

CAMPAIGN SUMMARY

A survey revealed that despite recent environmental issues (drought, bout of haze) Singaporeans seem less concerned about climate change now (70% respondents) than before (74%). Moreover, 40% of the people (sharp rise from 26% before) believe that it's the government's responsibility to deal with climate change.

If we delve a little deeper, we find the root of the problem- people are bombarded with “save nature” messages so frequently, that it has become white noise for them; they believe they have done enough.

Our idea is to instill the feeling into people **that they themselves are nature** and their choices (*whether or not they choose sustainable consumption*) will determine their fate. Using a fun gamified app, we will take people on a journey of self-discovery via which people will know how life on Earth evolved to produce nature's greatest creation- themselves.

CREATIVE INSIGHT

Our idea stemmed from **the insight that people are selfish** and wouldn't do anything that isn't in their best interests. Moreover people love content that are **customized for them**. Leveraging this behavior we titled our campaign- Discover Yourself!

Rather than using serious tones, that's typical for environmental campaigns (and has become white noise), we will break the clutter by humanizing nature and use a fun and witty tone of voice.

Thanks to the power of social media, people can now share content with just one click. Via entertainment and engagement, we will ensure maximum organic likes and shares.



WHAT'S THE SOLUTION

Chosen Platforms:

Facebook & YouTube

Facebook:

The most popular social media platform in Singapore (70% of the population have an account). Using Facebook it's easy to quickly reach our audience effectively.

YouTube:

Second most visited site on Singapore with over 50% of the population owning an account. The rise of video consumption makes YouTube a very lucrative social platform.

Initially we will launch the 'Discover Yourself' app from CI SG's & Asia Pacific's Facebook pages to generate maximum buzz

The campaign will later be rolled out to YouTube (on both SG and Asia Pacific's channels)

HOW DOES IT WORK

1. Release the app from SG CI's Facebook page

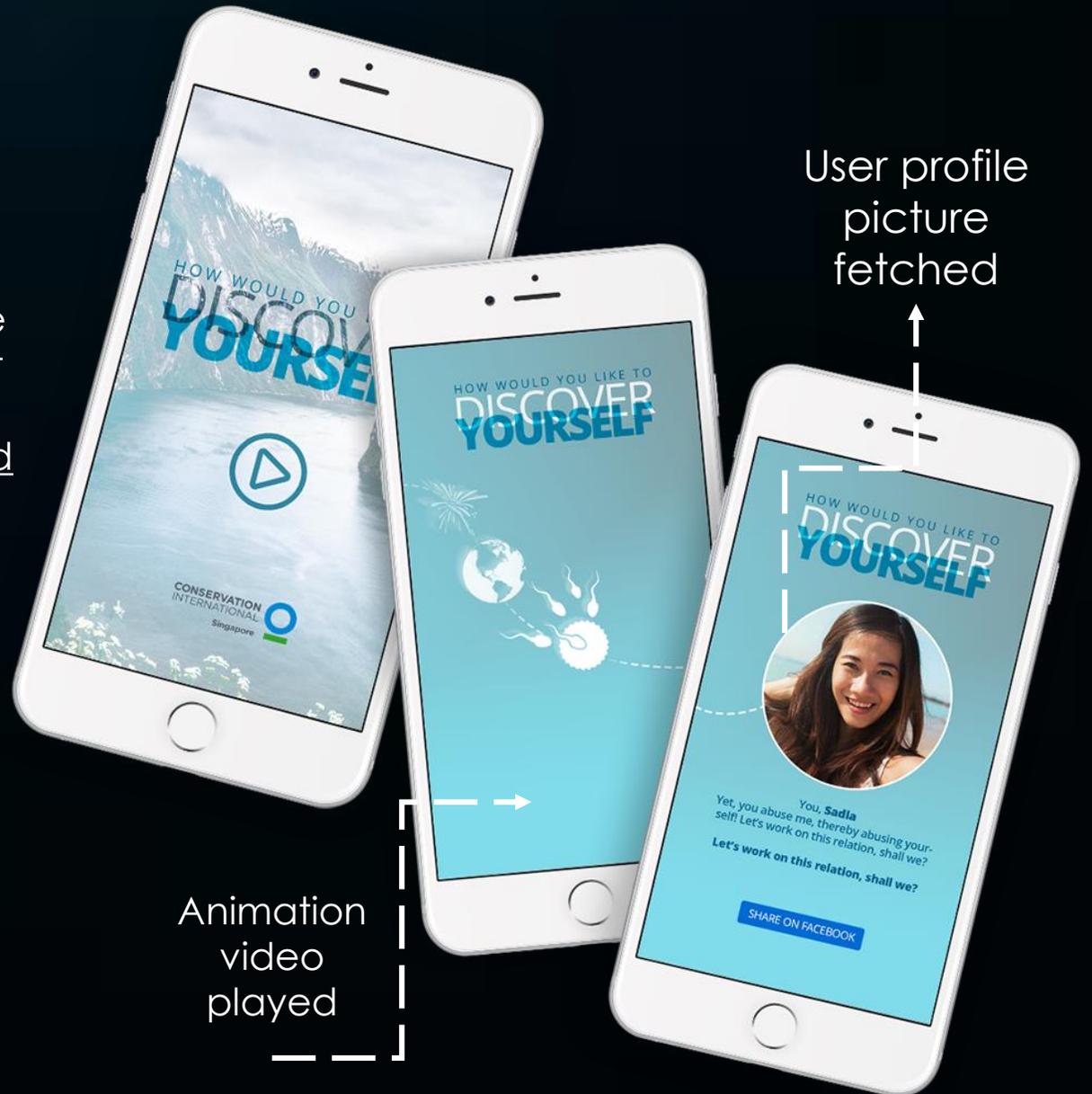
People will simply login via their FB profiles and click the "play" button. They will then see an animated video showing how nature has evolved over the years to create a complex miraculous being such as yourself (at this point the app will fetch the user's social media profile picture). The use of the profile picture will create the much needed delight effect that will ensure they share the app.

