

CHALLENGE

- Raise **awareness** on climate change
- Raise **USD10,000 of donations**



FACT

Donations from Singaporeans are on the rise but they are motivated based on **empathy & personal interests**.¹

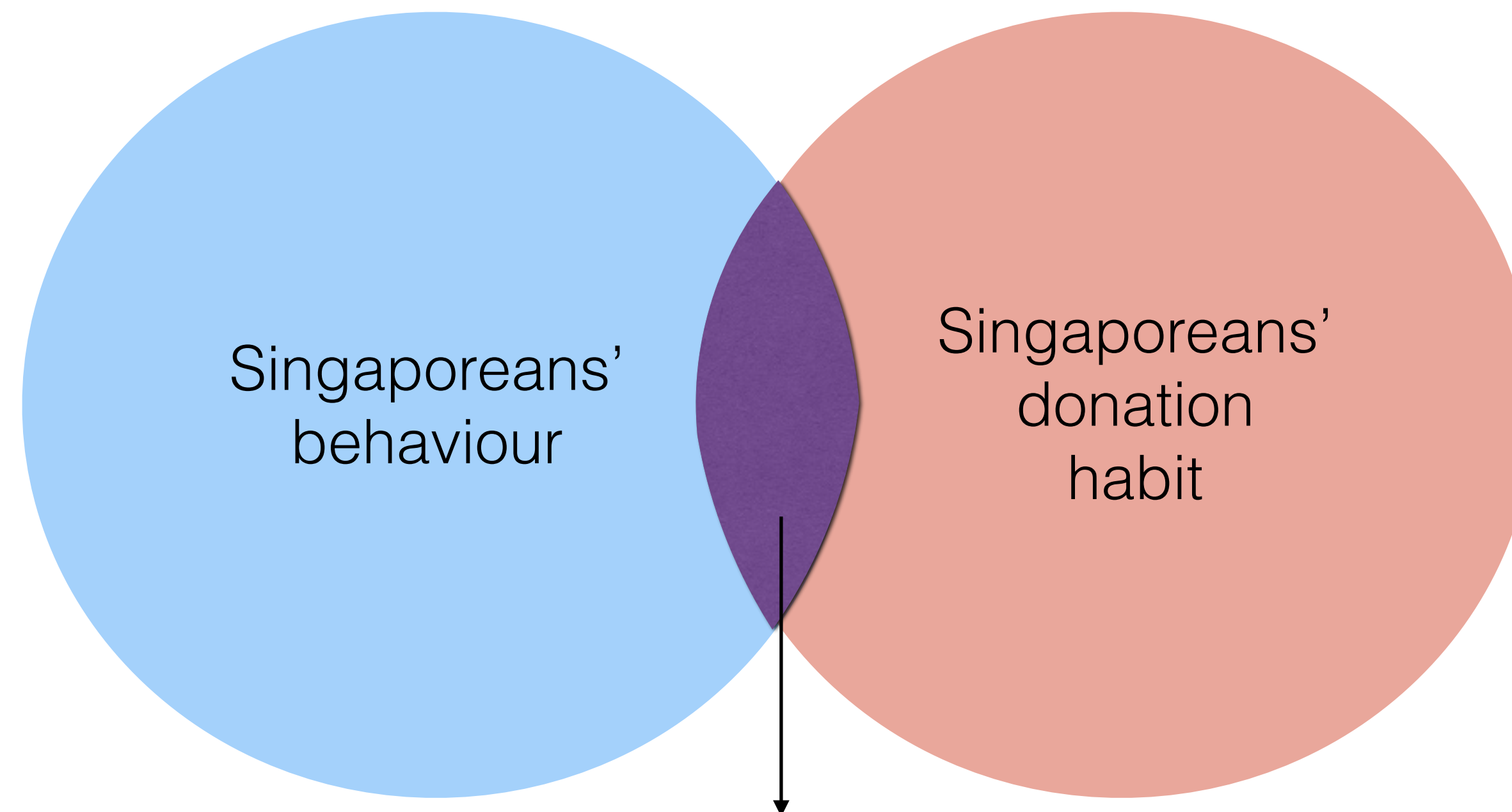
Singaporeans **like to travel** and they travel **significantly more** than their regional and global counterparts.²

1. Webb, Dave, Khoo, & Viana. (2010). Exploring Singaporean Giving Behaviour to Different Charitable Causes [Abstract]. Journal of Research for Consumers.

