



ULTIMATE x *never Strangers*

Collab Campaign

#StrangersNoMore



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FUN FACT

Never Strangers uses AI to match all participants with someone, revealed only at the end of the event!



About Never Strangers

Never Strangers is a Singapore-based social experience brand that curates events designed to spark meaningful, authentic connections. Known for their guided games and inclusive environments, they help turn **strangers into friends**. Initially focusing on dating events for singles, they have gradually expanded their offerings to include gatherings aimed at building friendship, etc.

While rooted in Singapore, they've also hosted events across Southeast Asia in countries such as Kuala Lumpur, Manila, Cebu, Bali and are looking to expand to more countries around the world.

#StrangersNoMore

Collaborative Event

Aim of Event

To drive interest and sign-ups for Ultimate Travel tours by targeting individuals curious about solo travel but hesitant to join group trips. The event reduces barriers to entry by creating a safe space to connect with others before the group tour begins.

About the Event

A pre-trip social mixer co-hosted by Never Strangers and Ultimate Travel. Thirty selected participants will meet for the first time through guided games, conversation starters, and a surprise AI-powered match reveal at the end.





Event Details

Event Name

#StrangersNoMore

Reflects the heart of the campaign – transforming potential solo travellers from hesitant individuals into connected adventurers

Date

Held 1 week before departure

Keep connections fresh while giving participants ample time to know each other before the trip

Location

Shelbourne Hotel (The Rooftop)

Offers a bright, central, and relaxed setting that suits the casual vibe. Its open layout & natural light makes it perfect for a daytime social event

Participants

30 Selected travellers aged 20–30

A smaller group with a similar age range creates a more comfortable & relatable social setting. If successful, the format can be tailored to include other age groups in the future.

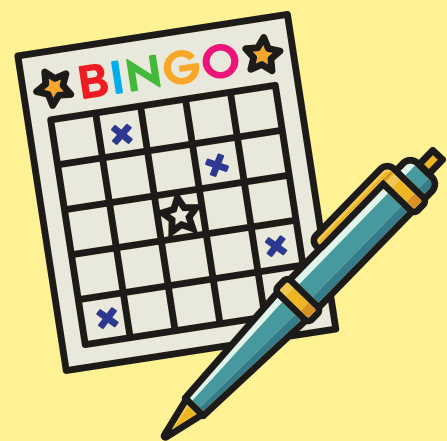
Event Overview

Format

- Welcome & Intro
- Light Refreshments
- Activities
- AI Generated “Travel Buddy” match reveal

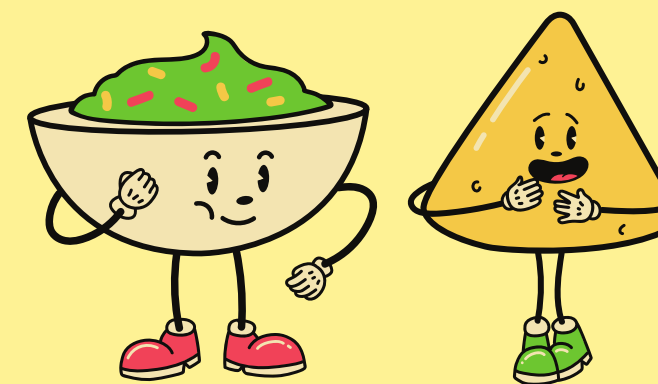


Event Highlights



01 Strangers Bingo

Guests mingle to complete bingo cards filled with light, personality-based prompts like “loves pineapple on pizza.” The first two to get a full line win a free spot on the trip.



