
THE TARGET · AURELIS BANK

THE CUSTOMERS YOU'RE BIDDING FOR ARE ALREADY **ON COURT.**

AURELIS BANK × THE STRAIT OPEN

Aurelis is buying attention by the impression. Every one of those emerging-affluent customers it targets is already holding a paddle at the property you own. This report shows how to turn rented reach into an owned acquisition channel.

ILLUSTRATIVE SAMPLE · FICTIONAL TARGET AND SENDER · BUILT TO DEMONSTRATE 3ILION'S REPORT FORMAT AND DEPTH

FOUR FACTS. ONE OPENING.

01

THE VACANT SEAT

THEIR FLAGSHIP PROPERTY LAPSED.

Aurelis was title partner of the Marina Invitational golf series until 2023; the 2024 edition ran without them. Their one large-scale, on-ground brand property now sits empty — and that is the exact seat The Strait Open fills.

HIGH CONFIDENCE

02

THEY ALREADY SPEND LIKE US

HEAVY ON MEDIA. THIN ON GROUND.

Roughly a third of marketing goes to paid acquisition, most of it digital performance. This isn't a request for new budget — it's a more efficient, equity-building way to spend what they already spend.

MEDIUM CONFIDENCE

03

SAME ANIMAL

TWO PLATFORM BUILDERS.

Both Singapore-born. Aurelis frames itself as an "everyday wealth ecosystem"; The Strait Open runs one community across play, content and hospitality. We meet them as a peer, not a vendor.

HIGH CONFIDENCE

04

THE AUDIENCE BRIDGE

THEIR BUYER IS ON OUR COURT.

Aurelis is chasing the emerging affluent under 35. Strait Open players are affluent, health-minded and mobile — 20+ countries, high disposable income, exactly the segment Aurelis is buying ads to find.

HIGH CONFIDENCE

The pitch writes itself from here: stop renting attention from platforms that rent it to everyone. Own the room where your next customer already plays.

STOP BIDDING FOR THE EMERGING AFFLUENT. THEY'RE ALREADY HOLDING A PADDLE.

This is the spine of the pitch, and every section that follows serves it. Aurelis has built a modern bank on performance media — efficient at reach, weak at belonging. Its one experiential property is gone. Meanwhile the customers it prizes most, the emerging affluent under 35, gather for four days on courts Aurelis doesn't sponsor.

We don't sell Aurelis on marketing; they're already convinced. We sell a better deployment of spend they already make — an owned community and a courtside acquisition moment, in place of another quarter of rented impressions.

~1/3

MARKETING TO PAID MEDIA

Under 35

THE SEGMENT THEY'RE CHASING

20+

COUNTRIES ON COURT

FROM LOGO DEAL TO ACQUISITION CHANNEL.

Every Strait Open asset maps to something Aurelis already wants — reach the young affluent, prove premium credibility, and pull attention off-platform into a moment they own.

COURTSIDE — THE AURELIS WEALTH LOUNGE

A hosted lounge beside centre court: fast on-boarding to the Aurelis One app, a private space for HNW guests and player families, and a live demo of "everyday wealth" among people who can act on it. The Marina Invitational role, made physical and made younger.

IN-APP — THE TOURNAMENT INSIDE AURELIS ONE

Live scores, a bracket challenge, and a rewards drop native to their own app — the online→offline loop Aurelis lacks. Their stated growth engine, handed to them pre-built.

CONTENT — THE STRAIT OPEN FILM SERIES, AURELIS-PRESENTED

Player-journey shorts and "the cost of getting good" money-meets-sport storytelling, produced by our content arm and distributed across both audiences. Relevance, not raw reach.

THE LONGER HORIZON — CATEGORY AND TITLE

Financial-services category exclusivity now; a path to title partner across the SEA circuit. Framed as an ecosystem relationship, not a season of signage.

WHO AURELIS IS.

Figures on this page are illustrative — this is a sample report on a fictional company. In a live 3ilion report, every number here is real, dated, and carried through to the Sources page with a confidence rating.

THE SHAPE

Aurelis Bank is a Singapore-headquartered premium retail and digital bank, launched from the merger of a private-wealth arm and a challenger app. It positions between the incumbents and the neobanks: real advisory, modern rails.

OWNERSHIP

Majority held by a regional holding group, with a sovereign-linked minority investor taken on during its 2022 raise. Leadership has signalled a possible listing "when the window is right."

WHY IT MATTERS FOR US

A group circling a listing cares about brand equity, premium positioning and a regional-growth story — a board-level rationale that sits on top of the marketing one.

SCALE (ILLUSTRATIVE)

1.4M+

CUSTOMERS

5

SEA MARKETS

BRAND PLATFORM

"Everyday Wealth" — the idea that building wealth is a daily habit, not a private-bank privilege. It runs through the app, the branches and the advertising.

THE TELL

Aurelis talks in ecosystem language — accounts, wealth, insurance and rewards as "one connected life." That maps cleanly onto how The Strait Open runs one community across play, content and hospitality.

HOW THEY SEE THEMSELVES.

SELF-DESCRIPTION

"The bank for everyday wealth." Premium but not stuffy; modern but not gimmicky. They want to feel like a private bank that finally lets ordinary earners in.

THE CORE REFRAME (2025–26)

From "where you keep money" → "where your money grows a little, every day." From transactions → habits. From product → partner-in-progress.

DESIGN IS BRAND

Restrained, tactile, quietly premium. They collaborate with design studios and lifestyle names to borrow credibility, and they guard the look obsessively.

