Communication Design

Last updated on 20 May 2026

Ideas are only as powerful as they are understood.

Every organisation has knowledge worth sharing, products worth believing in and stories worth telling.

Labso helps organisations transform complexity into communication that is clear, engaging and purposeful. By combining strategic thinking, content development and communication design, we create work that informs, persuades and builds trust.

Whether launching a financial product, publishing research, strengthening a brand or communicating institutional change, we work closely with our clients to bring clarity to ideas and coherence across every touchpoint.

Who We Are

Founded in Singapore in 2014, Labso is a boutique creative practice that helps organisations communicate with clarity through strategy, content and design.

Following the transition from Snakes & Ladders in 2020, Labso continues to build on nearly two decades of experience across branding, marketing communications, editorial design and corporate communications.

Today, Labso works primarily with clients in financial services, insurance, education, arts and culture, providing thoughtful creative support from concept through delivery.

As a founder-led practice, every project is managed with direct senior involvement, allowing close collaboration, agility and consistency throughout the creative process.

Founder

Labso is led by Stella Lai, a creative director with over twenty years' experience across design, branding and communication strategy. She works closely with organisations to turn complex briefs and information into clear, well-structured communications, guiding projects from initial thinking and creative direction through to execution.

Before establishing Labso, Stella co-founded and led Snakes & Ladders, a boutique creative agency working across branding, advertising, editorial, event design and management, marketing and corporate communications for clients in financial services, corporate, education, arts and culture. Earlier in her career, she worked with advertising and design agencies including Leo Burnett Hong Kong, where she developed a strong foundation in brand and communication development.

Her multidisciplinary background spans journalism, graphic design, design thinking and futures studies, shaped by studies at Goldsmiths, University of London, Parsons School of Design in New York and The Chinese University of Hong Kong.

Areas of Expertise

Financial & Insurance Communications
Editorial Design & Publications
Corporate Communications
Brand Systems
Marketing Campaigns
Research & Thought Leadership
Arts & Cultural Communications
Presentation & Information Design

Arts & cultural

The HEAD Foundation
Singapore Symphony Orchestra
Victoria Concert Hall
Ding Yi Music Company
New Opera Singapore
Galería Nordés
NUS

Corporate communications

APB
Wildlife Reserves Singapore
Sentosa Leisure Group
Singtel
Gold Roast
Reed Exhibitions

Banking & finance

Great Eastern Singapore
Swiss Life
Zurich Insurance Singapore
AXA
Allianz
UBS
Bank of Singapore
Julius Baer
Standard Chartered Bank
Platinum Capital Management
Ericsenz Group
Inter-Pacific Group

Selected Works

Selected works presented in the following pages span product marketing communications, brand development, publications, digital content, campaign collateral and audience engagement materials across the financial, corporate and cultural sectors.

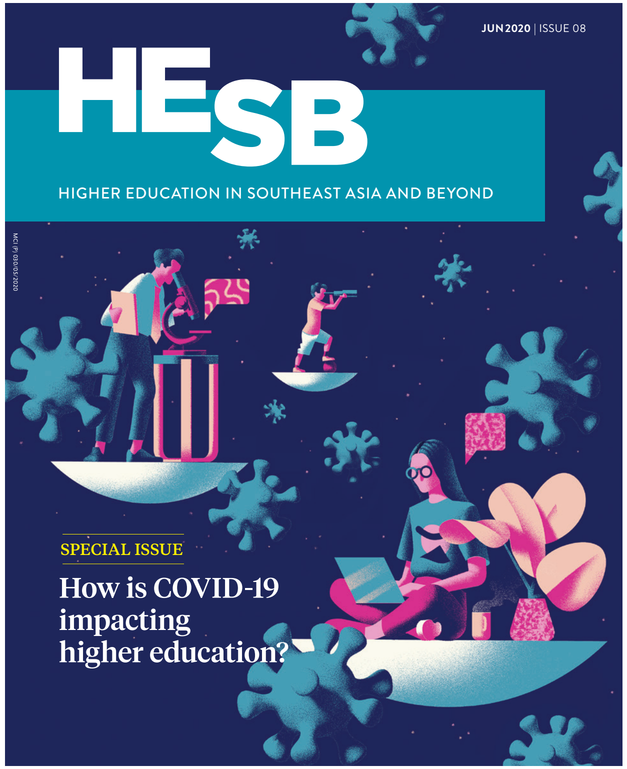
Projects include both ongoing communication support and larger-scale branding and campaign initiatives developed through Labso and Stella Lai's previous agency practice, Snakes & Ladders.