2. Singaporeans among most frequent travellers in the world: VISA - TTG Asia - Leader in Hotel, Airlines, Tourism and Travel Trade News



OPPORTUNITY



How do we make climate change something personal to Singaporeans?

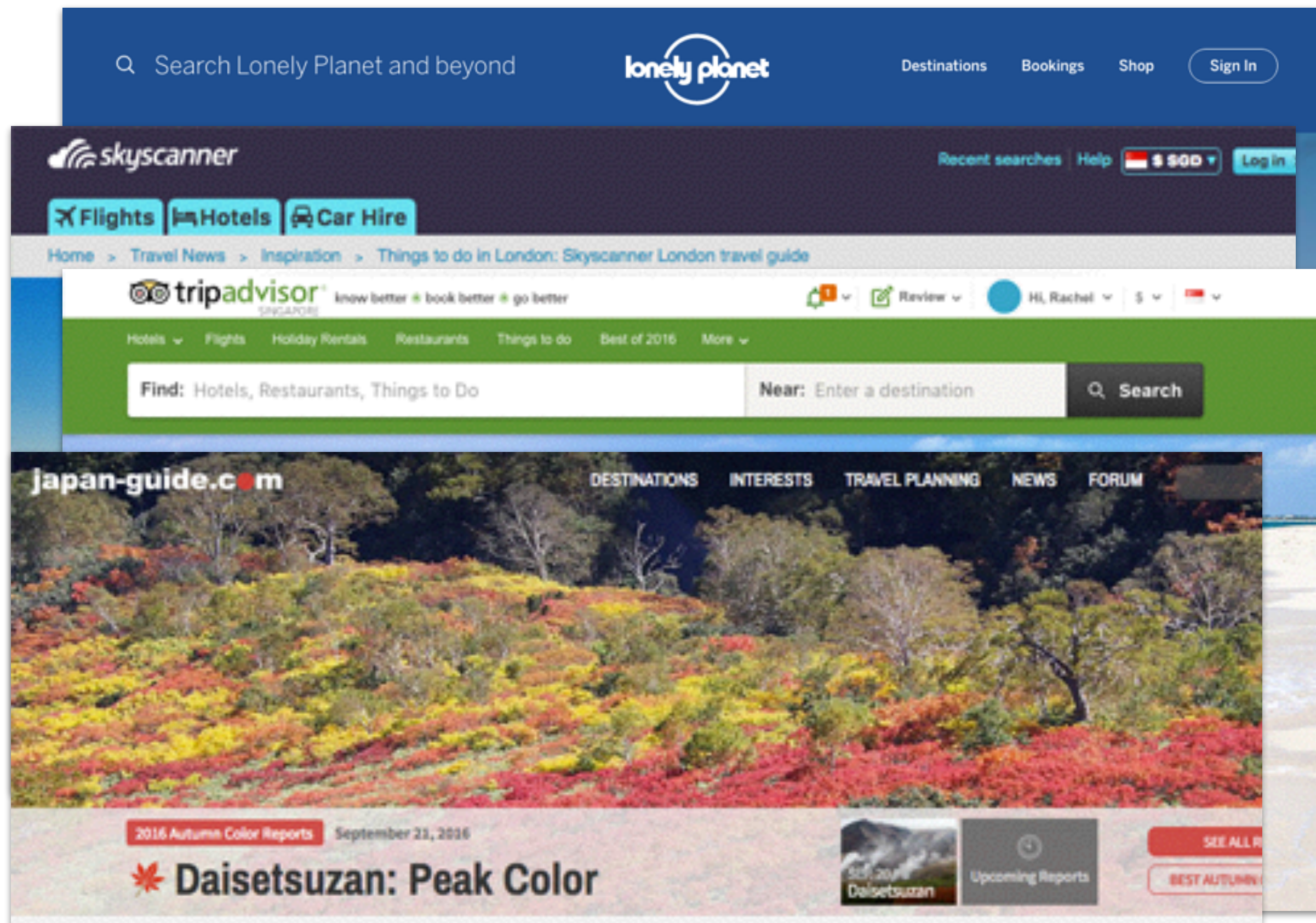


BIG IDEA

Climate change is wherever you are.



