

INSIGHTS & CHALLENGE



“Why should I care ?”

User insights:

Human beings are imperfect
They only care what matter to them



“People are the dependent”

Brand insights:

CI’s belief is: Nature doesn’t need
people—people need nature.



The challenge:

People need to **relearn**
that we are a part of
nature and rely on it to
live.

THE IDEA

A close-up photograph of a pair of hands cupped together, holding a small amount of dark, rich soil. A single, thin green stem with two vibrant green leaves grows out of the soil. The background is dark and out of focus, with a soft light source from the left creating a gentle glow on the hands and soil.

Take mini action, create mega impact

STRATEGY

Get partners who share the same vision on board to make the impact

CONSERVATION
INTERNATIONAL



Unilever



Nestlé

Good Food, Good Life



Together, we educate consumer on how climate change is threatening the next generation and encourage them to take action for a better future

EXECUTION SUMMARY



Tapping to mini moments to awake their consciousness about climate change

Encourage consumer to share the message for a better Singapore

Turn online social currency to real changes



TRIGGER

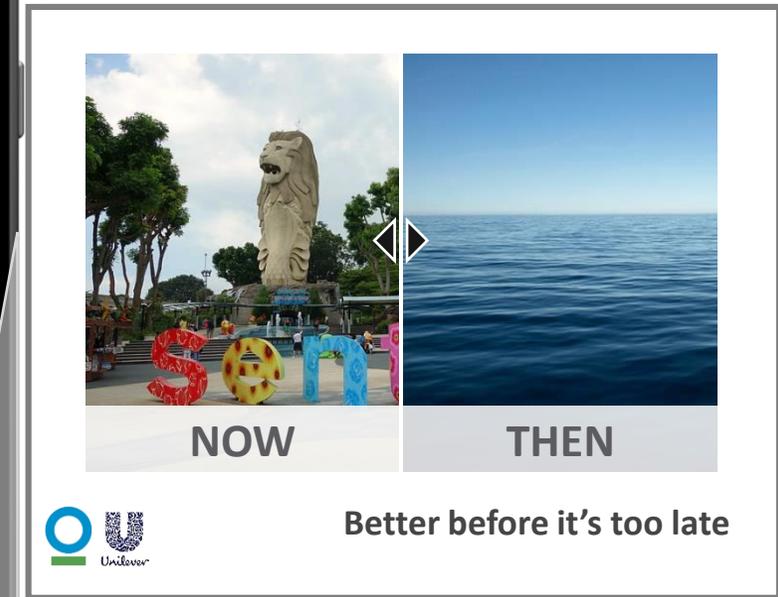
SHOW THE **WORST** WHEN YOU ARE AT THE **BEST**

Execution idea:

Tapping our consumer at various **mini moments** with strong message to awake their consciousness about climate change and its consequences.

Media channel usage:

- Facebook suggestion
- Google cards, search
- Twitter Trend
- OOH mobile interactive



Various creatives used for different mini moments and prospects

Format: Image, GIF & video clip

ENGAGEMENT

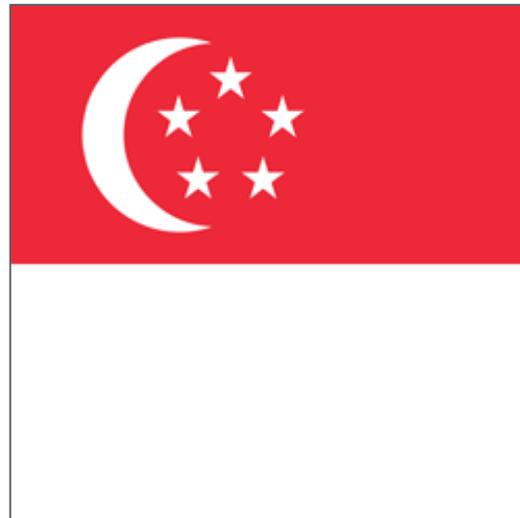
Encourage Singaporeans to share for a [#betterSingapore](#)

$$1 \text{ } \left[\text{Share Icon} \right] = 1 \text{ } \left[\text{Dollar Sign} \right]$$

For every video shared on social, commercial Brand will donate 1 \$ to CI Fund



KEY OPINION LEADER



GOVERNMENT



OOH



SOCIAL SHARING

ADVOCACY TRANSFORMATION

0 9 9 9 9



5.000

5000 trees will
be grown

10.000

Exchange 10,000
eco-friendly
shopping bags

15.000

1000m shoreline
will be cleaned

The more people reach, share and donate – the brighter and better Singapore

We show consumer the real impact of their action

Channel: Brand Website, PR, WOM

HOW DID WE ANSWER THE BRIEF ?



Educate consumer with strong and relevant message at the right moment

Create talkability and awareness for the Brand

Successfully raise fund for the organization

Strengthen the partnership between CI and other organizations who share the same vision