

Krisflyer UOB Influencers' Campaign Reeks of Dishonesty?

Description

If I were to believe what all the influencers on the #KrisFlyerUOB campaign said, I'd think the account and debit card is a wonderful deal.

Except that it is not.

Now, here's where it gets interesting. I personally thought it was a terrible product, but apparently all these (*reallllllly popular*) influencers don't seem to share my views. In fact, they had nothing but praises for it!


I'll upload my analysis of the account in a separate post, but that's not why I'm here today. I'm here because I felt the way this whole marketing campaign was executed was just downright misleading, and that's not good. Neither am I the only one who feels this way – [check out what my friend Aaron has to say about their posts too](#).

(Edit: I had some readers comment that they believe this piece was plagiarized. Wow, what an insult to any writer! To set the record straight, my post was already drafted before I sent Aaron the link to these influencers' postings. I just didn't manage to beat him in publishing because...I was watching Fast & Furious 8. Also, how about you guys read both posts to compare and judge for yourself whether they're TRULY plagiarized? -- Aaron's piece is also way more hilarious than mine – I do wish I got his amazing sense of humour lol.)

1. Shouldn't influencers at least try to first understand the product they're promoting?

Considering how much they charge for an advertorial on their social media channels, wouldn't this be a bare minimum? *(And these popular influencers charge more than what a fresh graduate makes in an entire month! [Melissa Celestine Koh charges upwards of \\$3,500 for an advertorial on her blog](#), and [Brad Lau of Ladyironchef billed a restaurant \\$3,800 in 2015 for a review](#), I won't be surprised if their fees are a lot higher now.)*

At best, their understanding may be minimal, given how terms are not being properly communicated :

 **ladyironchef**
Cafe gram カフェ グラ..
[Follow](#)

ladyironchef LOOK, MA! THESE PANCAKES JIGGLE!

• We are hopelessly in love with Gram's soufflé pancakes that are so fluffy and buttery. There are 3 timings a day for the pancakes—11 am, 3pm & 6pm, and only 20 portions per timing.

• You should pay with the all-new [#KrisFlyerUOB](#)—Singapore's first debit card and account that earns you from 1.4 and up to 5.4 KrisFlyer miles which you can use to redeem free flights from Singapore Airlines, SilkAir, Scoot & TigerAir. It is certainly the [#newwaytobankandfly](#).

• Find out more at bit.ly/krisflyeruoblic

[joannpeisi](#) [@clarrogg](#)

[celiarod](#) I went there thanks to you!!! Best nancakes ever! Thank you so much for the...



32,158 views

Is that 1.4 miles per dollar spent? Or for every 1 cent that I spend? Now THAT will be a real game changer! If that's the case, I most certainly should be paying with [#KrisFlyerUOB](#). Any miles-chaser who uses credit cards often enough should be familiar with the proper terminologies and how to communicate it / how it is presented to consumers.



melissackoh
Sydney Harbour

Following

melissackoh Sydney's always got my heart ❤️ Hanging around one of my favourite places in the world and ticking items off my bucket list all thanks to #KrisFlyerUOB, the first debit card + account in Singapore that earns you miles! Spend and save to chalk up KrisFlyer miles and redeem free flights to amazing trips like this. Find out more at bit.ly/krisflyeruobmel #KrisFlyerUOB #newwaytobankandfly

melissackoh #melissackohinsydney #sydney #sydney🇺🇸 #SydneyHarbour #seeaustralia #australia #travel #katespade #traveltheworld #wanderlust #ilovesydney #vSCO #vscocam #explore

soaddictedofficial Loving the camels!!! 🐫💕

vintage_dots you're my inspiration 😍

greciangod Where did u buy the camel?



7,558 likes

1 DAY AGO

default watermark



bellywellyjelly
Bangkok, Thailand

Follow

bellywellyjelly If you told me this was Bangkok, I wouldn't have believed you 🙄
This was shot at one of the biggest restaurants I've EVER been to. 📍 Location tag: Chocolate Ville | This place is looks just like a theme park, photo-worthy at every corner & entrance if free. Scratched this off my bucket list on my trip with [#KrisFlyerUOB](#), the first debit card & account in Singapore. Earn KrisFlyer miles when you spend and save to redeem flights for trips like this. Now this is a [#newwaytobankandfly](#). Find out more at bitly.com/krisflyeruobbel

clingclingchan Cute

mayyysiii So surreal

wernnz @cherylthea

carolkoh98 Wow the background has London feels 🇬🇧



6,754 likes

2 DAYS AGO



thetravelintern
Kuang Si Falls

Follow

A new way to bank and fly is here — with [#KrisFlyerUOB](#), which allows you to collect KrisFlyer miles when you spend and save (from 1.4 miles up to 5.4 miles per \$ spend). It's the first-ever debit card + account in SG that helps us fulfil our travel dreams!