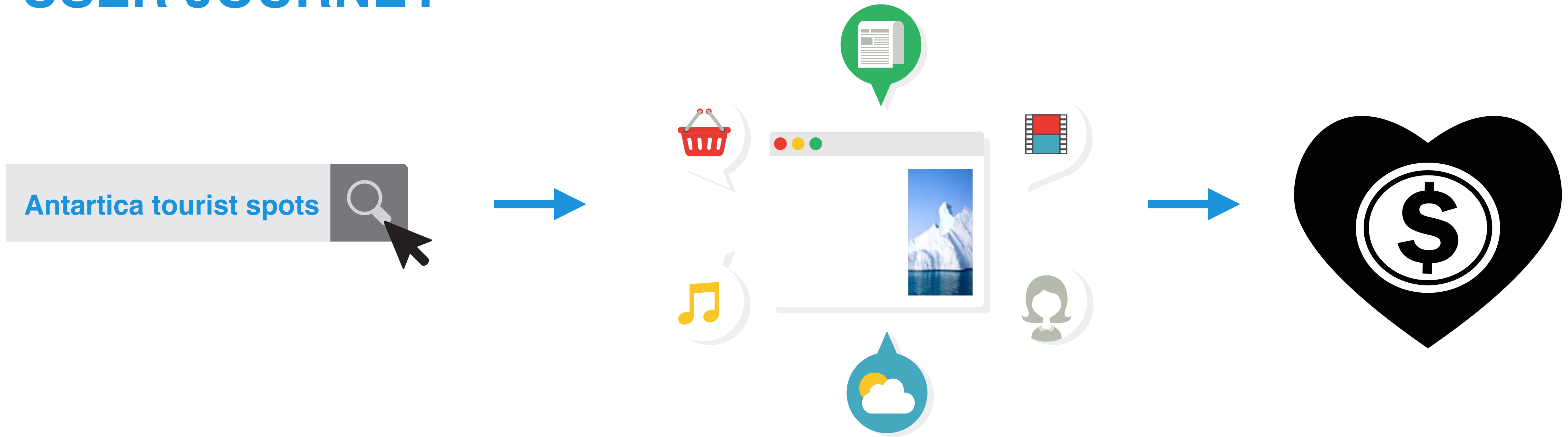
EXECUTION



- We will launch this campaign during **peak travelling seasons**. (eg. June holidays)
- Using **remarketing technology**, we target Singaporeans who are researching/going for a holiday.
- Identifying **keywords or phrases** to determine the places where users are going
- Collaborating with banner networks to get the message in top Singaporean sites



USER JOURNEY



User search for holiday related websites/blogs to read up on desired destination.