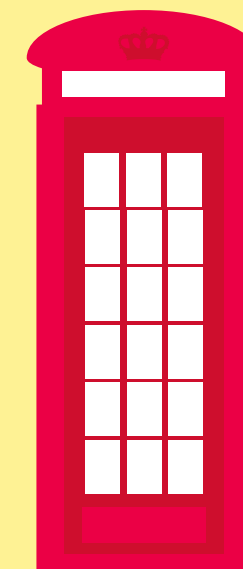
03 Travel Besties

Based on pre-event surveys, an AI algorithm reveals each guest’s most compatible “travel buddy” at the end of the event



02 Guided Table Conversation

Each table has curated question cards to spark relaxed, meaningful conversations in small groups



04 Phone Booth Memories

A fun recording booth where guests can share their thoughts or moments from the event

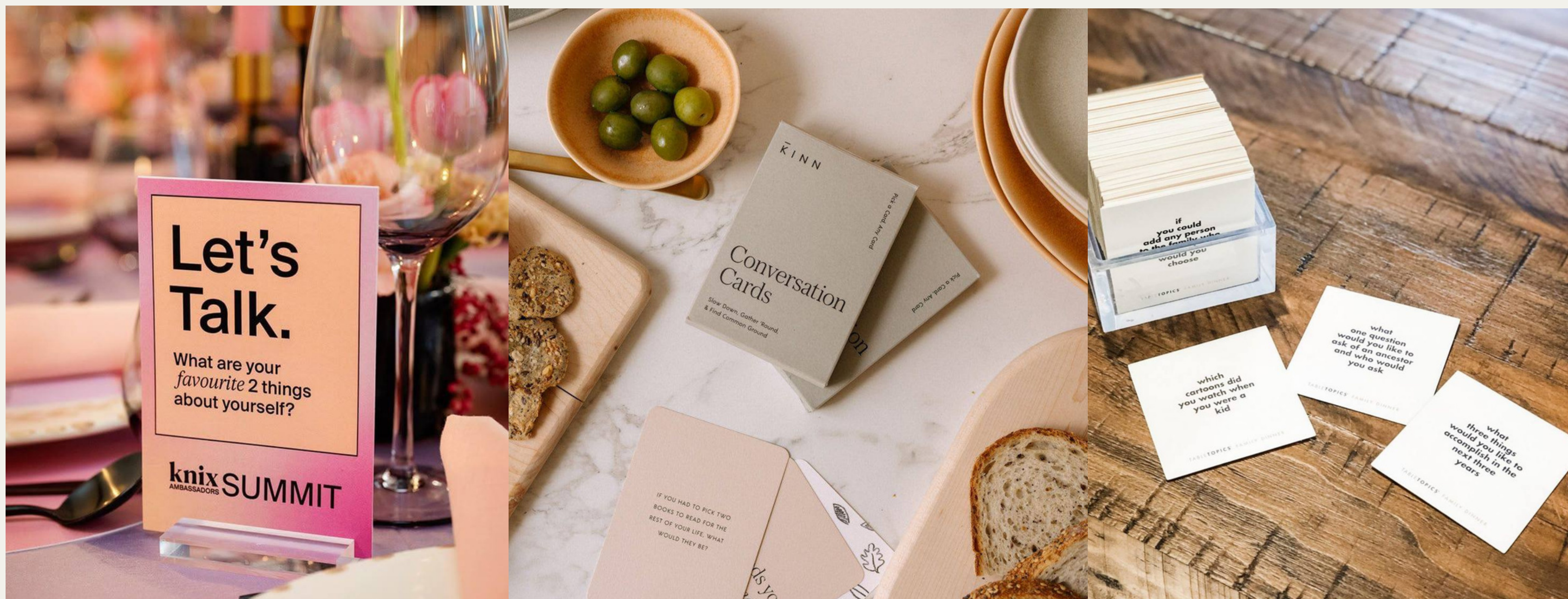
Event Highlight #1

Strangers Bingo



Event Highlight #2