The HEAD Foundation

Publication design and editorial support

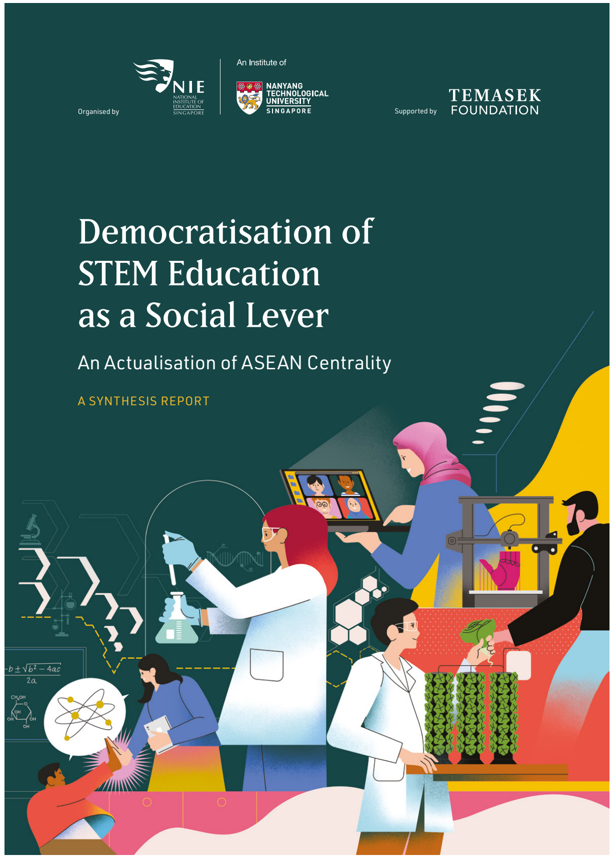
Creative direction, content development and production coordination for publications and thought leadership materials focused on education, healthcare and public policy in Southeast Asia.