2. End message

You, Sadia (name from Facebook), are one of nature's greatest creations. You Are nature itself. Yet, you abuse me, thereby abusing yourself! Let's work on this relation, shall we?

3. Donate

People will then be directed to Conservation International's fundraising platform. The fundraising platform will aim to convince people to take action, i.e. donate. Here, we will present the imminent danger of climate change, how their sustainable consumption can help and how they can donate for the cause.



FACEBOOK PLAN

- Launch 'Discover Yourself' app to generate traction (both SG & Asia Pacific's page)
- Release visual series to generate further hype (SG's FB page)
- New Year New Me Contest (SG's FB page)*
 - A contest that will ask people to perform certain fun environmental tasks (e.g. don't waste any food for a week, ride a bicycle to work for a week, etc.). People will be encouraged to upload their photos on our Facebook page once they complete the challenges.
 - The person completing the most challenges will be rewarded

*to be run later as part of year-long campaign

Series visual

**THAT FAST CAR WITH
ITS HIGH CARBON
EMISSION IS GETTING
YOU TO YOUR WORK
FASTER, AND TO
YOUR DESTRUCTION.**

- Nature (a.k.a You)

Series visual

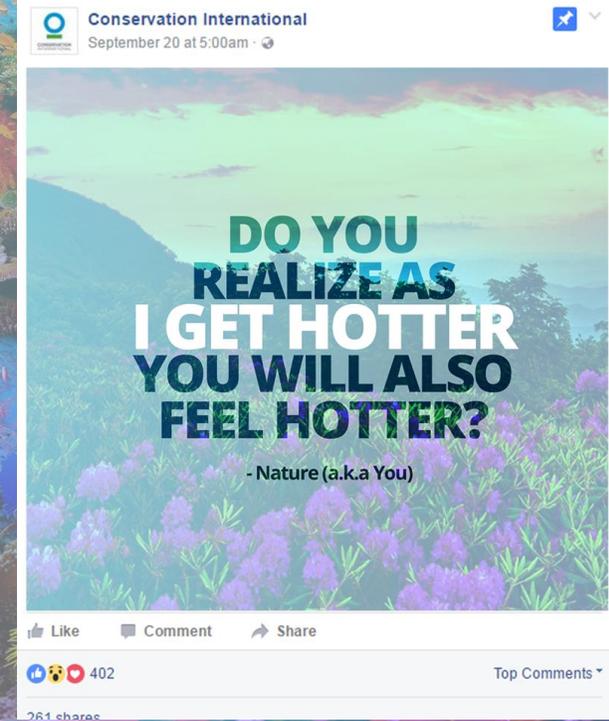
**GOOD CALL ON THAT
ENERGY EFFICIENT
APPLIANCE.**

