

CCD CA2

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AIM OF THE CAMPAIGN



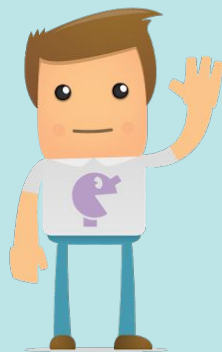
- Put Singapore in Gen Z's bucket list
- Get exposure from overseas
- Change the perception that Singapore is boring



GEN Z

**18-24 year olds
(tertiary students and early careers)**

**They make up 32% of the world's
population**

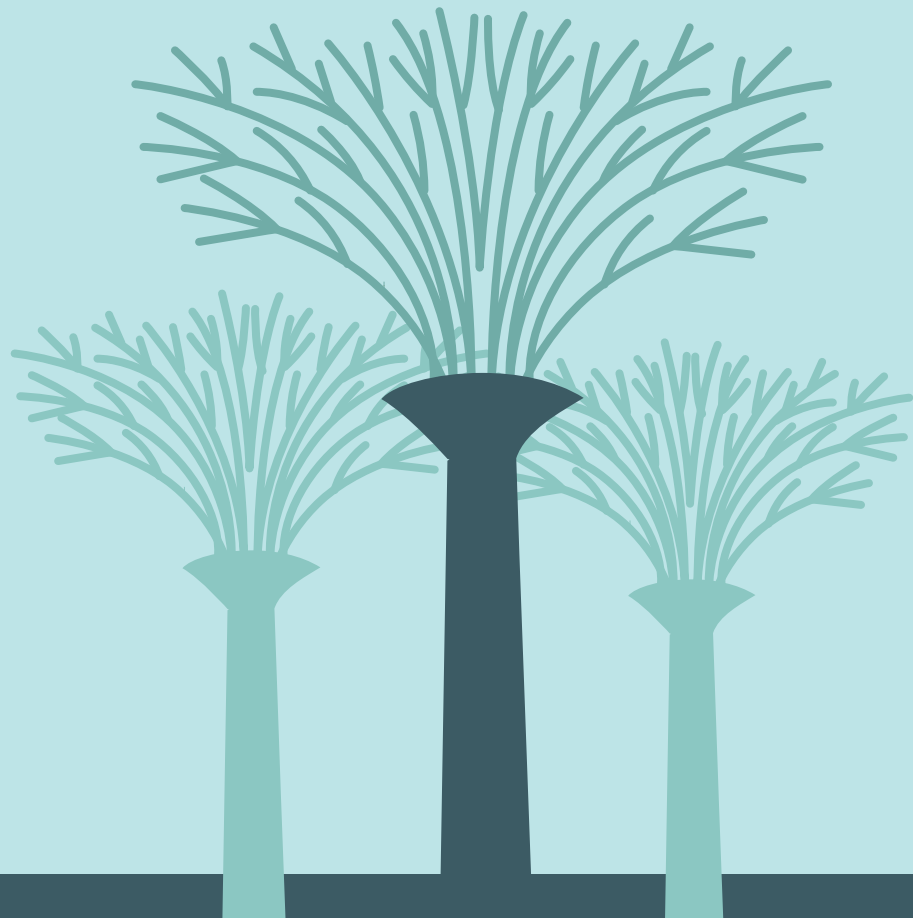


**69% have already compiled a
travel bucket list**

International audience

**65% rather travel than buy a
house**

CONCEPT #1





PROBLEM WE IDENTIFIED:

SINGAPORE HAS NO CULTURE

Singapore came in 31st out of 32 cities in Time Out's City Life Index 2018. In terms of culture, food, drink, friendliness, liveability, affordability and happiness.



SOLUTION:

**SHOWCASE SINGAPORE'S CULTURE
THROUGH AN IMMERSIVE STORYLINE**

HOW IT RESONATES

Interactive and "Choose your own adventure" content is on the rise (Cognizant, 2019)

Gen Zers demand personalised interactions (IBM, 2017)

Gen Z do not just want to travel, they want to go on adventures (Hotel News Now, 2019)

45% of respondents trust judgements of influencers and celebrities

65% of **Gen Zers** ranked "**travel** and seeing the world" as the most important way to spend their money. (Telus International, 2019)

Gen Zers are looking for truly original and authentic places where they can find something unique and worth sharing the experiences.



