

PROBLEM

Previous communications done by Smile Asia lack innovativeness to generate awareness and buzz, most of the people are not motivated to know more about Smile Asia Week.

OBJECTIVE

Increase awareness of Smile Asia Week

Emphasize partnership between Smile Asia and the Ritz-Carlton group



INSIGHT

Cosmetic and beauty industry is gaining more demand in Asia

THE “LIPSTICK”

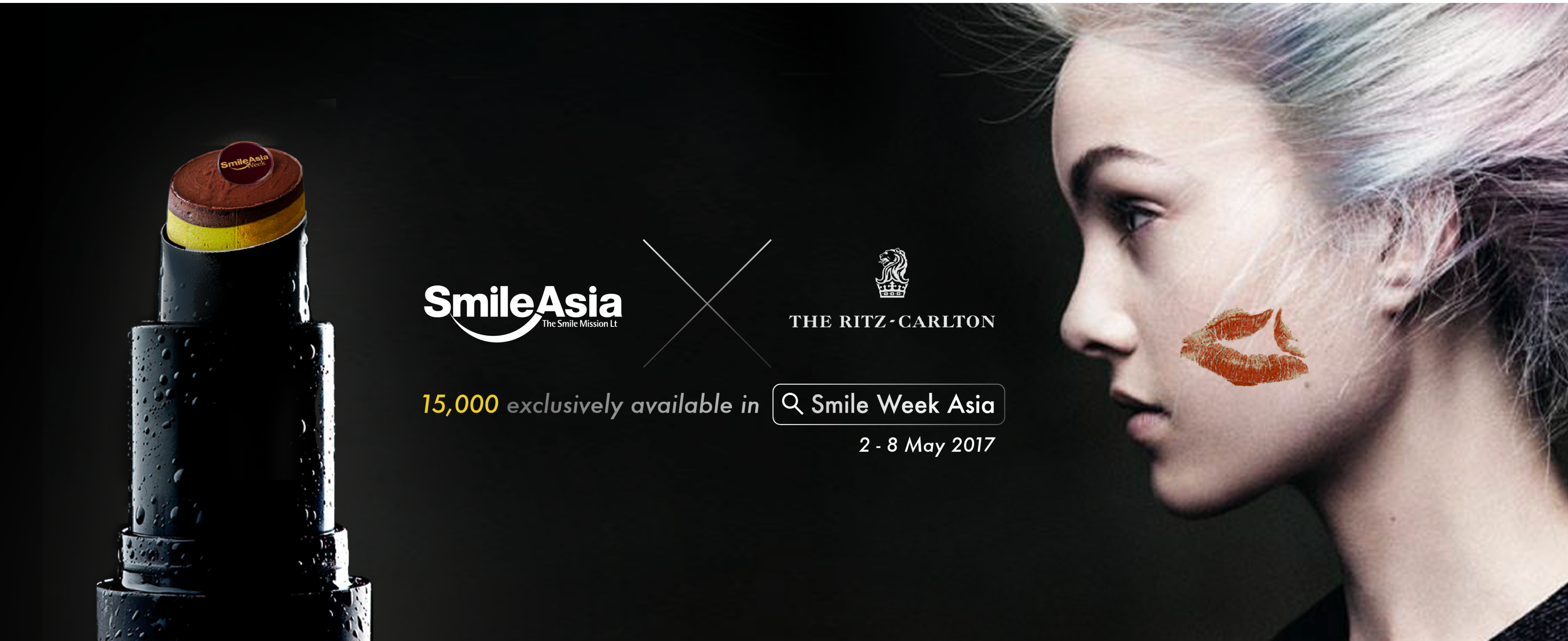


To create a campaign matching up audience's interest by immitating popular cosmetic ads

A split lip mark is created to represent cleft lip in a more pleasant way throughout the campaign

PRINT AD AWARENESS

Increase awareness & create buzz by arousing people's curiosity & common interest