- Nature (a.k.a You)

Contest visual

**NEW YEAR
NEW YOU!**

Take the challenge to
change yourself for the better!



YOUTUBE PLAN

- We will release the app's video from SG CI's YouTube Channel
- After the launch, we will release short 15 second videos from the YouTube channel to generate buzz (as shown beside) (from SG YouTube's channel)

CI's 30-Year Anniversary Plan:

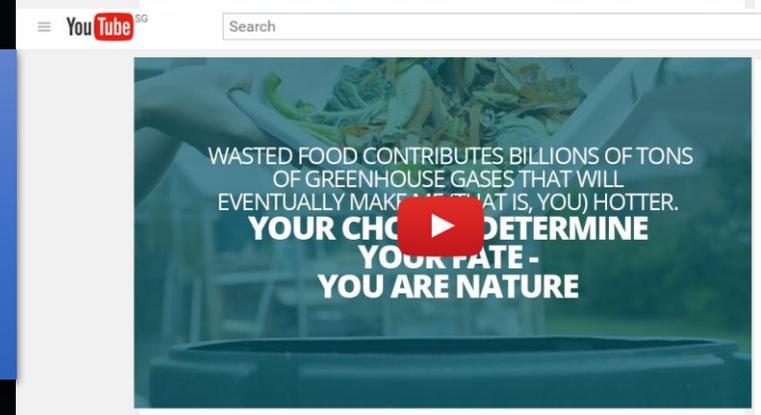
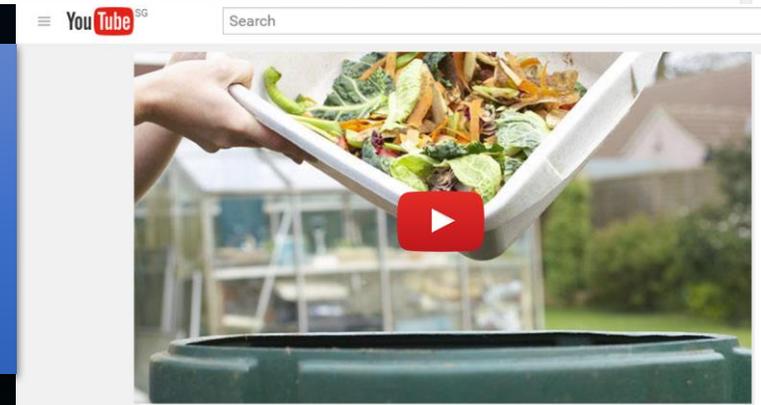
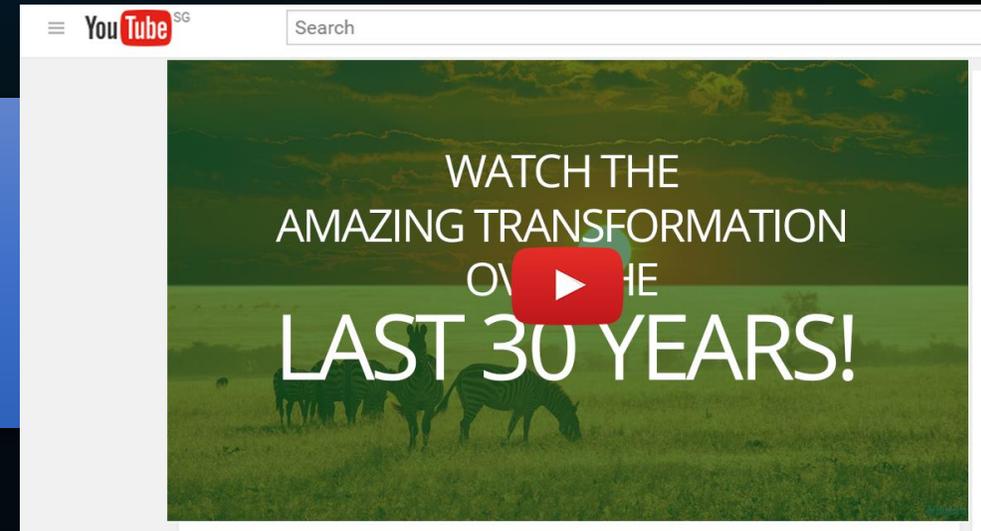
-Idea: time lapse video using footages from different times of the same place to show how CI has helped change the climate