Guided Table Conversation Cards



Event Highlight #3

Find Your Travel Bestie



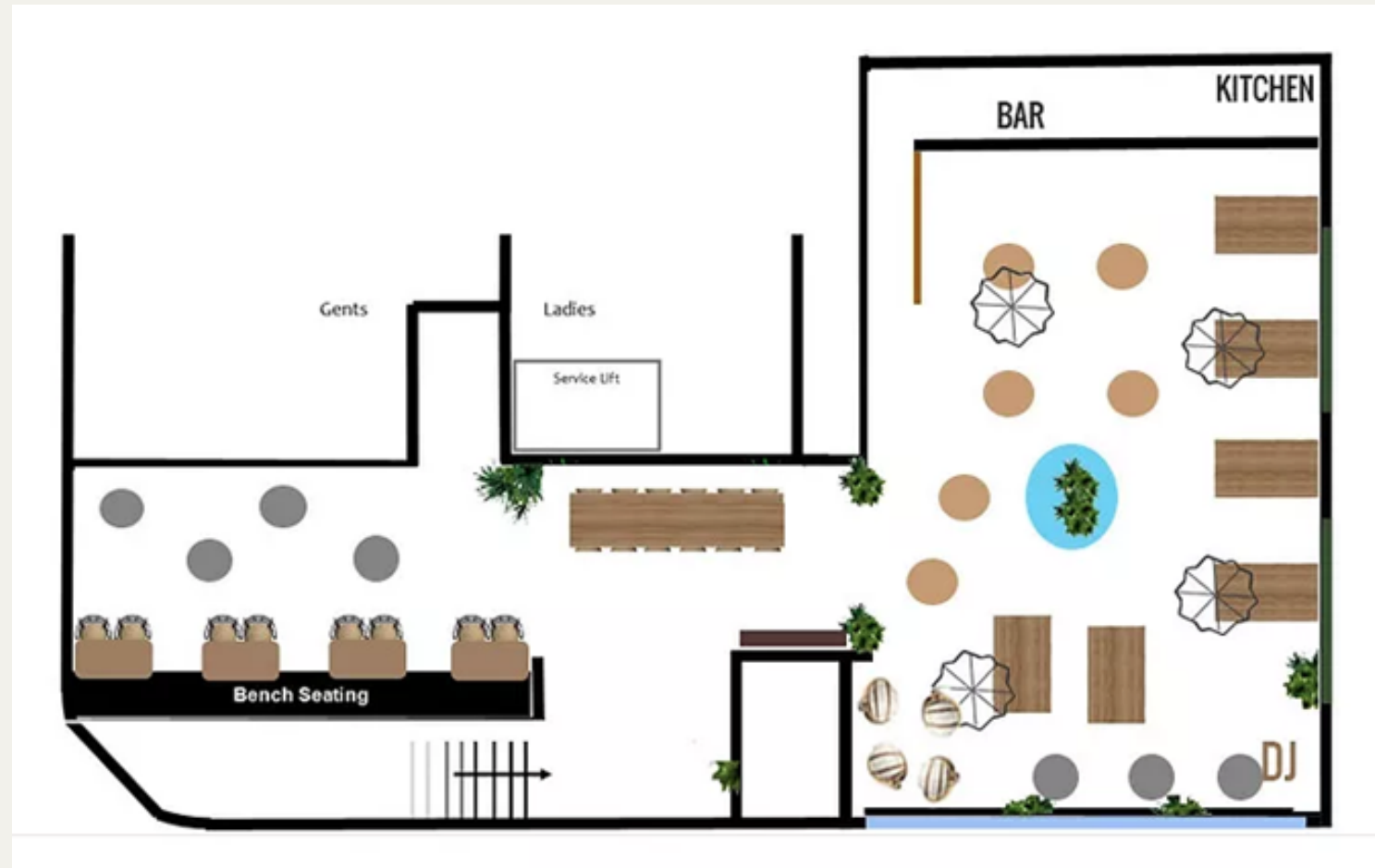
Event Highlights #4

Phone Booth Memories



Location

Floor Plan



Interior



Social Media Post & Caption

Sample Caption

Ultimate Travel and Never Strangers present to you... Strangers No More.

Ever wanted to try going for group trips but scared to be alone? Meet your future travel besties before the trip at our mixer. Drinks, games, surprise reveals—and get ready for a 9-day group trip to Bali from 25 Aug to 2 Sept.