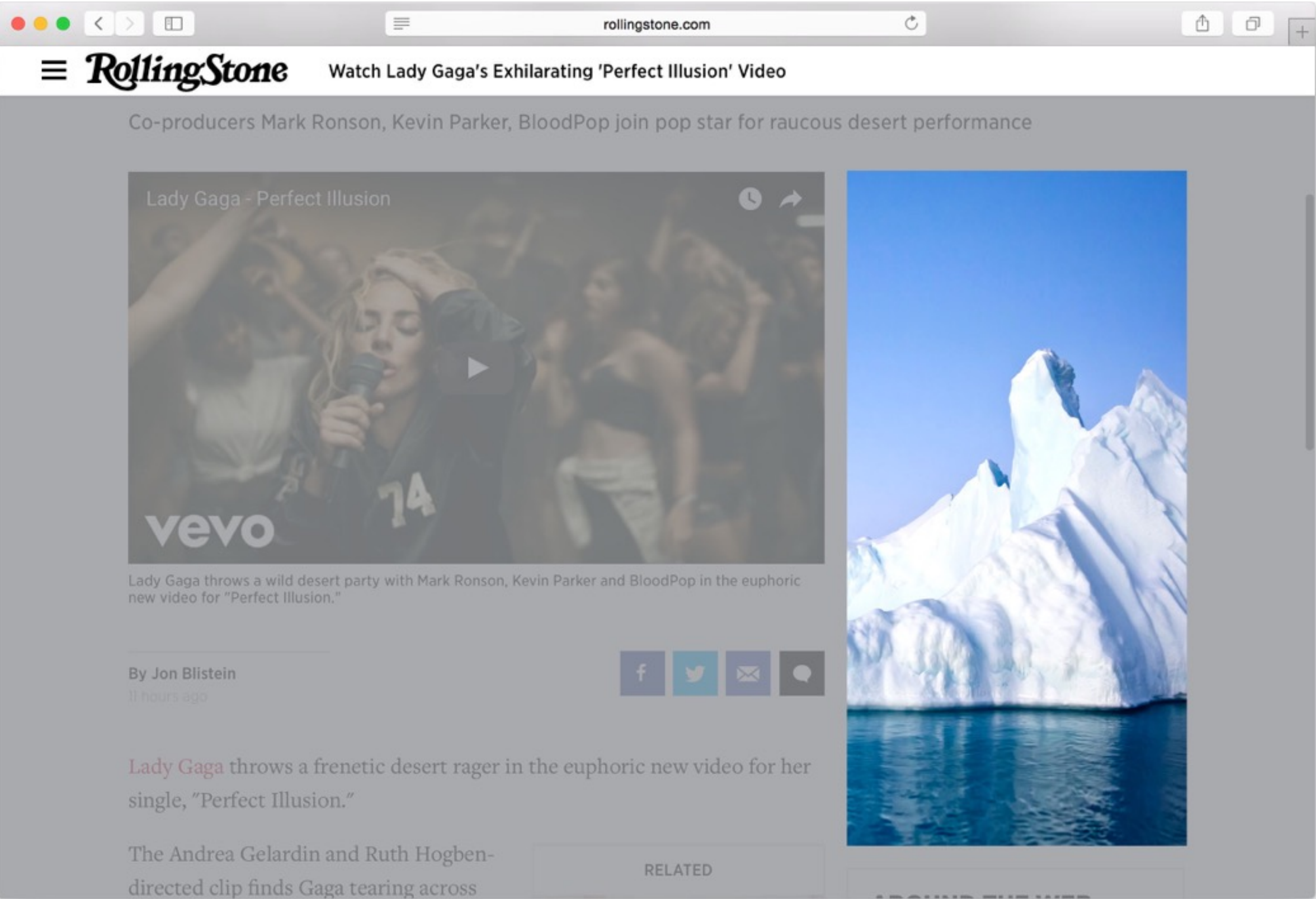
Banners on Antarctica climate change start following the user while browsing other websites.

Banners lead to donation page.

To create awareness that climate change can affect personal interest.



