Your Presence, Brings Happiness

Multimedia Advertising Proposal

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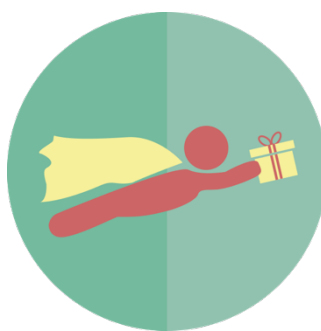
1.1 Concept of Social Enterprise

Social Enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being. Different from conventional commercial mode which aims for being financially valuable, Social Enterprise differentiates in that its social mission is as core to its success as any potential profit. Through providing service or job opportunities, Social Enterprise helps relevant group of people or solve relevant social problems. For example, a social enterprise restaurant hires disabled people, giving cook skills training, providing job opportunities and income. Similarly, a social enterprise which promotes environmental awareness may sell organic vegetables and fruit. Social Enterprise values its social responsibility more than than the financial benefit.

Social Enterprise operates as in between of charity organization and commercial organization (As shown in Figure 1.1). It shoulders corresponding social responsibility, at the same time, it recycles capital. It is neither the non-profit charity organizations, nor commercial organizations that is central to financial profit. It has dual drives, which is fulfilling social responsibility and recycle capital simultaneously.

Charity Organization

Primary Drive:

To realize social value

Social Enterprise

Dual Drive:

To realize social value

& To recycle capital

Commercial Organization

Primary Drive:

Maximization of profit

Figure 1.1

1.2 Development of Social Enterprise in Singapore

Social Enterprise originates from 19th Century in UK, Rochdale Society for Equitable Pioneers is the earliest form of Social Enterprise Social Enterprise. Social Enterprise later spread to US, Australia, and Canada etc. In Singapore, the earliest record of Social Enterprise traces back to 1925. Between 1925 and 1940, 43 organizations were established to support and help different social groups, such as teacher, government officials, and private enterprises etc. In 2006, Singapore Social Enterprise Association was founded aiming to better manage and support the development of local social enterprises. By the end of 2013, the number of Singapore-registered organizations that share the characteristics of Social Enterprise have been more than 300, including the well-known accessory store 77th Street and restaurant Eighteen Chef's, Song Fa Bak Kut Teh etc. Besides the increase in number, Social Enterprise also covers more business sectors (As Shown in Figure 1.2), from service to commercial information, education, lifestyle etc.
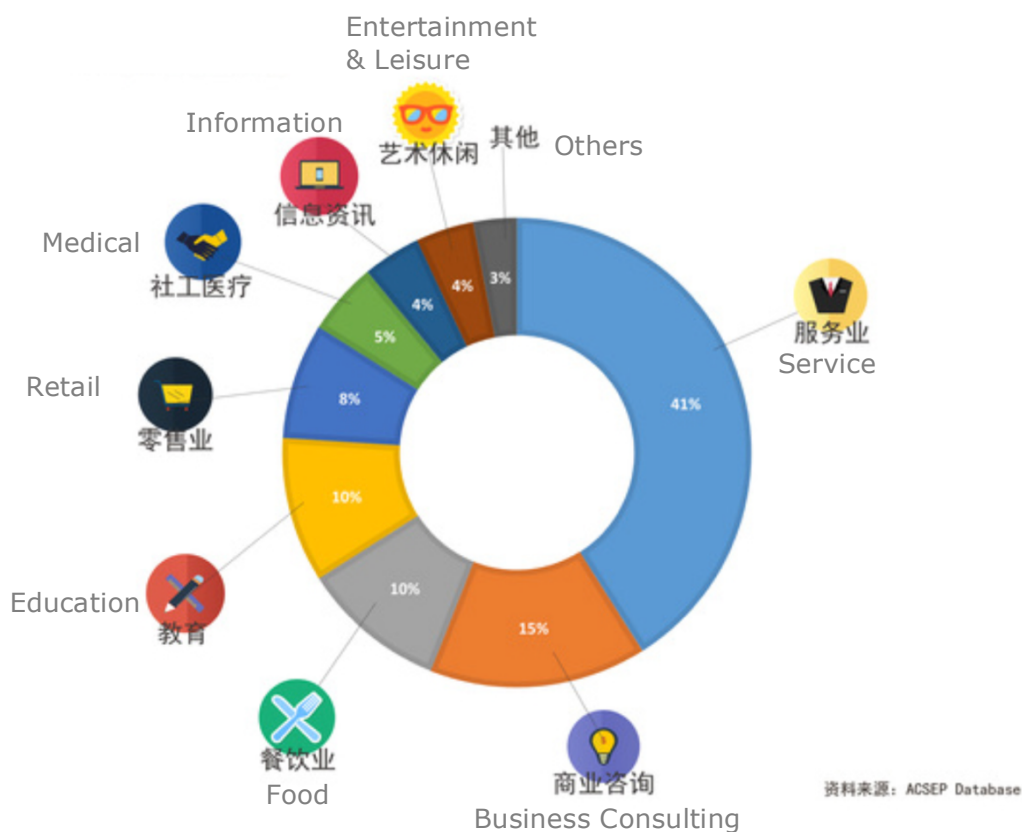
Figure 2.2

