



**SITUATION.** Conservation International envisions a healthy, prosperous world by alerting the effects hazardous threats, such as climate change, can have on the environment.

The continual increase in temperature, rise in sea levels, and intensity in weather variability is a major cause for concern. An increase 1.5°C to 2.5°C in temperature can alter the entire ecosystem, droughts affect the reliability of the nation's water supply, and intense rainfall will overflow the drainage system and eventually lead to flash floods.



**PROBLEM.** Despite C.I.'s various efforts, however, due to low brand awareness and lack of engagement, most Singaporeans but do not truly grasp the severity of climate change.  
They are **reluctant to help make a change**.



INSIGHT.

By focusing on fear, direness, and urgency, most NGO campaigns tend to make the general audience feel *uneasy*, *gloomy*, and thus feel *indifferent*.

It is one thing to feel, it is another thing to be told how to feel.

**STORY-TELLING** should not be confused with **STORY-YELLING**.



IDEA. Expose and educate the devastating impact climate change can have on the environment and the future of Singapore by **ENGAGING** our target audience.

Get Singaporean influencers involved and have them take a stand together with C.I.

**TELL ME** and I might understand

**SHOW ME** and I may remember

**INVOLVE ME** and **I WILL FOLLOW, SHARE, and DEFEND**

zu Gast bei der  
S Bahn Hamburg

spielraum

arm

e.on

21





CONSERVATION  
INTERNATIONAL  
Singapore



Singapore ranked highest in smartphone penetration  
and third in mobile game participation among SEA countries



## Singapore produces Pokemon Go players – not hungry young Lions

Sundram's reliance on veterans like Daniel Bennett reveals an underlying lack of fresh talent and commitment to the football cause, argues Neil Humphreys...

Daniel Bennett was Singapore's best player. He often is.

Ramrod straight, shoulders squared and eyes everywhere, the centre-back was a reassuring presence against Bahrain, keeping his head when all around him were losing theirs.

Three clumsy penalties killed off any hopes of victory in the 3-1 loss, but Bennett never faltered. No frills, no problems, the Geylang International defender was a metronome of consistency.

He's also 38 years old. He'll be 39 in January. Previous coach Bernd Stange couldn't live with him. Current coach V. Sundramoorthy can't live without him.