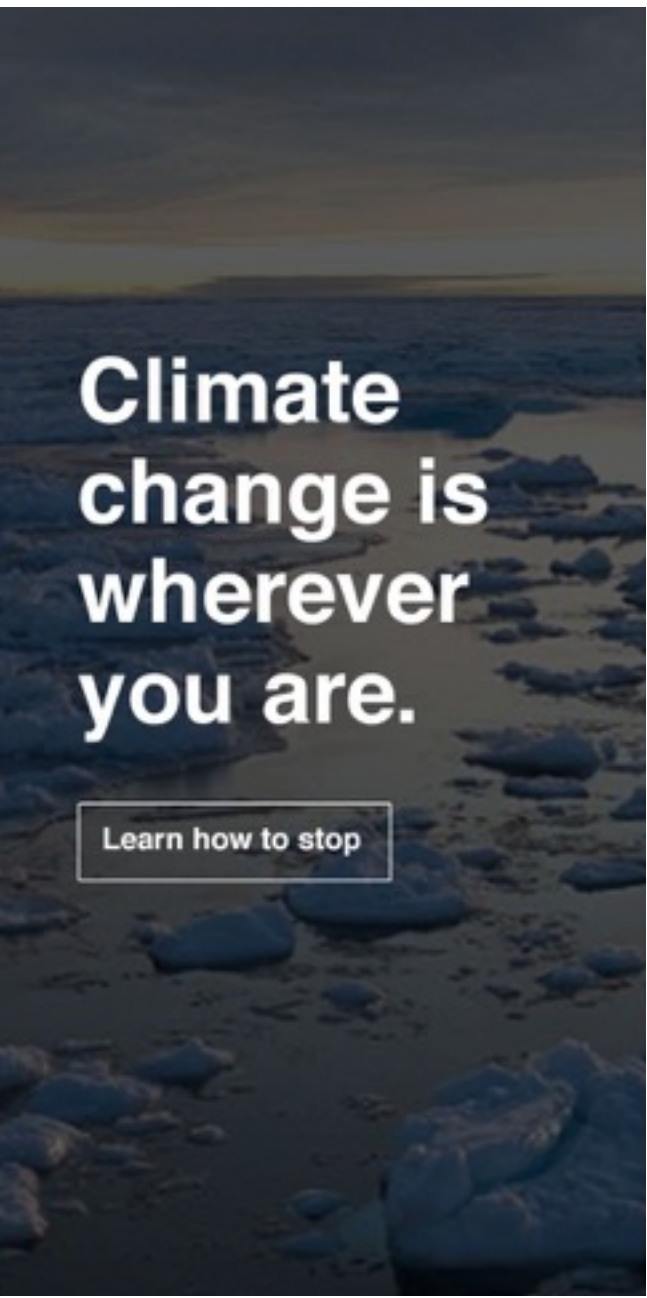
Day 1



Day 3



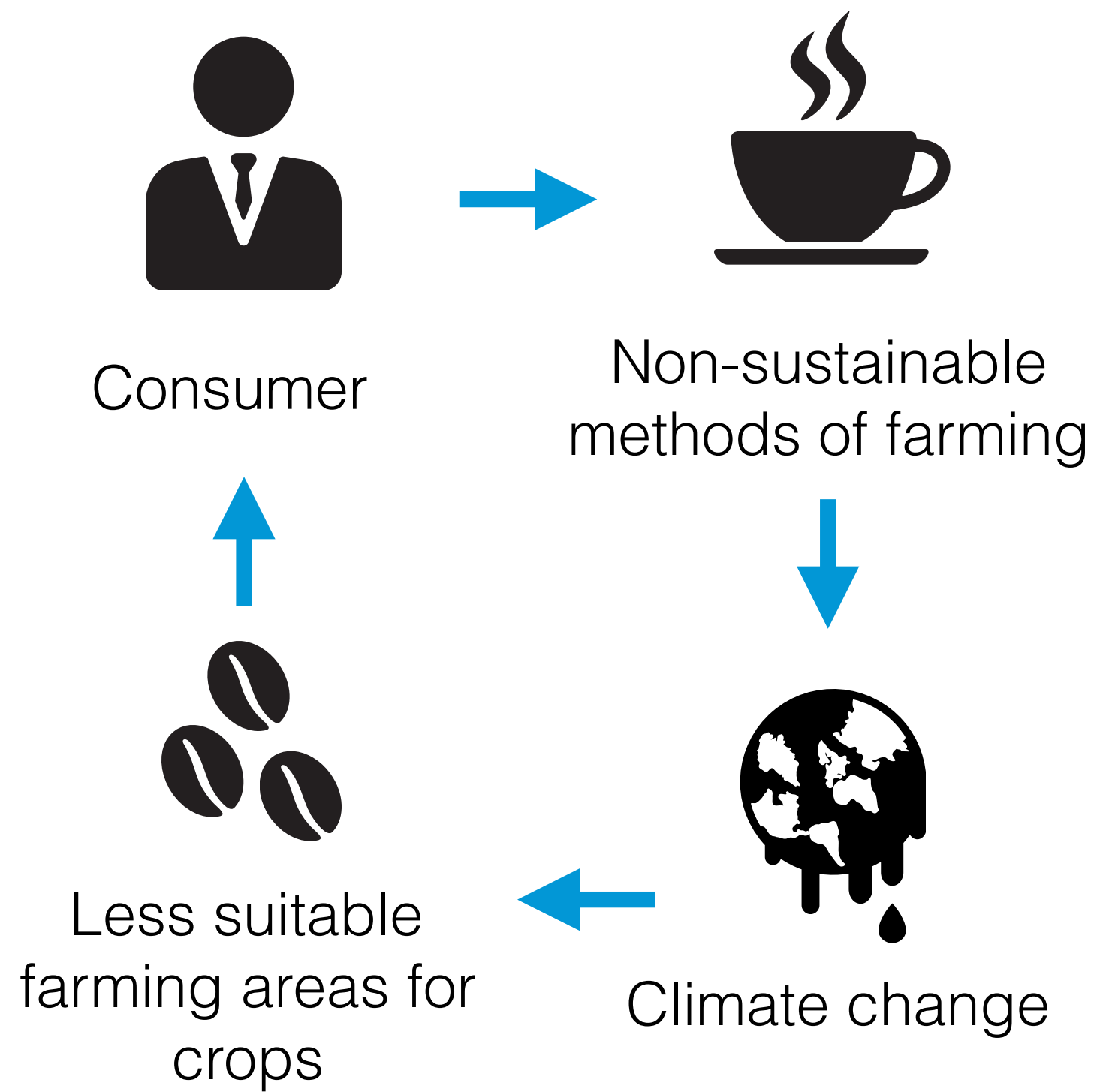
Day 5



Appears in sequence to emphasise that **climate change is wherever you are.**



To bring the issue closer to our lives, we will carry out efforts to work throughout the year with major supermarket chain eg. FairPrice, food bloggers, vloggers to create awareness on how **our daily decision can affect climate change**. i.e. climate change is wherever you are.



- Drive “**shareability**” and “**talkability**” amongst Singaporeans
- Promote and pledge to cause