Apply now at bit.ly/krisflyeruobtti

[#newwaytobankandfly](#) [#TheTravelIntern](#)

[thetravelintern](#) .

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228 likes

1 DAY AGO

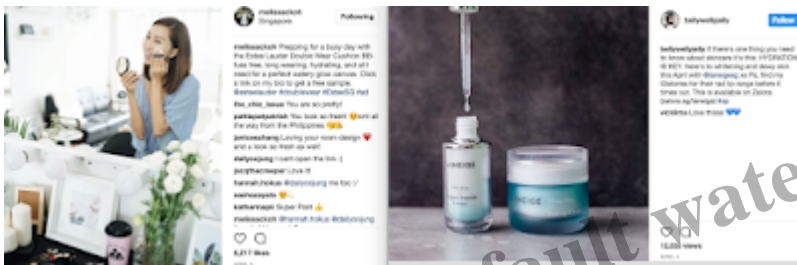
2. It sounds like they're implying they've unlocked their trips from the #KrisFlyerUOB account, but that is not possible.

Given that the account was literally just launched a few days ago and that any miles earned will only get credited at the end of the month ([the T&Cs](#) here), the impression that these trips were “fulfilled” by the card is misleading. Because how on earth did these influencers manage to do that?

Did they already spend \$18k and \$60k respectively AND somehow found a way to get their miles even before the account was launched? Maybe they asked the guys at UOB to credit into their account early so they can exchange for their trips in order to get this unbiased review out in April?

3. Did they forget to declare it as sponsored?

I doubt it, looking at how they've remembered to do it for their other sponsored posts:



“As none of them tagged their posts as #sp, #sponsored, #ad or #advertorial, we can then assume that they are all unbiased reviews based on the influencers’ own experience with the account.” Right?

The Advertising Standards Authority of Singapore (ASAS) has this to say:

Even if a blogger is writing his genuine thoughts about a product or service provided by a company he has a commercial relationship with, he should declare the relationship in the post.

Update: Now that people are calling out on their bluff, bellywellyjelly has added the #ad hashtag to her #KrisFlyerUOB posts. Why wasn't this done earlier?

4. If they are indeed “content creators”, how come these influencers all seem to be doing a “cut-and-paste” job when they wrote about #KrisFlyerUOB?

- “You should pay with the KrisFlyer UOB...”
- “Spend and save with KrisFlyer UOB...”
- “Unlock free trips like this (easily)...”


Surely there are other words than the ones provided to you in the brief. Otherwise, let me introduce

you to what I tell my General Paper tuition kids to use : www.thesaurus.com

5. Do Influencers Influence? What if they've misled their audiences?

Spiderman once said, "With great power comes great responsibility." I think the basic responsibility of all influencers who accept paid postings is to at least be honest and get their facts right.



 bellywellyjelly Follow

bellywellyjelly Experienced the beauty of Bangkok's flower market at dawn. You'll be surrounded by flowers of every kind & find yourself enjoying this localised experience amidst the morning hustle and bustle. Here's a tip, use the #KrisFlyerUOB Account on your fav budget airlines Scoot & Tigerair to get complimentary additional baggage allowance plus FREE seat selection and more 😊 (got you covered here) Find out more at bitly.com/krisflyeruobbel #newwaytobankandfly

clingclingchan Cute. Did u change ur theme?

sherylpatt Chio-ness

graceofthunder Super sweet!

karenadriannahu Sui.. 🙌🙌🙌

♡ 🗨️
4,184 likes
7 HOURS AGO



 bellywellyjelly Follow

bellywellyjelly <READ THIS, IT'S IMPORTANT> You guys were asking about the locations I covered with @shawnekoh during my 48 hours in Bangkok. Here they are! I've got you covered from the must-do, must-eat. to the must-see adventure spots in

♡ 🗨️
24,187 views
3 DAYS AGO

Add a comment... ⋮

Now let's give Christabel the benefit of the doubt and assume she'll never give a BAD tip to any of her

readers, especially since she says she's got us covered.

But boy, this certainly sounds like a bad tip to me, because she forgot to mention that:

– The complimentary extra baggage...comes only after you first pay for 20kg in your booking. You'll then get just 5kg extra, which is even less than the hand-carry limit.

– The FREE (in caps, no less) seat selection...sounds good too, except that I have to still pay for the rest of my family travelling with me. Are you crazy?! Sit separately from my husband and friends on the flight?! No way! I'm clingy like that.



 ladyironchef Follow

• If you know the #newwaytobankandfly, going to Tokyo is a piece of cake.

