



NDP2020 LETTER OF APPRECIATION – ROCHELLE ONG (FIRSTCOM SOLUTIONS PTE LTD)

This has been a truly unprecedented year. COVID-19 tried to test our mettle and challenged us in many ways. However, we were undeterred in our commitment to commemorate our National Day and adapted NDP2020's approach in response to the circumstances. On 9 August 2020, Singaporeans came out in full force. We demonstrated our resolve as one united people and underscored our determination to overcome challenges together.

With the limitations of the COVID-19 safety measures imposed on NDP2020, it was imperative to bring the celebrations to the digital realm, to reach out to more Singaporeans. Rochelle led her team of designers to design content for the social media platforms of NDPeeps, and was also involved in the initial planning and support for the forecast of the overall strategic communications framework. Her support in the NDPeeps platforms was crucial in boosting our engagement levels and creating content to generate buzz and awareness of the novel ways of celebrating NDP. We thank Rochelle and her dedicated staff for working around the clock to meet our requests, and also going above and beyond to make it happen for the NDPeeps. Rochelle and her team can be proud to see their designs used widely across NDPeeps Facebook, Instagram, YouTube and TikTok. FirstCom Solutions Pte Ltd has been a valued partner with NDP for the fourth year counting, and we're looking forward to many more.

On behalf of the NDP2020 Executive Committee, I thank you for your steadfast support and commitment.

Together, A Stronger Singapore!

CPT Oh Wen-Jing
Hd New Media, NDP2020