#SGADVENTURES



CHARACTER #1



Emma Chain (Fashionista)

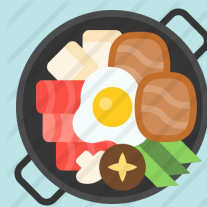
- Environmental effort: Reducing waste
- Joy in finding clothes at a much lower price
- Thrift stores have stories to tell
- Consumers are becoming more environmentally conscious
- 36% of teens have used online resale platforms for furniture and clothing
- 57% of consumers preferred to purchase items from an eco-minded brand
 - That figure rose to 72% in 2018



Hashtag: **#chaininsg**



CHARACTER #2



Georgina Rams (Foodie)

- Variety of cuisines in Singapore
- 53% of leisure travellers are food travellers (Food Travel Monitor, 2020)
- 37% of travelers are very likely to splurge on food and drink experiences
- 83% of respondents believe that food helps in creating a tasting impression of a country. (World Food Travel)
- Food-related posts on social media is engaging and trendy

Hashtag: **#ramsinsg**



CHARACTER #3



Bear Reels (Adventurous)

- Adventure travelers are starting to spend more on trips, with an average of \$947
- Bookings for Nature Experiences are up 103% year-over-year, and is the top trending category globally among Gen Z (190%)
- Interest in soft adventure (safe and hardly requires skills/experience) is rising
 - More than half of the travelers involved in ATWS said they planned to engage in a soft adventure activity on their next trip



Hashtag: **#reelsinsg**



CHARACTER #4



Steve Karaoke (Nightlife)

- Nightlife is an activity of great relevance for the tourist sector especially in the big cities and the capitals of countries with strong tourism offer. (Ostelea School of Tourism & Hospitality, N.D)
- Gen Z focus on socializing thus, creating a demand for events that bring everyone together through new and novel shared experiences.
- Singapore's has 4 bars that made it to the "World's 50 Best Bars" list 2020



Hashtag: **#karaokeinsg**

EXECUTION



CATEGORIES

SHOPPING

Where they would shop in Singapore

FOOD

What they would eat in Singapore

UNIQUE

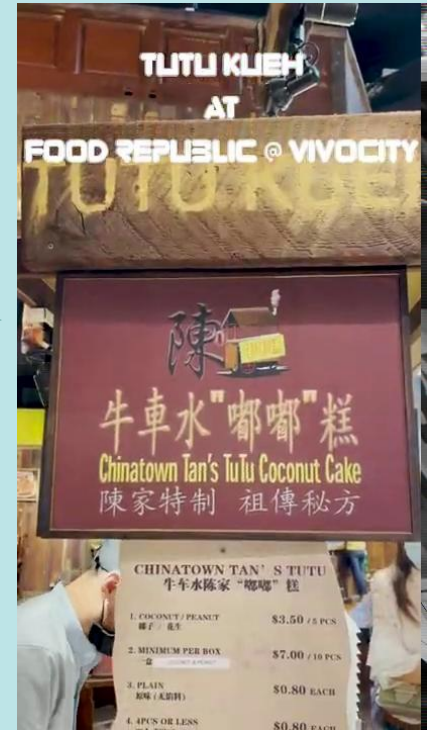
What they would do in Singapore that is unique to their niche