Figure 1.2: Roshini Prakash & Pauline Tan (2014). *Landscape of Social Enterprise in Singapore* Asia Center for Social Enterprise & Philanthropy

2. Introduction of Advertiser

## 2.1 Advertiser: Singapore Social Enterprise Association

(Short as SE Association in this proposal)

SE Association was founded in 2006, under Ministry of Social and Family Development, MSF. Its main objective is to develop and support the development of local Social Enterprise. As an Umbrella Organization, SE Association include many local Social Enterprise, SE Association aims to integrate and coordinate resources, provide assistance such as financial support, enterprise consultation, business training etc. In addition, in order to help people to know local Social Enterprise better, SE Association also shoulders the responsibility to promote Social Enterprise, letting people understand the concept of Social Enterprise, its operating mode, and enterprise stories.

2.2 Advertiser Appeal

Regarding this multimedia advertising publication, SE Association aims to let more people hear about and know about Social Enterprise, have basic understanding of local Social Enterprise, and encourage them to support Social Enterprise in a subtle way, and develop habitual consumption at Social Enterprise.

A survey by SE Association in 2013 indicates citizens has very little awareness about Social Enterprise (As Shown in Figure 2.1). In the sampling survey of 2000 people by SE Association, high as 87% interviewers do not have knowledge about Social Enterprise at all, 10% know the concept but cannot recognize local enterprise, 1% recognize wrongly, only 2% know the concept of Social Enterprise and can correctly recognize local Social Enterprise. Similarly, sampling survey towards enterprises in 2012 also shows the low recognition of Social Enterprise.
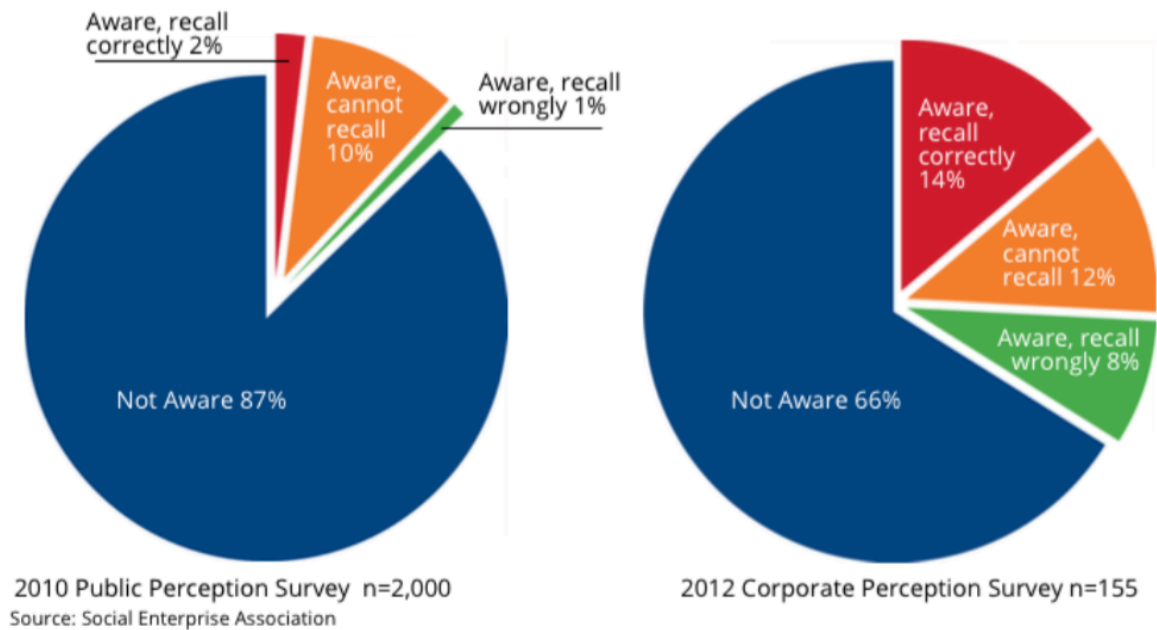
Figure 2.1

After analyzing the appeal of advertiser, we can summarize the challenges that local Social Enterprise is faced with as following:

- Public lack of knowledge about Social Enterprise
- Public cannot correctly recognize existing local Social Enterprise
- Public do not have experience consuming at Social Enterprise

Given these three challenges, we choose three multimedia platforms, which are video, mobile App, and social media, with the goal that each platform achieves its expected publicizing objective, as well as presenting the complete campaign plan to the audience in an integrated way.

