks of the campaign launch, Cara app downloads surged, almost reaching the target of 10,000. This has allowed Dementia Singapore to expand its reach beyond its core audience of caregivers and people with dementia, engaging the wider community in the conversation about dementia.
- Feedback from users has been positive, with many expressing appreciation for the digital news subscription. The ability to stay informed and engaged through content in their preferred language has been invaluable for the audience.



Related Products

THE STRAITS TIMES

联合早报
LIANHE ZAORAO

Berita Harian

தமிழ் முரசு
TAMIL MURASU
VOICE OF THE COMMUNITY

Want to power the next growth EDGE in your business?

Partner with us to explore solutions for growing your business -
Educate your workforce, **Delight**, **Grow** and **Engage** your customers.



corporatecx@sph.com.sg



6388 3838



subscribe.sph.com.sg/business

sph media