-Release short videos from Asia Pacific's YouTube Channel as the anniversary approaches

30 year
anniversary
campaign

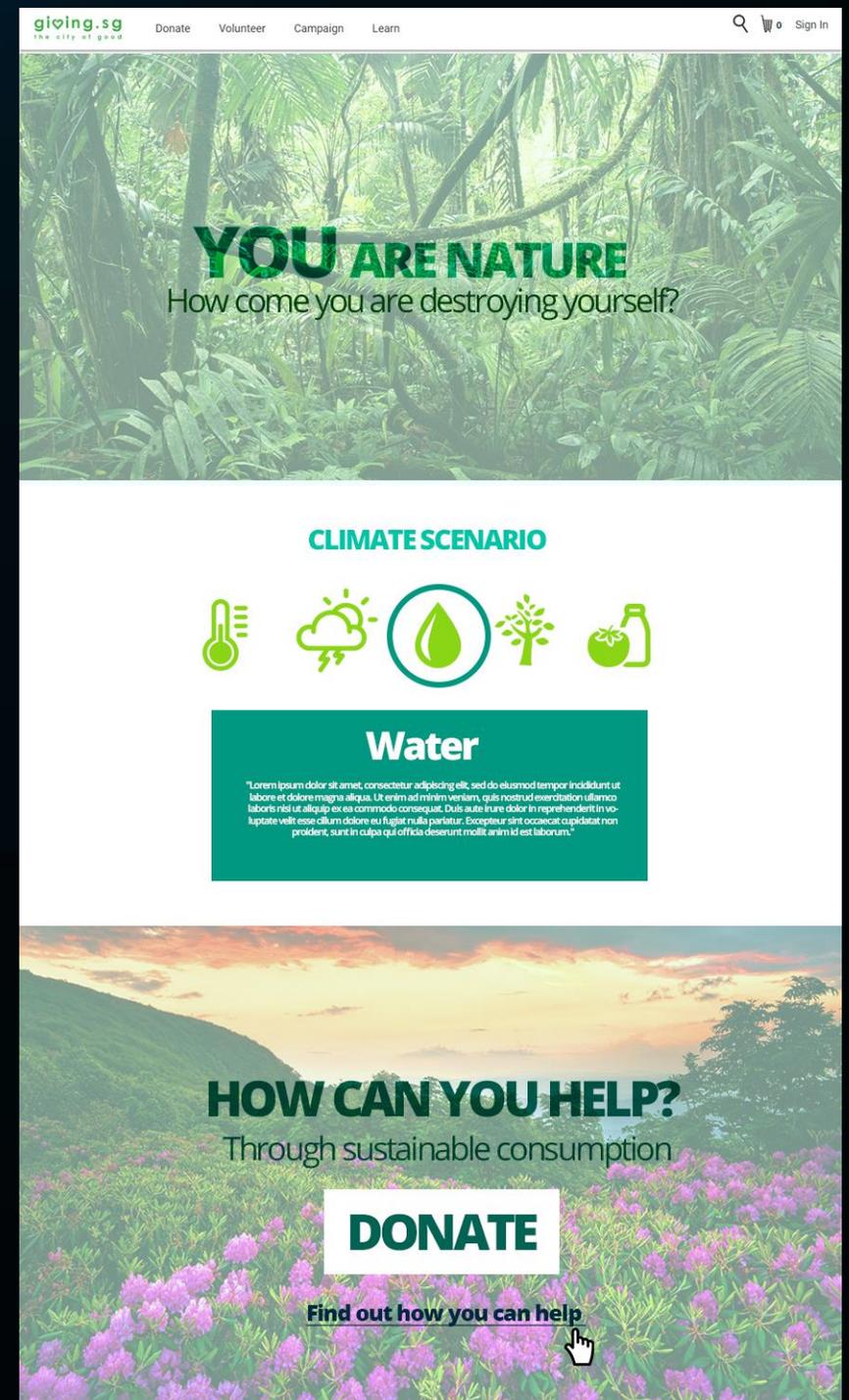
Short Videos
frame one

Short Videos
frame two



FUNDRAISING PLAN

- The Facebook app (Discover Yourself) will directly lead to this page (giving.sg/conservation)
- This page will mainly be used to convert the users into donors
- We will educate the users on the problems that Singapore is currently facing and then show them ways as to how they can help
- We will also prompt them to donate for their own wellbeing (i.e. to save nature)



October, 2016			
Week1	Week2	Week3	Week4
production time	production time	Launch App (Singapore + Asia Pacific FB page)	
		Launch video on YouTube (Singapore + Asia Pacific channel)	
		Promote app	
November, 2016			
Week1	Week2	Week3	Week4
Launch visual series on Singapore's Facebook page		YouTube short video 1 (Singapore channel)	
Continue visual series on Singapore's Facebook page			
December, 2016			
Week1	Week2	Week3	Week4
YouTube short video 2 (Singapore channel)		YouTube short video 3 (Singapore channel)	
Continue visual series on Singapore's Facebook page			

Quarter 1, 2017		
January	February	March
Run NewYearNewMe Contest from Singapore's Facebook page		
YouTube short video 4 (Singapore channel)	YouTube short video 5 (Singapore channel)	YouTube short video 6 (Singapore channel)
Quarter 2, 2017		
April	May	June
End Contest	CI's 30th anniversary video series campaign	
Winner Announcement		Launch video 1 from Asia Pacific's YouTube channel
		Share video from Singapore's Facebook page
Quarter 3, 2017		
July	August	September
Launch video 2 from Asia Pacific's YouTube channel	Re-run visual series (you are nature) from Singapore's Facebook page	
Share video from Singapore's Facebook page		
Quarter 4, 2017		
October	November	December