3. Advertisement Objective

According to the advertiser appeal, this proposal exploits the concept of integrated marketing communication, combining three parts of advertisement into one integration, in order to achieve the publication goal:

- To increase public awareness of Social Enterprise
- To enable the audience to have an impression of existing Social Enterprise brands
- To encourage public to consume at Social Enterprise

4. Adverting Plan

With the concept of Integrated Marketing Communication, this advertising plan uses three main multimedia platforms (Videos, Mobile App, Social Media Facebook), targeting the introduced three objectives, to achieve various publication and realize the overall advertising objective.

Three multimedia platform are as following:

Video: "Your Presence, Brings Happiness" short video series (three episodes in total)
(Detailed Plan in Chapter5)

Mobile App: A "Social Enterprise" version Mobile App cooperating with exiting Mobile App Carousell)
(Detailed Plan in Chapter6)

Social Media: Start "Grab Voucher" activity on Facebook)
(Detailed Plan in Chapter7)

As shown in Figure 4.1, each multimedia platform corresponds to a challenge that local Social Enterprise is faced with. Through effective information plan and delivery, each multimedia element shoulders its advertising mission to achieve the objective regarding the appeal of advertiser. For example, via watching the video series people get to know the concept of Social Enterprise, learn its objective, motivation, and mission, and how it differs from conventional enterprise. Through Moible App, people can get impression of some local Social Enterprise when they shop. In addition, through "Grab Voucher" activity on Facebook, people can win the vouchers that can be expended at Social Enterprise. When they redeem the voucher for Social Enterprise product or service, it encourages the audience to consume at Social Enterprise later in a subtle way.

1. People lack of knowledge of Social Enterprise   Video

2. Unclear about exiting local Social Enterprise   Mobile App

3. No experience consuming at Social Enterprise   Facebook

Figure 4.1

Such a holistic approach to packaging is also a process of consciousness transformation, following a development pattern of "cognition - strengthening cognition - inducement – behavior". Through video series, the audience get to know and understand the concept of Social Enterprise. Through the frequent and repetitive exposure of Social Enterprise logos on Mobile App, the audience reinforce the cognition. When the cognition was strengthened gradually, the audience might consider consume at Social Enterprise. At this time, through grabbing free voucher as an inducement, the audience are encouraged to redeem the product or service at corresponding Social Enterprise, triggering further consumption at Social Enterprise.

4.1 Target Audience

The target audience of this advertising proposal are young group age between 18 to 35 for the following three reasons. Firstly, regarding the characteristic of selected media platform, multimedia, young people in this age range are also the group that use multimedia the most. Watching videos on Youtube, broad usage of Mobile App and Facebook, these are the lifestyle of this group. Secondly, regarding the consumption habit, this group has strong purchasing power. Thirdly, the Social Enterprise that we are cooperating with such as Soule (Slipper Retail) and The Nail Social (Manicure) also target this age group.

Since there are three aspects of this advertising proposal, 18-35 is an overall age range. Due to the different features of each media, it has different target group as well. Regarding the video series, the audience age

18-35 are all accustomed to watching videos. However, regarding Mobile App and Facebook game participation, we set the target audience specifically to age from 18 to 25, as this age group is more inclined to participate in Mobile shopping and Social Media games.

4.2 Brand Personality and Advertisement Tone

Though SE Association is under government departments, the audience of this advertising proposal is relatively young, therefore the brand personality should not be too serious, in the contrast, it should be positive, extrovert, innovative, and affectionate. In video series, the brand personality is positive, influential, warm, and outgoing, as the main characters in the videos, and the spirit of their entrepreneurship. At the same time, through the novel interaction of Mobile App and Facebook, the creativity and the advancement with time. Based on the demand, interest, and how well they use technology of the audience, we customize different interesting and effective information. Through soft sell (especially in videos), the brand image is not high above, instead, it aims to close the distance with the audience, generating resonance by true stories and true emotions.

4.3 Unique Selling Point

(The unique point of this advertising proposal is its content and marketing. For content, the concept of Social Enterprise itself is unique. The survey result of SE Association shows that the topic Social Enterprise is new and publication specifically designed for this area is also scarce. Therefore, delivering information about Social Enterprise makes up the blankness in this area. For marketing, the concept Integrated Marketing Communication becomes popular in recent years, and idea of Mobile App and Facebook is also novel.