SmileAsia
The Smile Mission Ltd

THE RITZ-CARLTON

15,000 exclusively available in

2 - 8 May 2017

ONLINE BANNERS

AWARENESS

increase awareness & buzz by arousing people's curiosity & common interest

The screenshot shows a Facebook interface. At the top is a search bar with the text "Search for people, places and things" and a magnifying glass icon. To the right of the search bar are navigation links: "Jason", "Home", and icons for friends, messages, and a globe. Below the navigation bar is a left sidebar with a list of items under "ABOUT" and "INTERESTS". The main content area displays a sponsored post from "Smile Asia". The post includes the Smile Asia logo, the text "4 mins · 🌐 sponsored", and the headline "Smile Asia X The Ritz-Carlton Limited Edition for Smile Asia Week 2017 now available!". Below the headline is a large image of a black and gold perfume bottle next to a woman's face with a gold lip print. The image contains text: "SmileAsia", "THE RITZ-CARLTON", "15,000 exclusively available in SG, Smile Week Asia 2-8 May 2017". Below the image are the options "Unlike · Comment · Share" and a notification "You like this." with a thumbs-up icon. The right sidebar shows several sponsored ads: "Special Discounts in effect Kennedy & Co.", "Right in Their Reach whirlpool.com" with an image of a refrigerator, "Samsung Q 80-8 for 1s uccellula.com" with an image of a Samsung phone, and "BP Driver Rewards bpdriverewards.com" with an image of a person at a pump.

Search for people, places and things

Jason Home

Special Discounts in effect
Kennedy & Co.

Right in Their Reach
whirlpool.com

Kids' snacks get their own
compartment with the
Whirlpool® FreshLock™
drawers. See more.

Samsung Q 80-8 for 1s
uccellula.com

Get the Samsung Galaxy
Q80 8 for just a penny.

BP Driver Rewards
bpdriverewards.com

A smarter way to purchase
quality BP fuel. Click to
find out more!

Admin

The WallPack 1

Richard Warwick Pl... 8

Savings Guru 20+

WORLD UP TOWN... 20+

Isaiah 20+

Byepramida 20+

Create Group

Find Near Groups

ABOUT

Games 8

Music

Politics 4

Match.com

Gifts

On This Day

Games Feed 20+

INTERESTS

SmileAsia

4 mins · 🌐 sponsored

Smile Asia X The Ritz-Carlton Limited Edition
for Smile Asia Week 2017 now available!

15,000 exclusively available in SG, Smile Week Asia
2-8 May 2017

Unlike · Comment · Share

You like this.

MICROSITE

INFORMATION

Provide information on Smile Asia week and acknowledge people that purchasing the cake is actually supporting Smile Asia & associate organisations to do good will







15,000
DELECTABLE CAKE

10,000
COMMITTED VOLUNTEERS

10
COUNTRIES & TERRITORIES

24
THE RITZ-CARLTON HOTELS

Pre - order Now!

Partnerships

The Ritz-Carlton Hotels & Resorts, Asia-Pacific have announced Smile Asia Week from May 2 – 8, 2016 to sell specially created limited edition cakes across Asia. The campaign is to raise funds and awareness for the children suffering cleft and other facial deformities. Charity partner is Smile Asia alliance of medical charities that heals children's smiles through its dedicated medical volunteers.

In 2011, The Ritz-Carlton, Millenia Singapore first incepted the idea of sport of The Smile Mission. T The hotel's signature Valrhona Chocolate and Banana Cake recipe was adopted by some of our sister properties and made available in their locations for sale during Smile Asia Week.



THE RITZ-CARLTON

CONTACT US
COUNTRY SELECTOR
T&C'S

SmileAsia
The Smile Mission Lt



SITEMAP
PRIVACY POLICY
COOKIE POLICY





Smile Asia Week
Fund-Raising
Support free surgeries
for children with cleft

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SITEMAP
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"THE LIPSTICK" SNAPCHAT FILTER

Rally on popular SNS app to let users to show support towards Smile Asia Week other than purchasing cakes

Keeps the conversation about Smile Asia Week going



CAKE BOX PACKAGING REDESIGN

Not only the ones who purchase the cakes, cake receivers can also know more about Smile Asia Week by scanning the QR-code that is linked to our mircosite



OUTCOME

Revitalize attitude of people towards cleft lips

Enlarge pool of target audience

Establish a symbol for cleft lips which is pleasant