



Circles.Life Goes ‘Live Unhinged’: New Brand Direction Celebrates Singapore’s Value-Maximising Mindset

Description

Singapore’s leading digital telco, Circles.Life, has unveiled a bold new brand direction called ‘Live Unhinged’ – a campaign that celebrates the very Singaporean habit of constantly finding smarter ways to get more value out of everyday life.

Launched on 2 June 2026, the campaign takes aim at how Singaporeans increasingly live multi-hyphenate lives: juggling run clubs, side hustles, cashback hacks and hobby-driven communities, all while squeezing maximum value out of every dollar. Rather than competing purely on price and data, Circles.Life is repositioning itself as a **lifestyle enabler** for today’s generation.



Image: Circles.Life

Meet Circo: Circles.Life's New Mascot

A standout element of the campaign is the introduction of **Circo**, Circles.Life's brand new mascot. The energetic blue character is designed to embody the brand's bold, innovative and community-driven spirit. Over the coming months, you can expect to spot Circo at gaming events, run clubs, Climb Central, F&B events and community-led initiatives across Singapore.

"With 'Live Unhinged' and the introduction of Circo, we're evolving how Circles.Life connects with our audience by embedding ourselves in the communities they care about and building a brand that feels relevant, human and culturally connected," said Priya Seevaratnam, Head of Brand & Creative at Circles.Life.

The advertisement features a light blue background with a woman in a light blue shirt and beige pants on the right side. The main text is in white and purple. The logo 'CIRCLES AI' is at the top left. The slogan 'STAY UNHINGED NOT UNPREPARED' is in large, bold, white letters on purple and blue rounded rectangles. Below this, it says 'Access to paid models of:' followed by a list of AI models in a dark grey rounded rectangle. A pink bubble on the right says 'Comes with FREE 500GB 4G data'. There is a 'default watermark' across the center.

CIRCLES AI

STAY UNHINGED
NOT UNPREPARED

Access to paid models of:

- GPT - 5.4
- Google Gemini
- Perplexity Sonar
- Claude Opus 4.6
- DeepSeek V3.2
- Qwen 3.5 Plus

Comes with **FREE 500GB** 4G data

Image: Circles.Life

Beyond Data Bundles: Three Free Lifestyle Offerings

Central to the “Live Unhinged” direction is Circles.Life’s expanded ecosystem of free lifestyle benefits for all subscribers. These now include three key offerings:

CirclesAI

CirclesAI bundles access to a suite of premium AI tools – including GPT, Google Gemini, Perplexity Sonar Pro, Claude and DeepSeek – into your Circles.Life plan at no additional charge. The standalone value is over S\$100, making this a genuinely compelling addition for subscribers who use AI tools regularly.

Circles Zerofy

Circles Zerofy is a cashback programme that lets users earn cashback just by shopping through the Circles.Life app, with the potential to offset their monthly phone bill entirely – down to zero. For Singaporeans already optimising every loyalty programme and cashback card in their wallet, this is a natural fit.

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Image: Circles.Life

Zerofy Cashback Card

The **Zerofy Cashback Card** adds another layer of rewards with 1% cashback on both local and overseas spending, with no caps and no foreign exchange fees. Combined with Circles Zerofy, it creates a closed-loop rewards system built around a phone plan.

What This Means for Singaporeans

“The telco category has long been seen as highly commoditised, where brands compete primarily on price and data bundles,” said John Huang, Head of Growth at Circles.Life. “To drive meaningful growth, we have to go beyond promotions and rethink how we show up in people’s lives.”

For Singaporeans who are already “unhinged” about maximising value and let’s be honest, most of us are “Circles.Life is essentially offering to turn your telco plan into an active part of your lifestyle-optimisation stack. Whether that’s CirclesAI for productivity, Zerofy for cashback, or simply spotting Circo at your next run club event, the pitch is clear: Circles.Life wants to be more than a SIM card.

New and existing subscribers can access CirclesAI and Zerofy features directly from the Circles.Life app. To sign up or learn more, visit www.circles.life.

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