ENTERTAINMENT

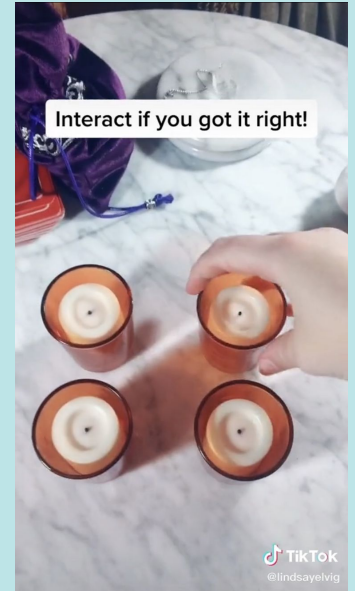
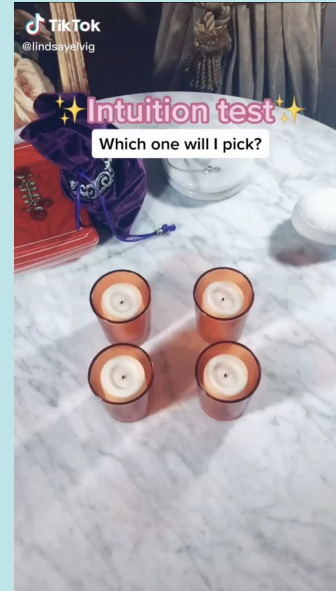
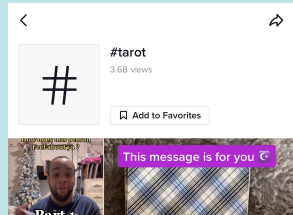
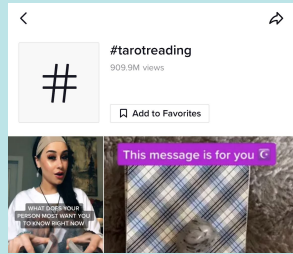
What they would do for fun in Singapore



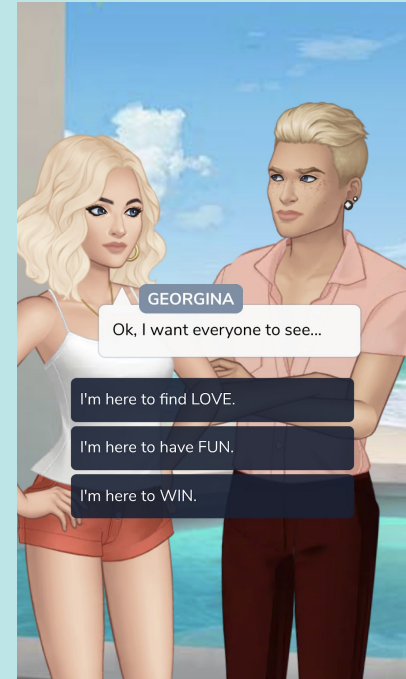
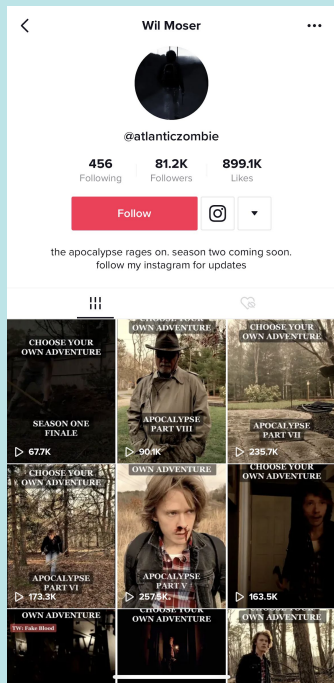
MOCKUP



TAROT CARDS



ADVENTURE



INSPIRATION

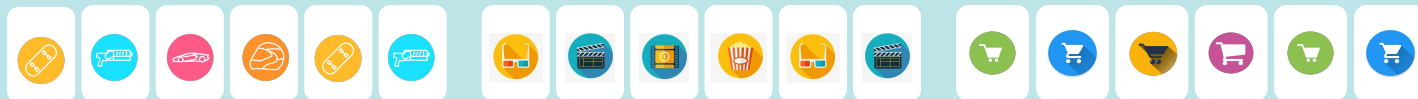
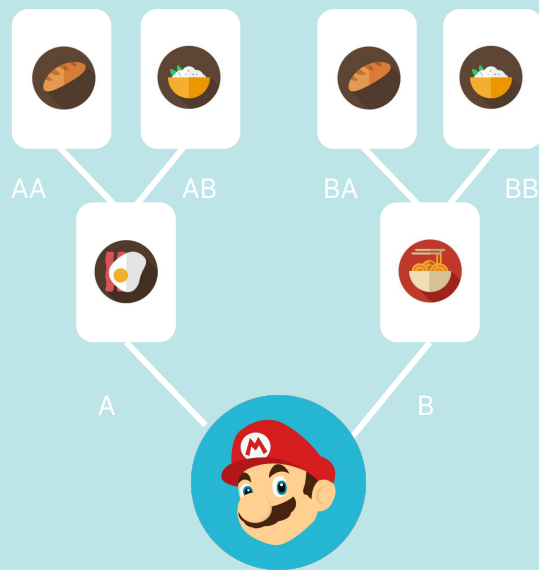


USERS CHOOSE



Different routes will lead to different locations.