- Supermarket will donate 5% of the cost of every sustainable items bought to CI



MEASUREMENT

Deliverables	Measurements
Monetary	<ul style="list-style-type: none">• USD 10,000
Climate Change Awareness	<ul style="list-style-type: none">• Social listening to understand the level of awareness• Number of social actions taken
Engagement	<ul style="list-style-type: none">• Increase in 'likes', 'shares' and social media activities.• Increase presence in various social media platforms.



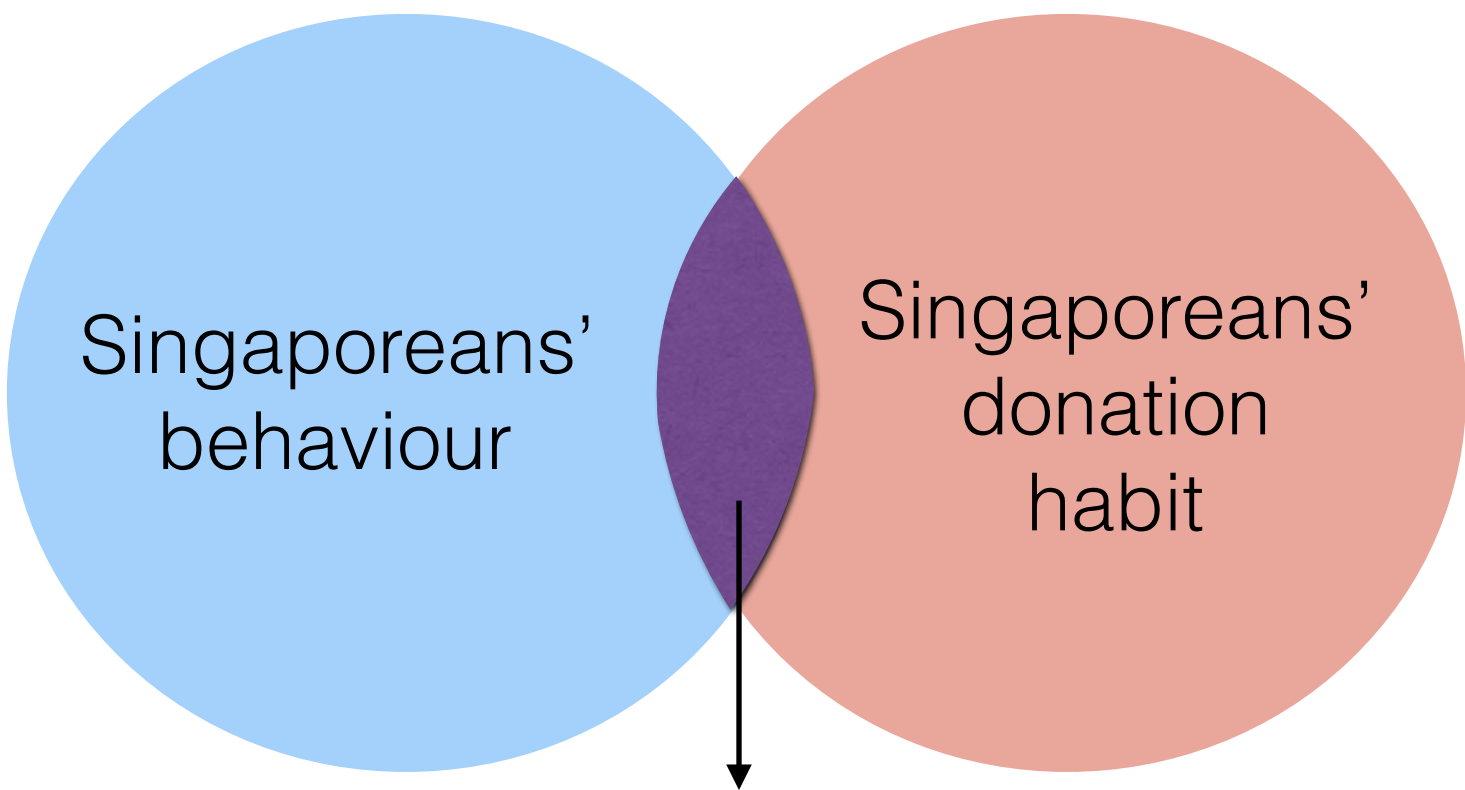
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FACT