THINK magazine

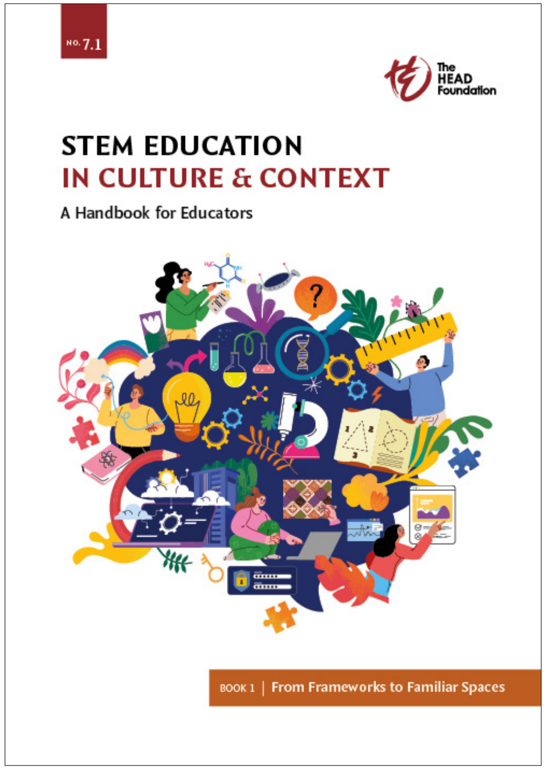


HESB magazine

THINK magazine spreads



meriSTEM@NIE academic report



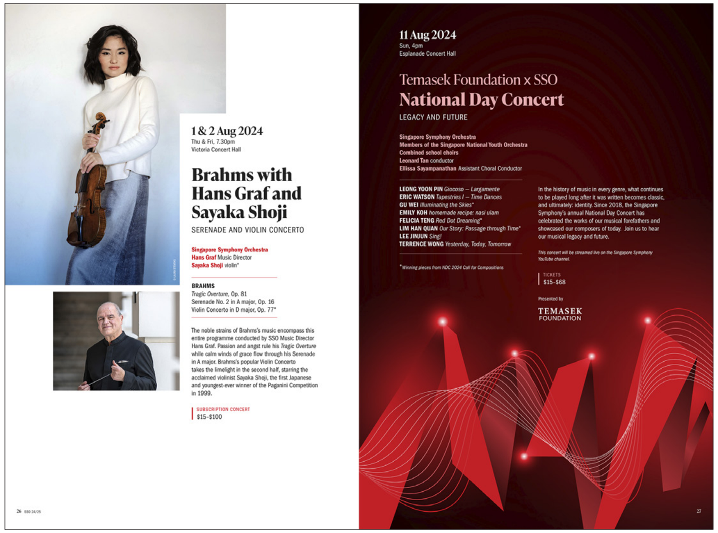
Handbook series

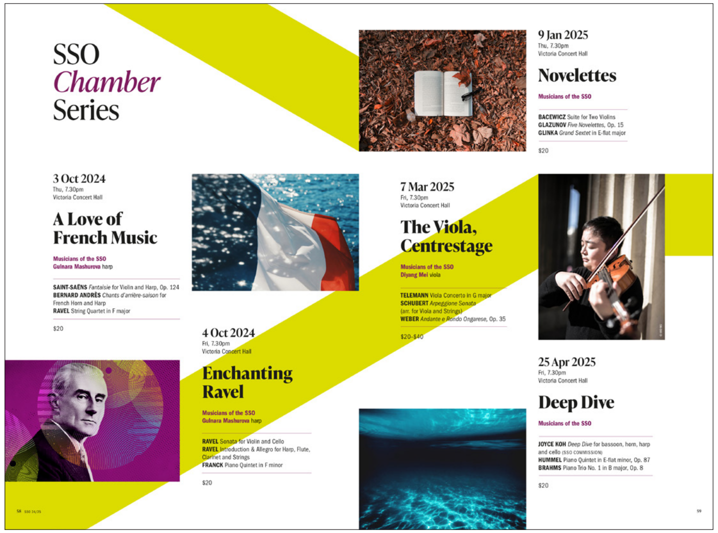
THINK Commemorative issue

Singapore Symphony Orchestra

Marketing communications, visual development and art direction

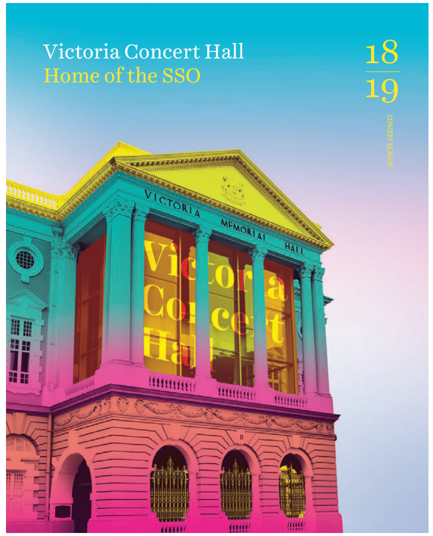
Creative direction and design support for concert season campaigns, publications and audience engagement materials across print and promotional platforms.





Concert season launch

Photography art direction



Concert viusals & marketing collaterals

Ding Yi Music Company

Marketing communications, visual development and art direction

Creative direction and design support for concert season campaigns, publications and au????

Ding Yi Music Company

Marketing communications, visual development and art direction

Creative direction and design support for concert season campaigns, publications and au????

Great Eastern Singapore

Product marketing communications and campaign support

Development and adaptation of brochures, digital banners, social media and WhatsApp content, EDMs, sales kits and customer communication assets across health, protection, investment and retirement products.

Product brochure

Life Protection

GREAT Term 2

Customisable term protection, supporting your family's needs

Great Eastern
An OCBC Company

Prosperity in the Year Ahead

Begin your Year of the Horse with our Index Universal Life plans, built for resilient and long-term wealth.

From now till 30 June 2026, enjoy an additional 38% segment participation rate on the S&P 500® Engle 6% VT TCA Index and the UBS Multi Asset Engle 6% Index, elevating growth while enhancing your protection value.

Visit www.greateasternlife.com/prosper38 for more information.

T&Cs apply. Protected up to specified limits by SDIC.
This advertisement has not been reviewed by the Monetary Authority of Singapore.