BELONGING IS NOW A LEAD WORD

Their newer campaigns lean on community and confidence, not rates and features. That is a sponsorship opening in plain sight — belonging is what a live property sells better than any ad unit.

THE GAP

All of this is asserted through media. They tell people they belong; they rarely give them a room to belong in. The Strait Open is that room.

THE WORDS TO WRITE THE PITCH IN.

SIGNATURE VOCABULARY — USE THESE, IN THEIR REGISTER

everyday wealth

grow a little every day

belonging

confidence

one connected life

ecosystem

progress

habit

premium, for everyone

advisory

your money, working

the long game

TONE

Warm, assured, premium-but-human. They pair a big idea ("everyday wealth") with a small concrete benefit ("grow a little every day"). Confident, never cold. Short promise, then calm detail.

COPY PRINCIPLE FOR THE PITCH

Write it the way Aurelis writes to its own customers — wealth, belonging, progress, the long game — then let The Strait Open supply the stage those words have been missing.

THE ONE LINE, IN THEIR LANGUAGE

**"EVERYDAY WEALTH BELONGS SOMEWHERE.
IT BELONGS ON THIS COURT."**

WHO THEY'RE CHASING.

THE CORE

Established affluent, 40+, advice-led, high balances. Loyal, but not growing fast enough to satisfy a bank that wants a listing.

THE DELIBERATE PUSH YOUNGER

The emerging affluent under 35 — high earners early, mobile, brand-aware, hard to reach through rate ads. Aurelis is spending heavily to win them and converting slowly.

THE STRAIT OPEN BRIDGE

Amateur racquet sports skew exactly here: affluent, health-minded, international, social. Players bring partners and colleagues; the stands are full of the segment Aurelis is bidding for on every platform.

IMPLICATION

This isn't reach for reach's sake. It's **the right room** — a concentrated, high-intent version of the audience they're chasing at scale elsewhere.

HIGH CONFIDENCE

Audience fit is the strongest, most defensible claim in this report and should anchor the pitch's opening.

EVERY ASSET, MAPPED.

STRAIT OPEN ASSET	AURELIS FIT	ACTIVATION IDEA (DRAFT)
CENTRE COURT & hospitality	Their vacated experiential seat — premium context, the young-affluent room, HNW proximity.	Aurelis Wealth Lounge courtside; app on-boarding; private box for prospects and player families.
THE APP TIE-IN	Their exact stated need: pull online attention into offline moments, inside their own product.	Live scores, bracket challenge and a rewards drop native to Aurelis One.
CONTENT ARM	Relevance over reach — money-meets-sport storytelling to the segment they're chasing.	"The cost of getting good" film series, Aurelis-presented, across both audiences.
SEA CIRCUIT	Their regional-growth story, made tangible across the five markets they operate in.	Category exclusivity now; a path to title partner as the circuit scales.
META-FIT	Two Singapore-born ecosystems: "one connected life" ↔ one community across play, content, hospitality.	The pitch's spine — ecosystem meets ecosystem.

Read top to bottom, the map is a single argument: every asset The Strait Open controls answers something Aurelis has already told the market it wants.

WHERE THE LETTER LANDS.

THE ADDRESSEE

THE CHIEF MARKETING OFFICER

Owens the acquisition budget and the "everyday wealth" platform. Frame the pitch as a better use of spend they already control. [VERIFY NAME](#)

THE HEAD OF WEALTH

Cares about HNW proximity and the lounge. A useful second signature — the revenue case, not just the brand case.

THE FOUNDER / CHAIR

Not the day-to-day buyer, but the ecosystem worldview is theirs. Weave it through even if the letter is addressed elsewhere.

GEOGRAPHY

LEAD IN SINGAPORE

Where both were built. The assets and the pride both live here — start where the emotional resonance is.

SELL THE SEA RUNWAY

Aurelis already operates across the region; The Strait Open is scaling the same way. Singapore is the proof, the region is the scale.

HOLD THE FRAME

One connected pitch: start local, prove premium, scale regional — mirrored to their own growth map.

ONE LINE FOR THE DECK

"START IN SINGAPORE, WHERE YOU WERE BUILT. SCALE ACROSS THE REGION, WHERE YOU ALREADY BANK."

WHAT TO VERIFY. WHERE IT CAME FROM.

OPEN ITEMS TO VERIFY

- 01 MARINA INVITATIONAL STATUS**
Confirm the 2024 lapse and whether anything replaced it.
- 02 CURRENT CMO & HEAD OF WEALTH**
Names and tenure before the letter is addressed.
- 03 LISTING TIMELINE**
Any fresh signal sharpens the equity-building angle.

SUGGESTED NEXT STEPS

- 01 DRAFT THE OPENING LETTER**
Personalised, in their lexicon, once the addressee is locked.
- 02 COST THE ACTIVATIONS**
Turn the asset map into a tiered ask.
- 03 BUILD THE INTERACTIVE PITCH**
Scroll sections + tap-to-react prompts, feedback routed to the sender.

SOURCES

This is a sample built on a fictional company, so the sources below are illustrative. In a live 3ilion report this page is mandatory and real: every claim traces to a dated, linked source with a HIGH / MEDIUM / LOW confidence rating.

Company investor site — corporate structure, brand platform, market count

2022 funding-round coverage — ownership, minority investor, listing intent

Category press — "everyday wealth" campaign, community/ belonging pivot

Sponsorship trade press — Marina Invitational title history & 2024 lapse

Leadership interviews — ecosystem language, younger-audience strategy

Design-award & collaboration coverage — premium positioning

App-store & product notes — Aurelis One features, rewards, rails

Regional business press — SEA market footprint, growth narrative