📍 Shelbourne Rooftop, Sydney

📅 Sunday 10 Aug, 12–3 PM

🎫 Limited spots (30 travellers aged 20–30)

Sign up via the link in our bio!

Sample Poster

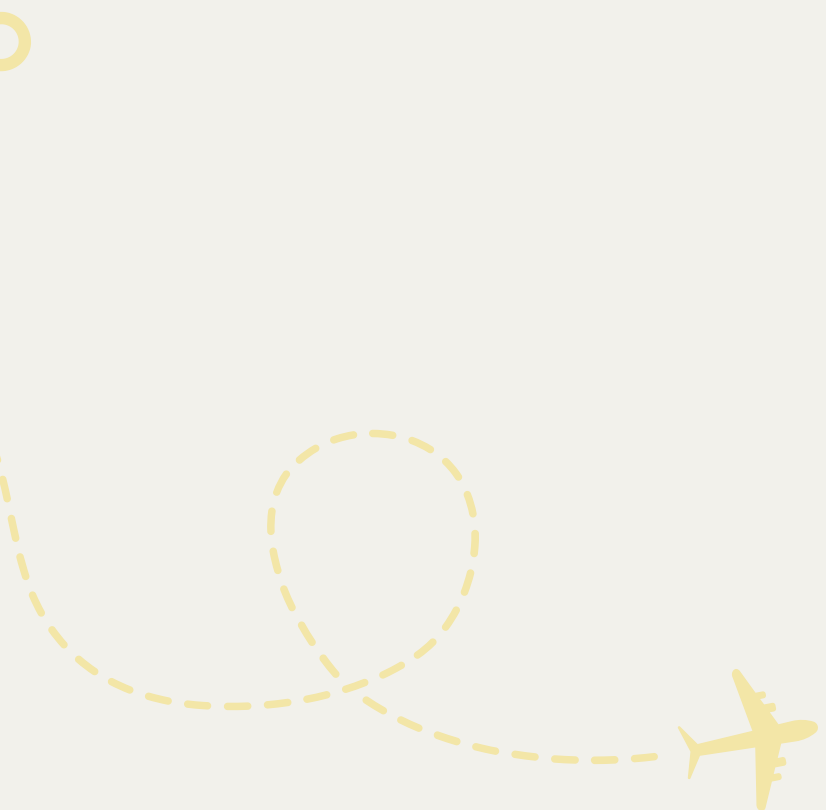


Event Timeline

#STRANGERSNOMORE

Event timelines

12:00 PM	GUEST ARRIVAL, DRINKS & PHONE BOOTH OPEN
12:15 PM	OPENING INTRO
12:30 PM	BINGO
1.10 PM	GUIDED TABLE CONVERSATION CARDS
1.50 PM	TRAVEL BUDDY REVEAL
2.10 PM	MINGLING
2.40 PM	CLOSING
3.00 PM	EVENT ENDS