3 September 2016



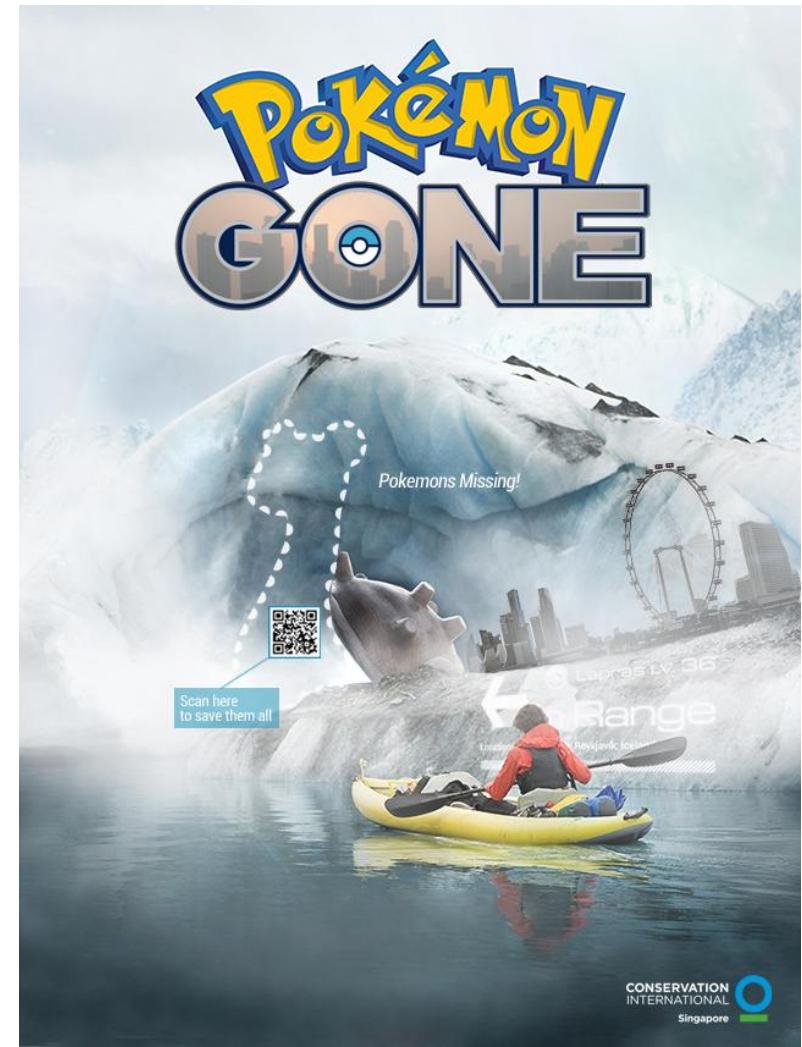
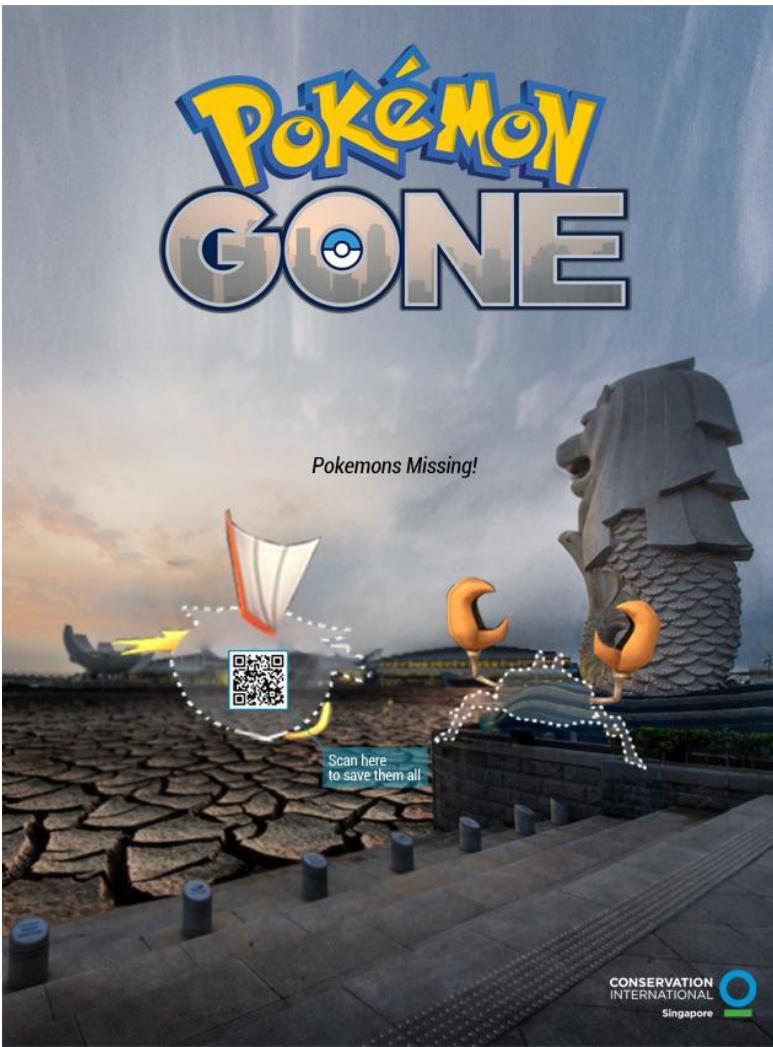
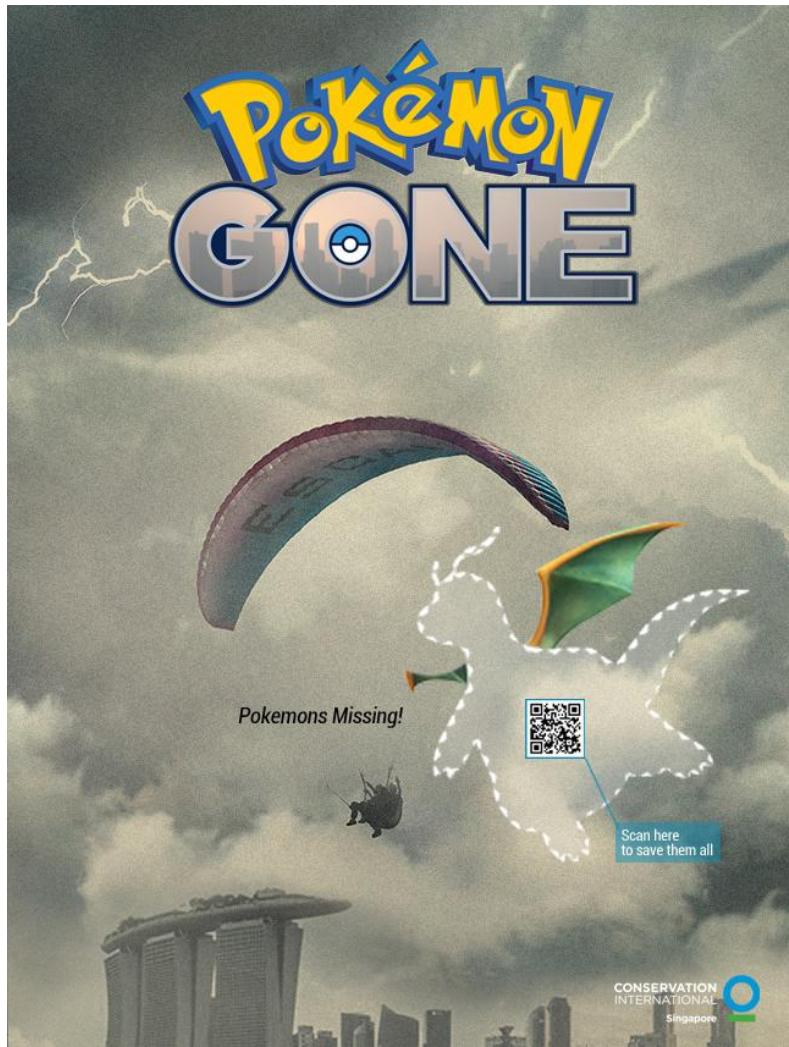
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TOPICS  
comments