Great Eastern
An OCBC Company

Cancer Guard

100% cash payout for any stage of cancer

Great Eastern
An OCBC Company

Index Income (USD)

Grow your wealth through index-linked returns with 100% capital guaranteed at maturity

Why Index Income (USD)

- Participate in market opportunities through potential index-linked returns[1] tied to the performance of S&P 500 Engle 6% VT TCA Index[2] and Citi Flexibeta 8% VT Index[3], with the flexibility to switch indices yearly.
- Enjoy 100% capital guarantee at maturity[4], so your single premium stays secured regardless of market conditions.
- Choose to withdraw your Yearly Income Benefit[1] or let it accumulate for potentially greater future value, depending on your financial goals.
- Receive life protection at no additional cost, with 101% payout on your single premium in the event of death, or 105% for accidental death — with no medical assessment required.

Speak to your Great Eastern Financial Representative or visit greateasternlife.com/indexincomeusd for more details.

Find out more

[1] The "Yearly Income Benefit", also referred to as index-linked returns, is non-guaranteed and subject to the performance of the selected index or indices, the relevant segment Participation Rate and the prevailing index apportionment. Please note that past performance may not be indicative of future performance. Derivatives will also be used to provide the Yearly Income Benefit. The first segment will be initiated on the following calendar month from the policy issue date. Depending on the selected index apportionment, up to 9 segments per index may be created by the end of the policy term. A segment is always initiated on the 16th day of the month (i.e. the segment initiation date) and it will mature 12 months later, on the 15th day of the same month in the following year (i.e. segment maturity date).

[2] The S&P 500 Engle 6% VT TCA Index is a rule-based index that leverages a unique volatility control methodology that dynamically adjusts its exposure to the S&P 500 index futures. By dynamically adjusting its exposure to the S&P 500 index futures, its returns can vary significantly from the S&P 500 index. Please note that past performance may not be indicative of future performance.

[3] The Citi Flexibeta 8% VT Index is a rules-based multi-asset index that dynamically allocates between two portfolios: (1) Core Allocation: a growth-oriented portfolio comprising equities, government bonds and gold and/or (2) Reserve Allocation: a defensive portfolio comprising government bonds. Exposure for both Core Allocation and Reserve Allocation are implemented using futures for all asset classes. Please note that past performance may not be indicative of future performance.

[4] Capital is guaranteed upon maturity provided that no policy alterations such as partial surrenders are made during the policy term.

The "Participation Rate" is a rate used to calculate the Yearly Income Benefit. It is non-guaranteed and can vary for each segment, but it will not go below the guaranteed minimum Participation Rate of 60%.

Please be aware that if the US Dollar is not your home currency, you will be exposed to foreign exchange volatility risk.

Notes and disclaimers

This advertisement has not been reviewed by the Monetary Authority of Singapore.

The above is for general information only. It is not a contract of insurance. The terms, conditions and exclusions of this insurance plan are specified in the policy contract.

As buying a life insurance policy is a long-term commitment, an early termination of the policy usually involves high costs and the surrender value, if any, that is payable to you may be zero or less than the total premiums paid.

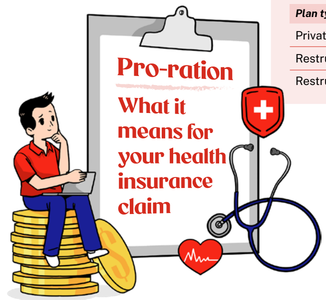
This policy is protected under the Policy Owners' Protection Scheme which is administered by the Singapore Deposit Insurance Corporation (SDIC). Coverage for your policy is automatic and no further action is required from you. For more information on the types of benefits that are covered under the scheme as well as the limits of coverage, where applicable, please contact us or visit the Life Insurance Association (LIA) or SDIC websites (www.lia.org.sg or www.sdic.org.sg).

To validate the authenticity of this mailer, you may visit Great Eastern Life Website > Personal Insurance > Wealth Accumulation Plans > Index Income (USD).

Your privacy is of utmost importance to us. If you wish to unsubscribe to these updates, please click here.

Information correct as at 4 May 2026.

The Great Eastern Life Assurance Company Limited (Reg. No. 190800011G)
1 Pickering Street, #01-01 Great Eastern Centre, Singapore 048659



An overview of the coverage for each type of Integrated Shield Plan

Plan type	Coverage
Private Hospital Plan	Up to Private Hospitals and Private Specialists
Restructured Hospital Ward A Plan	Up to Ward A (single room) in Restructured Hospitals
Restructured Hospital Ward B1 Plan	Up to Ward B1 (shared room) in Restructured Hospitals

What is pro-ration

- **Pro-ration** applies when you receive treatment at a higher ward class or hospital type than what your Integrated Shield Plan specifies.
- A **pro-ration factor** will be applied, as a percentage, to the eligible hospital bill to determine the portion covered by your plan.