Pre-Event Marketing

Generate awareness & Drive sign-ups

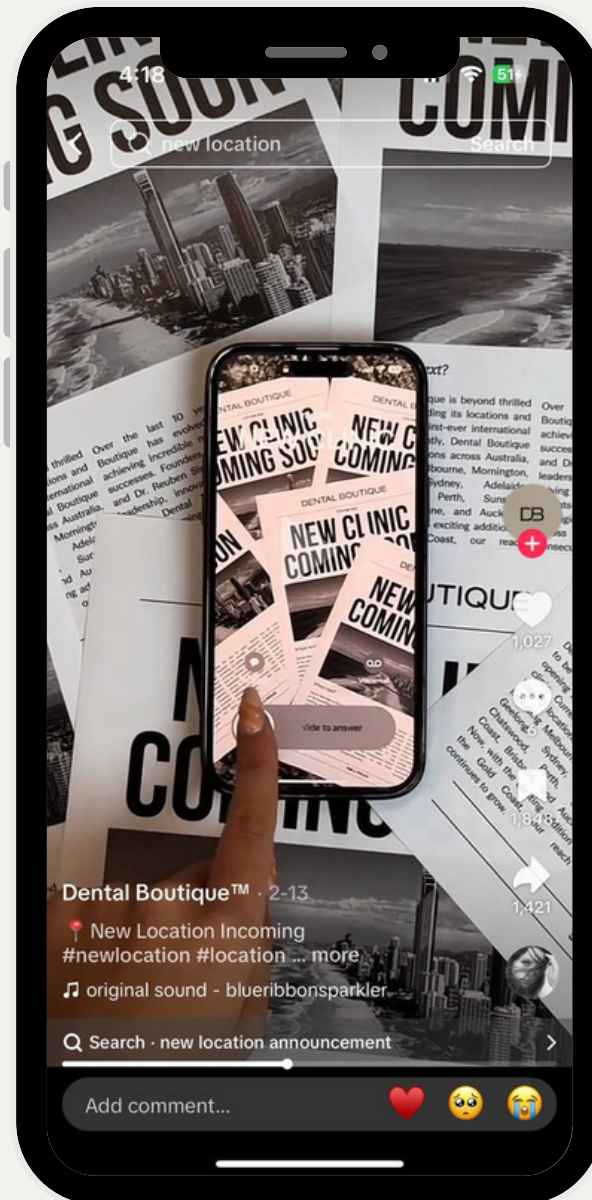
#1 Create teaser posts and countdown stories hinting at the mixer (e.g. sneak peeks of bingo prompts, mystery Bali visuals)

#2 Ultimate Travel TikTok content creators share personal takes & trends (e.g. using viral formats like the pink trend) to build buzz

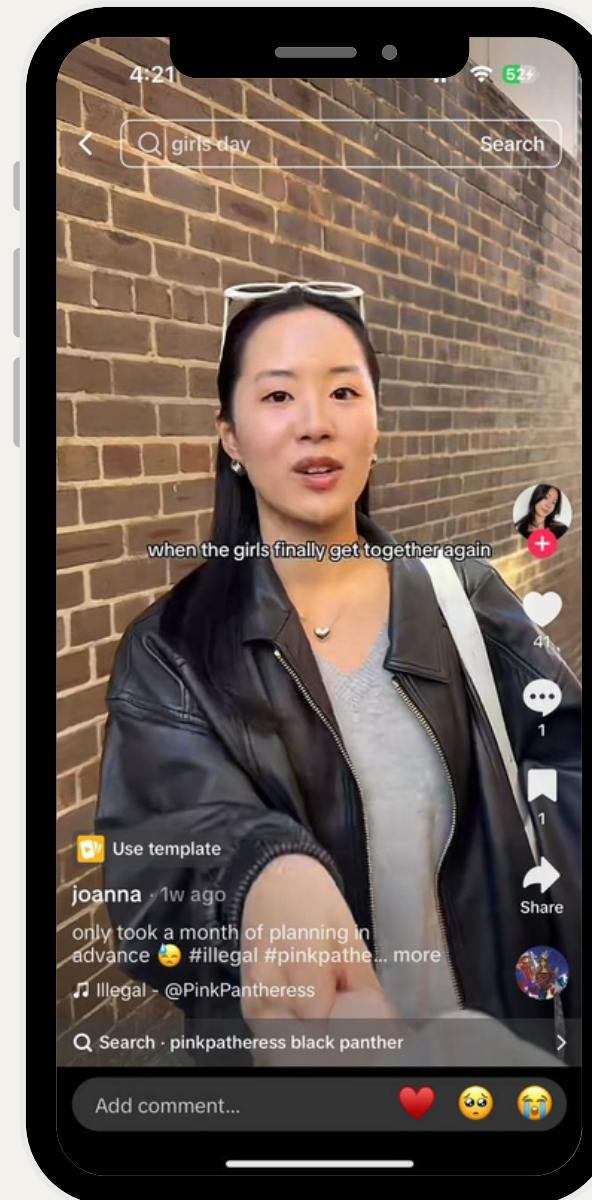
#3 Outreach to media outlets and journalists for coverage (e.g. Broadsheet, Time Out etc)