Each route = 3 locations

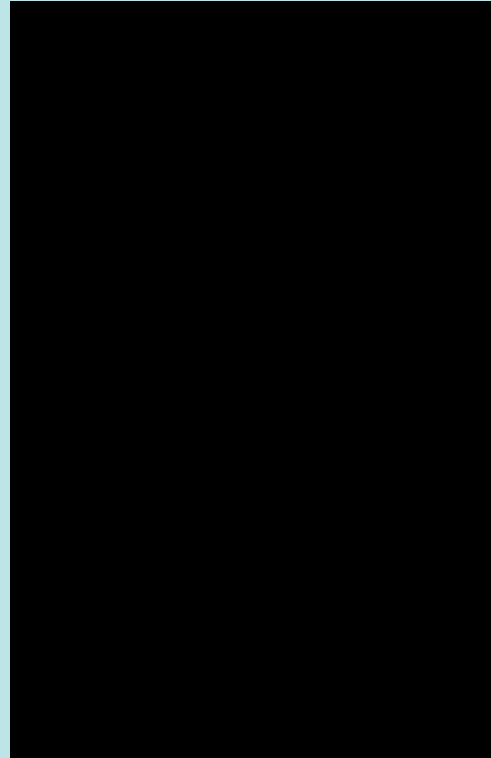


100 VIDEOS IN TOTAL

USER GENERATED CONTENT



Users will be encouraged to film the ending for each of the categories.



TIMELINE

1st Tarot
Reading
(Shopping)

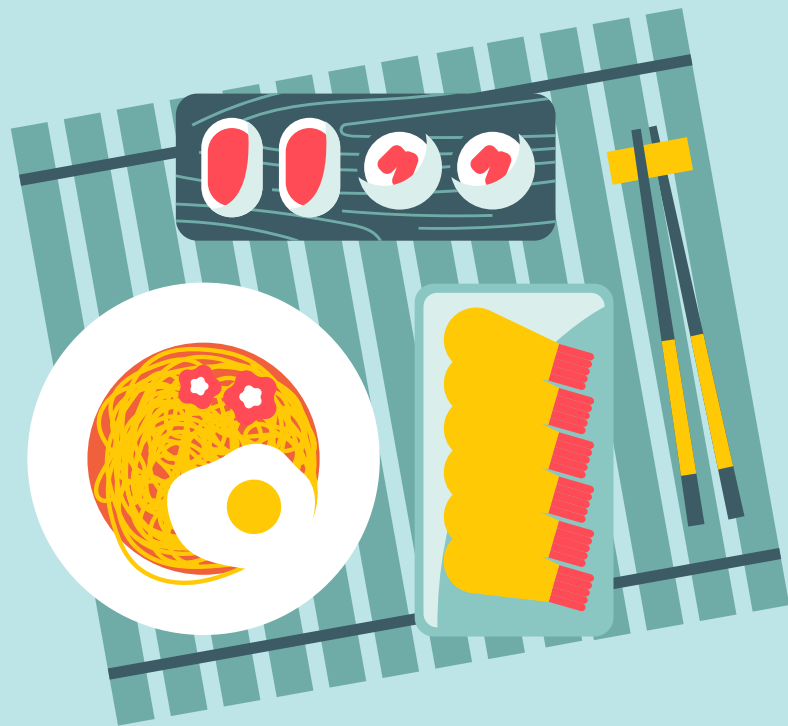
2nd Tarot
Reading
(Food)

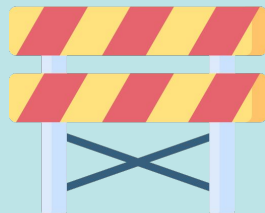


4th Tarot
Reading
(Entertainment)

3rd Tarot
Reading
(Unique)

CONCEPT #2





PROBLEM WE IDENTIFIED:

SINGAPORE IS STRICT = NO FUN

Singapore was ranked as the 4th least corrupt country in the world in the Transparency International's 2019 Corruption Perceptions Index.



