

Winners at the Frasers Property Idea Jam!

Congratulations to all real estate undergraduates who won the **Frasers Property Idea Jam!**

The theme of the inaugural competition is “Customer Experiences that Matter”, where teams have to come up with innovative ideas to create experiences that matter for Frasers Property’s customers.

Each team had to decide and take on topics from the 4 thematic challenges:

- Designing Spaces for Extraordinary Experiences;
- Boosting Service Touchpoint with Insights;
- Just in Time Marketing Intelligence; and
- Future Workspaces

There were 5 prizes to be won – 4 winners for the thematic challenges (\$500 each) and a Grand Prize of \$2000 for the overall winning team. The competition was held over 2 days on 27 and 28 October.

We are indeed proud of our students’ achievements!



Grand Prize Winner: (from left) Hazel Tan, Desmond Tay, Evelyn Eng, Ethan Lee, and Shermaine Ng. Challenge attempted: Designing Spaces for Extraordinary Experiences and Just in Time Marketing Intelligence



Challenge Winner: (from left) Claire Tham, Janice Chin, and Cindy Lim (far right).
 Challenge attempted: Designing Spaces for Extraordinary Experiences



Challenge Winner: (from left) Shaun Han, Dilip Bhagwan, Chng Ming Han and Dayna Ang (far right).
 Challenge attempted: Boosting Service Touchpoint with Insights