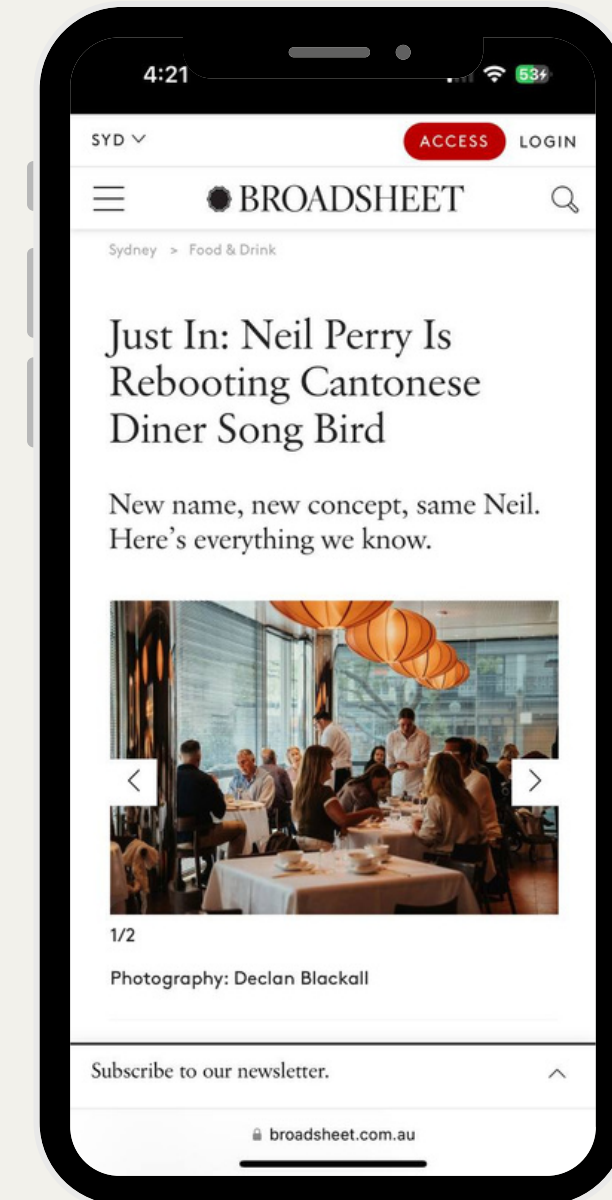
Pre-Event Marketing (Examples)



#1 example -
Teaser Post & Countdown



#2 example -
Ultimate Travel Content Creators share personal takes & trends to create buzz around event



#3 example -
Coverage by media publications on event

Post-Event Marketing

Generate awareness & Drive sign-ups

#1 Ultimate Travel posts phone booth videos and event highlights on social media.

#2 Encourage attendees to share their own posts using #StrangersNoMore, including during the Bali trip.