SOLUTION:
LAWS ARE SET FOR A REASON

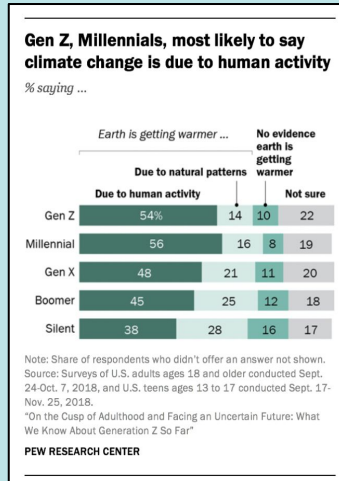
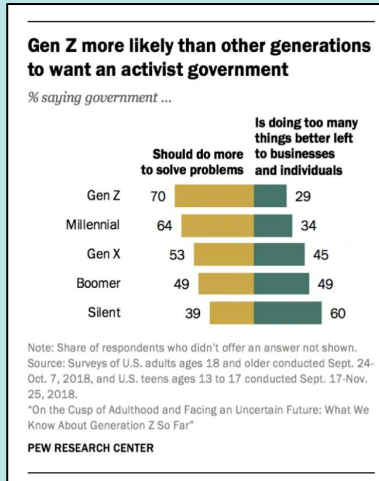
#DONOTVISITSG



Singapore has a reputation for being a safe, peaceful and orderly city. In 2019, it was ranked the [second safest city in the world](#), losing out on the top spot to Tokyo. In that year, Singapore also recorded the [longest period of serious crime-free days](#) in five years. [Violent crime and crimes against persons](#) were also rare occurrences in the city state.

HOW IT RESONATES

Gen Zers are woke (Pew Research Center, 2020)



42% of Gen Zers are seeking for content that is fun (Marketing Dive, 2020)

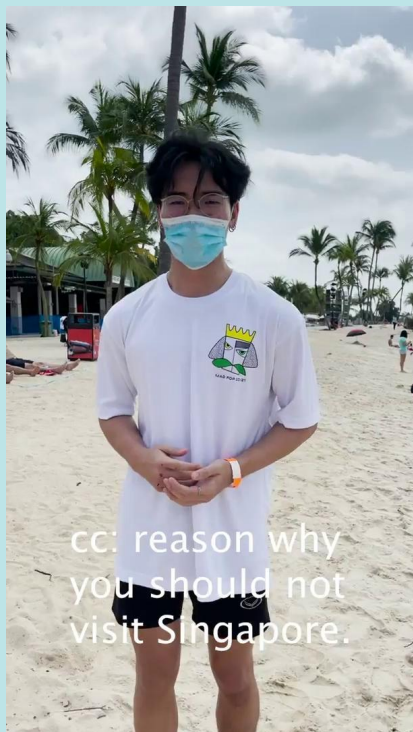
Humour was ranked No. 6 by Gen Z among the qualities of ads that are "good to see," (Marketing Dive, 2020)

SG “CRAZY” LAWS



- Walking around house naked
- Not flushing the toilet
- Making noise after 10.30pm
- Connecting to someone else's WIFI
- Only can smoke in certain areas
- Eating on public transport
- Can't urinate in public spaces

MOCKUP



EXECUTION 1

Example 2 Script:

Lt Law: Today I will be telling you a reason why you should not visit Singapore. YOU WILL BE FINED IF YOU MAKE NOISE AFTER 1030PM. (Shouts very loudly, leaving the viewers confused because he contradicted himself.)

Lt Law: We always want the best environment for the people in Singapore, that is why we have clubs for you to party all you want late at night.

Pans out to show a club

*Everybody in the club suddenly keeps quiet and stares at him angrily because he made too much noise. (

Bouncer proceeds to drag him out

INTERNATIONAL “CRAZY” LAWS



- Illegal to feed pigeons in Venice, Italy
- Illegal to wear high heels at Greece
- Illegal to wear Winnie the Pooh shirt in Poland
- Illegal to wear camouflage in the Carribean
- Illegal to wear a mask in public in Denmark
- Illegal to fly a kite in Victoria, Australia
- Illegal to swear in the UAE
- Illegal to lie down on the sidewalk in Nevada, US

MOCKUP



EXECUTION 2

Example 2 Script:

Man 1: Why is it illegal to eavesdrop on somebody in Oklahoma?