Why pro-ration matters

- **Fair cost sharing** — Ensures customers who choose a higher ward class or hospital type pay their fair share, avoiding unintended cost subsidisation.
- **Sustained affordability** — Helps keep premiums stable by fairly distributing healthcare costs.

Supporting your health coverage for life

Know your coverage
Know your plan's coverage on ward/hospital entitlement and match your medical treatment accordingly.

Choose wisely
Understand your potential out-of-pocket costs before opting for a higher ward class or hospital.

Seek guidance
Contact Great Eastern to clarify your coverage before receiving treatment.

Review your needs
Consider the affordability of your Integrated Shield Plan premiums over your lifetime and do a regular review on your coverage with your Great Eastern Financial Representative.

Great Eastern
A member of the OCBC Group

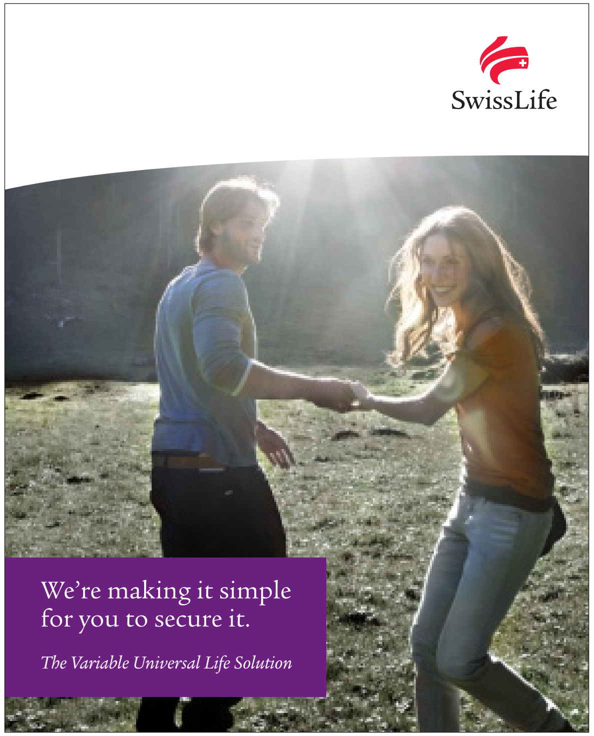
Contact your Great Eastern Financial Representative to find out more.

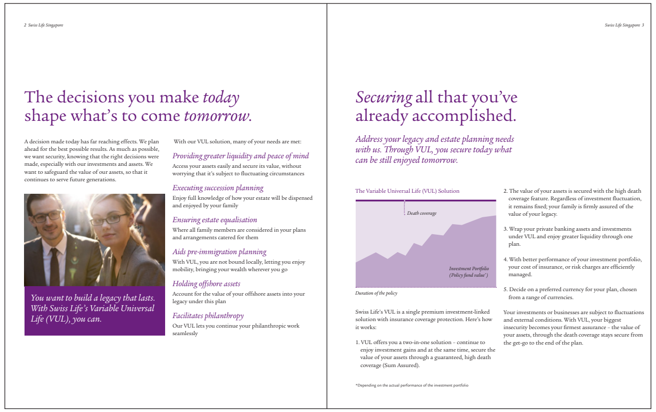
greateasternlife.com/greatsupremehealth

Swiss Life

Corporate communications and product literature

Development of high-net-worth insurance and wealth communication materials, including product brochures and client-facing collateral tailored for the Singapore market.

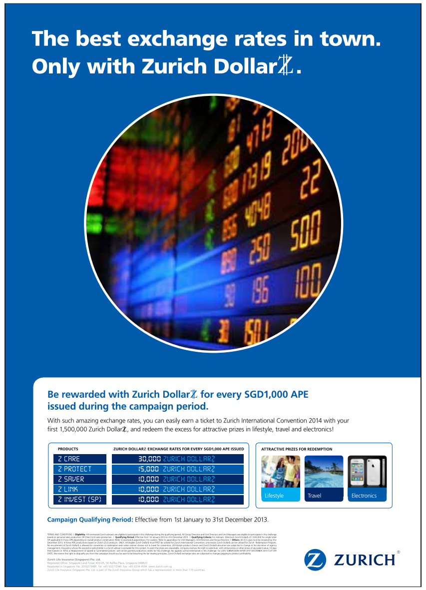




Zurich Insurance Singapore

Insurance product communications and marketing collateral

Development of product brochures, campaign materials and customer-facing communications tailored for the Singapore market, with focus on clarity, accessibility and brand consistency.