• Unlock trips like this with the #KrisFlyerUOB debit card + account, where you get rewarded with KrisFlyer miles when you

 
20,357 views
1 DAY AGO

Add a comment... ...



 melissackoh
Sydney, Australia Following

experiences. All thanks to #KrisFlyerUOB, the first debit card and account in Singapore that rewards you with KrisFlyer miles when you spend and save. You can now unlock trips like this and start ticking items off your bucket list! Now this is indeed a

 
36,162 views
3 DAYS AGO

Add a comment... ...



Unlock trips like this with #KrisFlyerUOB! Unlock trips like this! Unlock, unlock, unlock!

They describe it as a “piece of cake” and that it is “easy”, but **they forgot to tell us that you’ll have to first spend \$18k – \$60k if you want to “unlock” their trips.**

\$18,000 to chalk up enough miles to do Bel's trip to Bangkok

\$36,000 to chalk up enough miles for Brad's Tokyo

\$36,000 to chalk up enough miles for TheTravelIntern's Luang Prabang (2 pax)

\$60,000 to chalk up enough miles for Mel's Sydney!!!!!!

Maybe it is a “piece of cake” for them, but it isn't for the rest of us who aren't sponsored and don't earn as much income.


6. What do influencers really mean when they say they're “genuine” and “true to” themselves?

As a blogger myself, I don't see how the content on this whole #KrisFlyerUOB campaign was curated by them at all. What I see instead are **people who didn't bother to properly understand the product, didn't read the T&Cs, didn't bother to check whether the #KrisFlyerUOB account is truly a good deal before they promoted it to their massive throngs of followers.**



And since they do acknowledge that their content has the power to influence people, wouldn't they have misled their readers into thinking this was a good deal?

I don't know about all their other followers, but when I saw it on their pages, I did think it was. That is, until I checked out the facts.



 bellywellyjelly [Follow](#)

fluff.kin OHMYGOD DEBIT CARD BUT EARN KRISFLYER MILES YES YES YES
bellywellyjelly @fluff.kin I KNOW RIGHT!!!!
benchuaa @helloitsceline @kforkenneth_
coldhuining Omg this video makes me so

24,187 views
3 DAYS AGO

Add a comment... ...

Bel's follower is saying "yes" to #KrisFlyerUOB too. Influenced?



 bellywellyjelly [Follow](#)

bellywellyjelly With all the talk about influencers & the industry over the last couple of days I just wanted to say this to those of you who wonder how life in this line is - whether it's always as beautiful as the squares depict it to be or only about perks and benefits like controversial videos misinforming younger individuals. Yes this job certainly has its perks but it also means having content creation at the back of your mind 24/7. Being full-time in this digital space means that you have to constantly improve and create, progress and not be too comfortable at where you're at in this highly competitive arena. To always remember why you enjoy what you do and why you started out years ago. In this world of perishable joys & instant gratification - Here's to pushing boundaries, keeping our hearts on the things that truly matter & [staying true to yourself](#) with #AdidasSG #NMD X Bangin'

6,872 likes
APRIL 6

What does it really mean to “stay true to yourself” as an influencer? Is it to charge brands a high fee, then take our clients’ money and write posts like these?

I’ll put it out in the open that I’ve written sponsored posts too, which are 100% authentically me. Read what I had to say about the [UOB One account](#) and [POSB CashBack initiative](#) here. But I only accept products I genuinely think are good. I’m not afraid to reject the ones I think aren’t. I say it as it is. I check my facts. I dig and ask all the hard questions (ask my clients!) before I post my review. That is what I believe means to be “staying true” to myself.

Oh, and neither did I add the sponsored disclaimer only after people called me out on it. Just check the Google Cached version and you’ll know.

Another local influencer, with close to 45,000 followers, recently emailed me to say she didn’t intentionally [mislead her readers to think of me as a scrooge or a miser, just because I wrote a piece on how to save more money by going on a financial fast](#). Weird, because I didn’t even say she called me that. Was she staying true to herself when she wrote that? I can’t be sure either, because she has since taken down the offending paragraphs which came across as an insult.

A few readers have asked for my opinion of the KrisFlyer UOB account, so here it is : **No, I will not be signing up for the KrisFlyer UOB account.** There are so much more better alternatives out there.

I’ll upload my analysis on the account tomorrow (I’m just waiting for Aaron from MileLion.com to send me his miles-hacking strategies, which I’m sure are infinitely better than this #KrisFlyerUOB).

Stay tuned.

With love,
Budget Babe

Category

1. Credit Cards
2. Savings