Man 2 thinking

Lt Law eavesdrops on the convo

Lt Law: Are you seriously kidding me? You are asking why is it illegal to eavesdrop on somebody in Oklahoma?

Lt Law faces the camera

Lt Law: Let me show you guys why it would be illegal to eavesdrop on somebody.

change of scene to future world art science museum

Lt Law eavesdropping

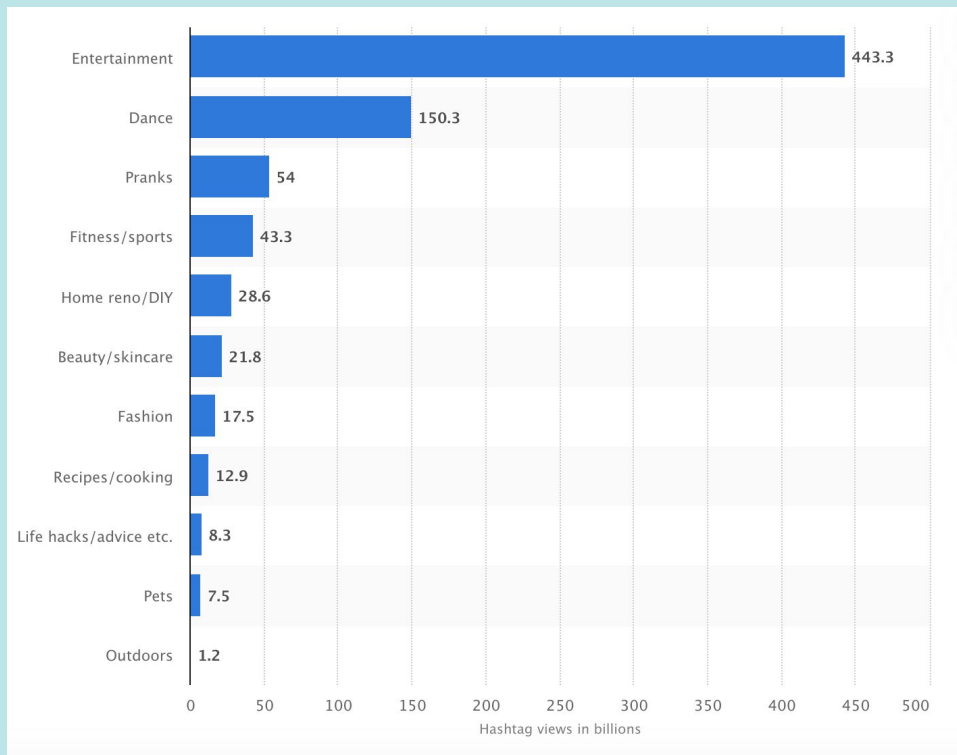
Man getting rejected by girl

Girl: I'm sorry but I only like guys who walk like giraffes

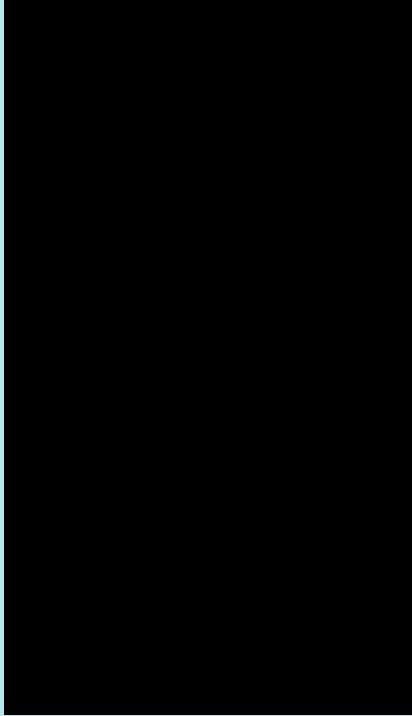
Lt Law starts walking like a giraffe and the girl chases after him

Lt law: If you don't want this to happen to you, do not eavesdrop. Remember to tag me if you want me to explain why a law exists.