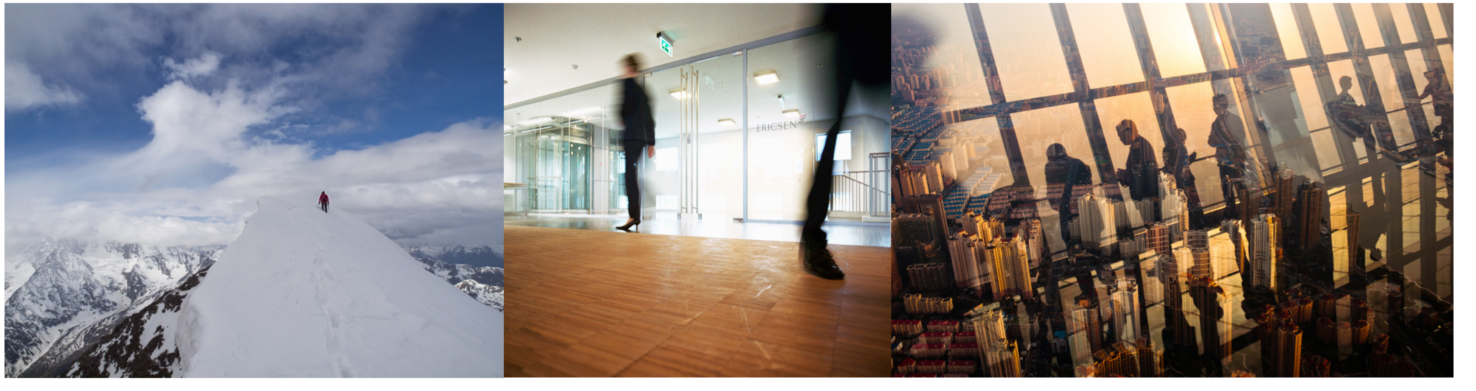


Ericsenz Group

Brand identity and corporate communications

Development of brand identity, corporate collateral, copywriting and website communications for a private equity firm, with a focus on professionalism, brand consistency and contemporary corporate positioning.

Website development



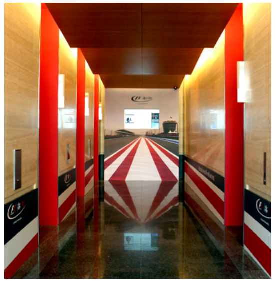
Logo & visual guidelines

Name card & corporate collateral

UBS

Corporate event communications and experiential support

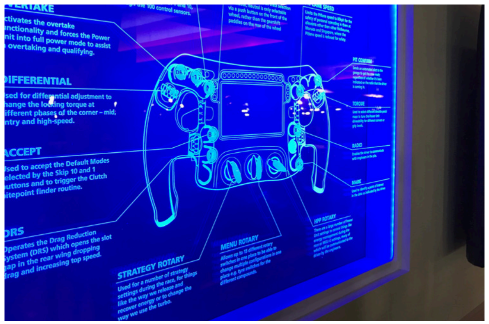
Creative development, branding and production coordination for sponsorship events, client hospitality experiences, team-building activities, family engagement events and corporate dinners, including Formula 1-related activations and regional client events.




UBS
UBS
UBS
UBS
UBS
MELBOURNE


UBS


ULTRASOFT
SUPERSOFT
SOFT


DIFFERENTIAL
ACCEPT
DRS
STRATEGY ROTARY
MENU ROTARY


UBS
SINGAPORE
15-17 September 2017


UBS
Valtteri Bottas
Lewis Hamilton
2017

Project Team Structure

Labso operates as a lean founder-led practice.

Core Lead

Stella Lai *Founder & Design Director*

Responsibilities:

- Client liaison
- Creative direction
- Content development
- Design oversight
- Project management
- Vendor coordination
- Quality control

Our Network

Depending on project requirements, Labso works with a trusted network of external collaborators and vendors including:

- Designers
- Copywriters
- Developers
- Motion/video specialists
- Print production vendors
- Technical and fabrication suppliers

This flexible structure allows projects to be scaled appropriately according to scope and requirements while maintaining direct senior-level oversight.

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