YouTube short video 7 (Singapore channel)	YouTube short video 8 (Singapore channel)	YouTube short video 9 (Singapore channel)
Continue Visual Series (You are Nature)		

HOW WOULD YOU LIKE TO DISCOVER YOURSELF

Brief Raise awareness about Conservation International among people living in Singapore and drive donations to CI's fundraising platform.

Observation Singaporeans are bombarded with "go green" messages so frequently, that it has become white noise for them. Survey showed that despite environmental issues, less people are now concerned about climate change and believe it's the government's responsibility.

We will launch a gamified app on Facebook that will take users on a journey of self-discovery by showing how nature has evolved over millions of years to create a complex miraculous being such as you. When revealing this message at the end, the app will fetch the user's Facebook profile picture for the added delight. At the end, people will be directed to CI's fundraising platform.

Insight & Behaviour

People are selfish and they wouldn't do anything that isn't in their best interests. They love contents that are customized for them

The IDEA

Our idea is to break the monotony of the usual serious tone of environmental campaigns and instead launch a witty one that will instill the feeling into people that they themselves are nature and their choices of sustainable consumption will ultimately determine their fate.

We will also launch a series of contents (videos & visuals) to continue the hype and conversation over Facebook & YouTube.

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YOUR DESTRUCTION.**

- Nature (a.k.a You)

**DO YOU
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I GET HOTTER
YOU WILL ALSO
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- Nature (a.k.a You)

**GOOD CALL ON THAT
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