Most Popular Category on Tiktok



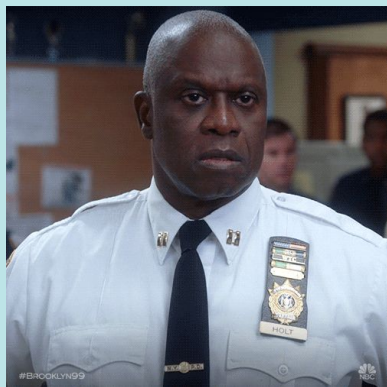
INSPIRATION



PERSONA

Law Bai Lorh (Law by law)
Middle-aged
Policemen

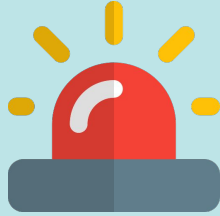
Unintentionally humorous
but strict and professional



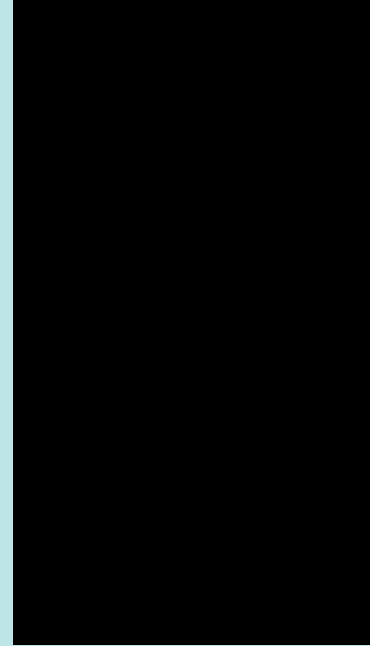
Similar to Captain Holt
from Brooklyn 99