*Source: Deloitte Global Technology, Media and Telecommunications Survey, 2015*



# EXCITE : GRAB ATTENTION

— Create parody posters of one of the biggest cultural and social phenomena's of 2016, Pokemon Go. But with a twist, leave trace marks of iconic Pokemon characters and have curious viewers scan the QR codes located within the missing character image.

The QR codes of each poster will automatically lead curious viewers and bystanders to the donation page setup to educate Singaporeans about the Conservation International's message and organization.



# EDUCATE : RAISE AWARENESS

Once bystanders arrive on the donation page, they will read about how climate change in Singapore Leads to the extinction of not only their favorite Pokemon characters, but mostly the future of Singapore itself.

On the page, the viewers can find out more about Conservation International, read about what kind of climate changes that are happening right now, and feel the need to save their favorite Pokemon characters if not for the nation!



## Conservation International Singapore, Ltd



#NATURE  
GONE

CONSERVATION  
INTERNATIONAL

DONATE

All of your favourite Pokemons are going extinct. Because the river is running dry, the sea level is rising up, our entire ecosystem is changing for the worst.

Climate changing is happening. Rising sea levels will erode the costal ecosystem. Global warming will wither the beautiful flowers, And long droughts will deplete the water supply.

Change is Singapore's climate means Change in Singapore as well.

Before we lose everything we've every loved With your help, we can help save Singapore.

How Your Donation Makes a Difference

10

Thank you for donating 10 dollars.

# ENGAGE

: ENCOURAGE DONATION

- Once viewers are educated about the cause and the climate change, they will be encouraged to donate and even share this viral campaign to their peers on social media.
- As an incentive, Conservation International will deliver personalized posters of the campaign.

# NATURE  
GONE



**Jackie Ngo**

**Pokémon GONE**

**#NATURE GONE**

**Timeline** **About** **Friends 499** **Photos 252** **More ▾** **Update Info** **Activity Log** **\***

**About**

Designer at ZURB  
Past: MadeService

Studied BFA Graphic Design at San Jose State University  
Class of 2010

Lives in Oakland, California

Where are you from?

In a relationship with Matt Yerman  
145 mutual friends

**Status** **Photo** **Place** **Life Event**

What's on your mind?

**Jackie Ngo** 4 hours ago

어제 관광차를 타고 올라가다가 웃좋게 포켓몬곤 발견!  
기후변화 때문에 동물도 사람도 살아갈 곳을 잃고 사라질 수 있다고...  
좋은 이벤트인 것 같아서 나도 기부 동참했음!

**MARKETING IS WAR FOR ATTENTION**

**AMMUNITION = SHARING POWER**

**R T B**

**REASON TO  
BELIEVE**



**R T S**

**REASON TO  
SHARE**