- Singaporeans donate based on **empathy and personal interests**.
- Singaporean likes to **travel**.

OPPORTUNITY

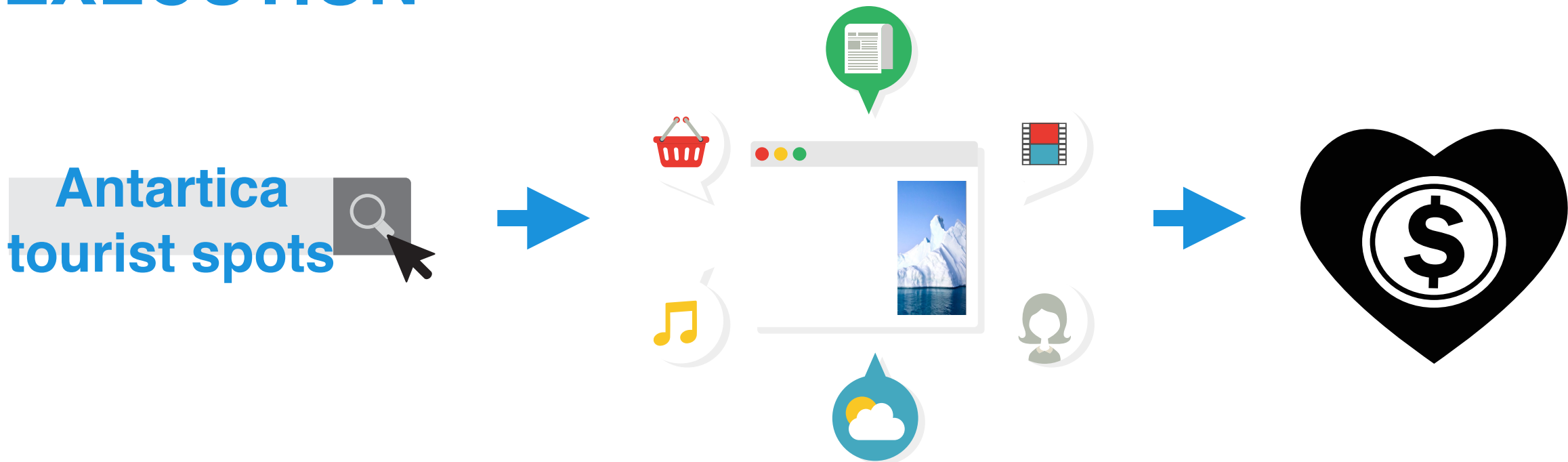


To make climate change personal to Singaporeans

BIG IDEA

Climate change is wherever you are.

EXECUTION



Using **remarketing technology** to target Singaporeans who are researching/going for a holiday on peak travelling season.



Drive “**shareability**” and “**talkability**” amongst Singaporeans through social media and collaborations with supermarkets throughout the year.

= USD 10,000 + ↑ Social Presence + ↑ Climate Change Awareness