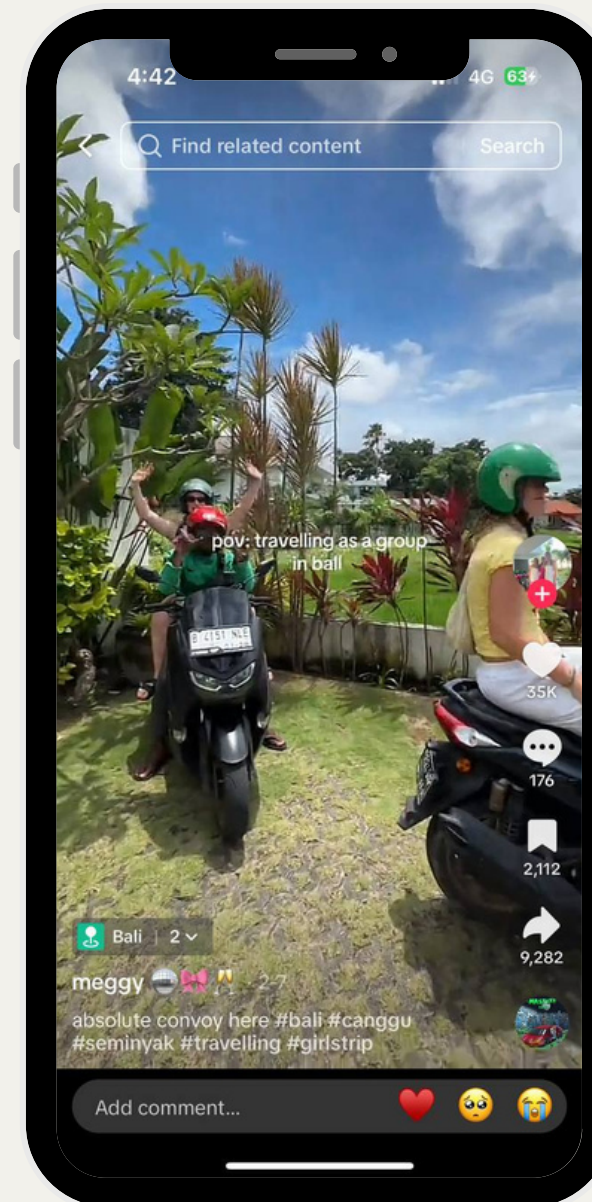
#3 Showcase authentic moments and testimonials to build excitement for future events.



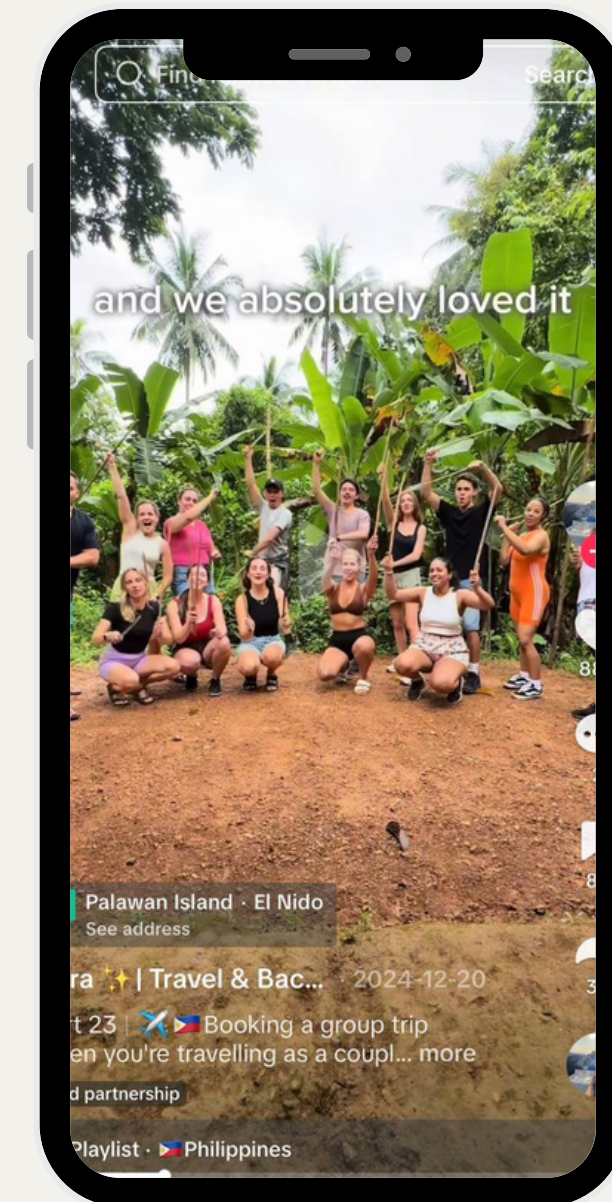
Post-Event Marketing (Examples)



#1 Example -
Phone Booth Videos & Event Highlights



#2 Example - Attendees are encouraged to share posts after the event and during the Group tour using the hashtag #StrangersNoMore



#3 Example - Testimonials to build excitement for future events

Event Mood Board



Thank You