USER GENERATED CONTENT

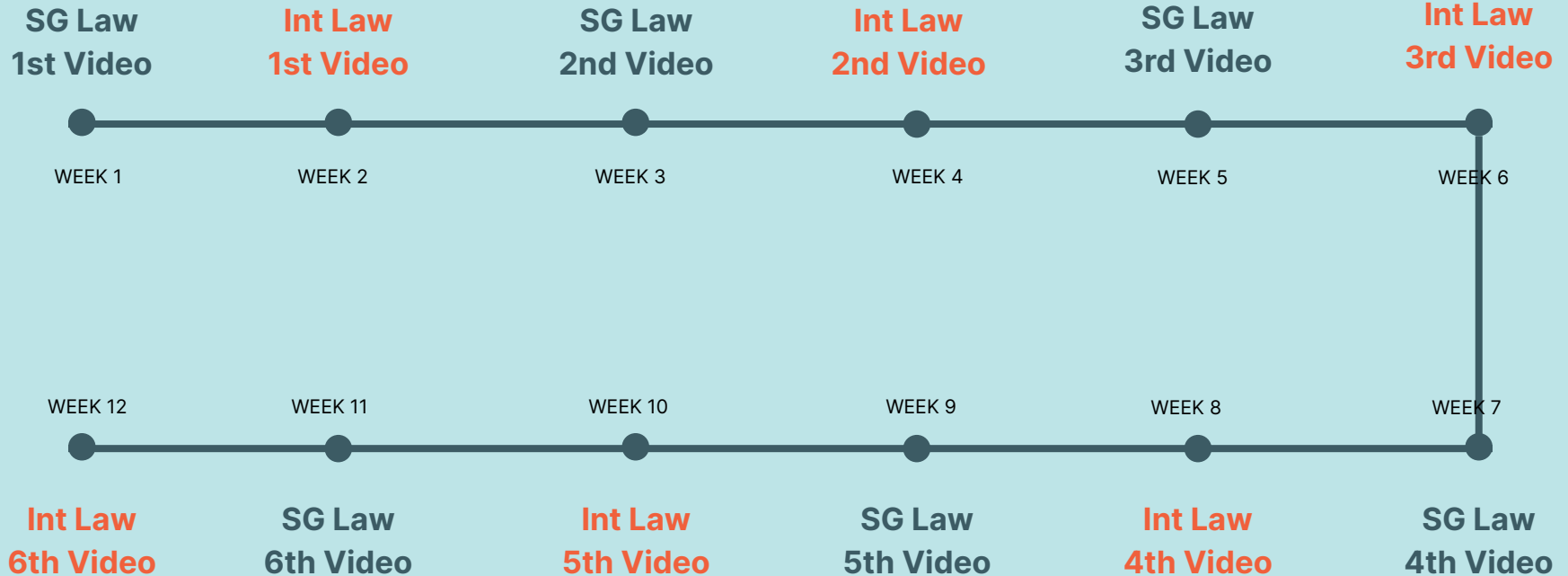


1. Users will showcase other crazy laws in their countries that we have not mentioned.
2. Users can complete the dance for the policemen.



Example

TIMELINE



Top 3 viral ending & dance will win a PS5.



If you'd like other, more sales-focused numbers, the NPD report came out today as well, confirming that the **PS5** earned the highest launch month unit and dollar sales for any video game platform in US history, beating the previous record held by PS4.

Dec 11, 2020

[www.forbes.com](#) › [sites](#) › [davidthier](#) › 2020/12/11 › the-p...

[The PS5 Was More Popular Than Toilet Paper, Even In 2020](#)

THANK YOU!

LATERAL THINKING PROCESS

STEP 1: DISSECTING BRIEF

First we laid down the considerations, mandates and required deliverables from the brief to have a clearer idea of what we are required to fulfill for the campaign.

Considerations	Mandatories	Required deliverables
Interesting areas in Singapore	Social distancing of at least 1m away from each other	Singapore is worthy as your next trip of a lifetime.
Target audience's interest	Brand personality of STB	Make Singapore not be perceived as boring and sterile
	Focus on experiences	Show uniqueness of Singapore in our daily lives

STEP 2: PMI

PMI on perceptions of Singapore

Plus	Minus	Interesting
- Green - First world country - Safe - Clean - Sunny - A lot of different cuisines	- Strict so not fun - Small - People think there's no culture - Expensive - People think it's a part of China	- Show uniqueness of Singapore in our daily lives - Singlish

We then decided to focus on the minus points that Singapore is “strict” and “people think there’s no culture” to help us come up with our 2 creative concepts for the campaign

STEP 3: RANDOM ENTRY POINT

We also used the random entry point to help us generate some words that may help us tp ideate and these were some of the things we came up with, with the words printer and bob ross (next slide).

PRINTER COLOR

→ Rainbow → Weather → Rainy → Emotional → Sad songs / playlist on Spotify → Local artist → Ben kheng, gentlebones

→ Lollipop → Childhood → Happy → Food → Ramen → Japanese → Anime → WEEB → Culture → Diversity → **Hawker centre**

→ Skittles → Variety → Running man → Challenges → Memorable experiences → Sense of achievement / accomplishment
→ Certificate → something people want to own → bragging rights → **Limited to singapore (laksa cocktail)**

→ Paper → Trees → Global Warming → Singapore damn hot → No need to wear a lot of clothes → **Our street fashion**

STEP 3: RANDOM ENTRY POINT

BOB ROSS

→ afro → clown → uncle ringo → rides → USS → HHN → pee in the pants → smelly → vomit → drinking → club →

Nightlife

→ painting → dating spots → pottery → old skool → vans → skating → wheel wheel → **cycle from east coast to**

MBS

After using the random entry point, we managed to come up with some feasible ideas like hawker centre, limited to Singapore (laksa cocktail), our street fashion, nightlife and cycle from east coast to MBS (the words that are bolded). These were all the things that were unique to Singapore. This then led us to come up with our 1st concept #SGADVENTURES as we wanted a way to showcase all the different things one can do in Singapore to show that Singapore does in fact HAVE culture.

STEP 4: REVERSE THINKING

We tried to brainstorming more ideas by using reverse thinking. Instead of attracting the audience to Singapore by directly saying “do visit Singapore” we thought of attracting them to Singapore by saying the exact opposite, “do NOT visit Singapore”. This way we would be able to grab their attention first and persuade them that Singapore IS the place they want to visit.

REFERENCE

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