5. Video Series

In order to help the audience to understand the concept of Social Enterprise along with its meaning and objective, the first part of this advertising proposal is to produce a video series with a theme "Your Presence, Brings Happiness". From the story-telling of the entrepreneurship of several Social Enterprise, the audience get to know the special point of Social Enterprise. Also, it encourages the audience to support Social Enterprise, promoting the idea that each individual can bring happiness to others.

5.1 Video Information

The video series consist of three short videos, with the main character of each is Soule, Eighteen chefs, and the Nail Soical. The video presents the true entrepreneurship stories of the three companies in a warm way. When getting the audience moved, it also enforces the images of these enterprises. Each video has a length around 1 minute 30 seconds.

Take Soule as an example, the video presents that after three young men found that children in mountain areas did not have shoes to wear, decided to start a business that donates one pair of sneakers for every pair of slippers sold. To make it closer to the true story and less as hard sell advertisement, the founders of Soule will be invited to participate in this video. In this video, the VO and subtitles will both be involving and appealing, focusing on story-telling and brand image building. In this video, there will be no intentional extra publication except for several details that reveal the logo of Soule. To emphasize the warm aspect of the image of Soule, in pre-production, the usage of lighting will be seriously considered, for example, using sunshine to express a warm feeling. In post-production, a warm-tone overlay will be added and subtitles will use white color slim font (Image style similar to Figure 5.1). The other two videos will adopt the same way of story-telling and presentation.

Figure 5.1

At the end of the videos, "Your Presence, Brings Happiness" appeals the audience to take actions after getting touched. Then, relevant QR code will be displayed that the audience can take their phone to scan the QR code, start their journey bringing happiness, support Social Enterprise and help people in need. The three videos will be in similar form, in consideration of consistency.

5.2 Video Objective

The video series have three main objectives:

- To publicize the concept of Social Enterprise
- To increase audience's understanding of existing Social Enterprise
- To appeal the audience to take actions to support Social Enterprise

In previous research, we found people's understanding about Social Enterprise is very limited. Therefore, the primary objective of the videos is to publicize the concept of Social Enterprise, that Social Enterprise differs from conventional enterprises, weakens commercial profit and aims to help people in need. One of the challenge Social Enterprise confront is that, people are not clear about "which is the Social Enterprise". Therefore, even for those who have basic knowledge about Social Enterprise, they may confuse how to support the development of Social Enterprise. Thus, we will use three Social Enterprise as examples instead of solely introducing what Social Enterprise. On one hand, it is more straightforward for the audience to understand the concept; on the other hand, it publicizes the three Social Enterprise, and guide the audience to explore other Social Enterprise. The presentation of the videos emphasizes building the image, affecting the audience in a soft way to let them spontaneously, willingly support these Social Enterprise, rather than hard-sell. This presentation brings a long-lasting inspiration to the audience that they will support and promote Social Enterprise.

5.3 Storyboard

STORYBOARD

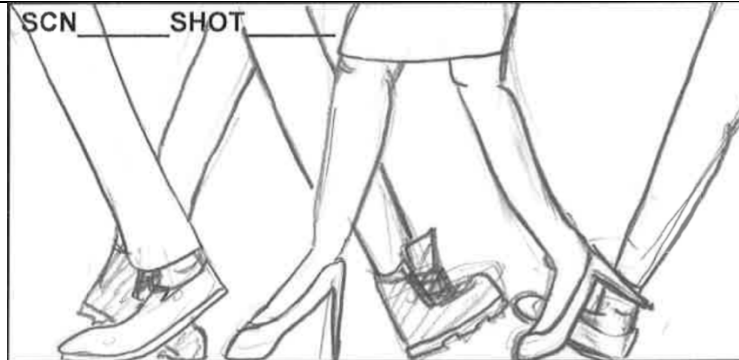| Project: SE Association Publication Video (I)	Page: _____ / _____

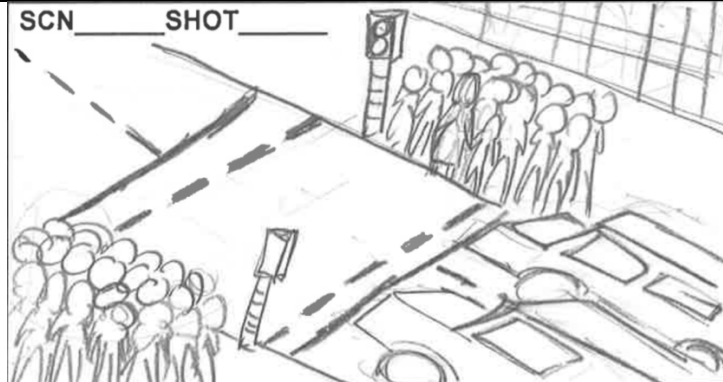|	VO
A REAL STORY	What is happiness?
	Action
	Subtitle fade in VO starts playing

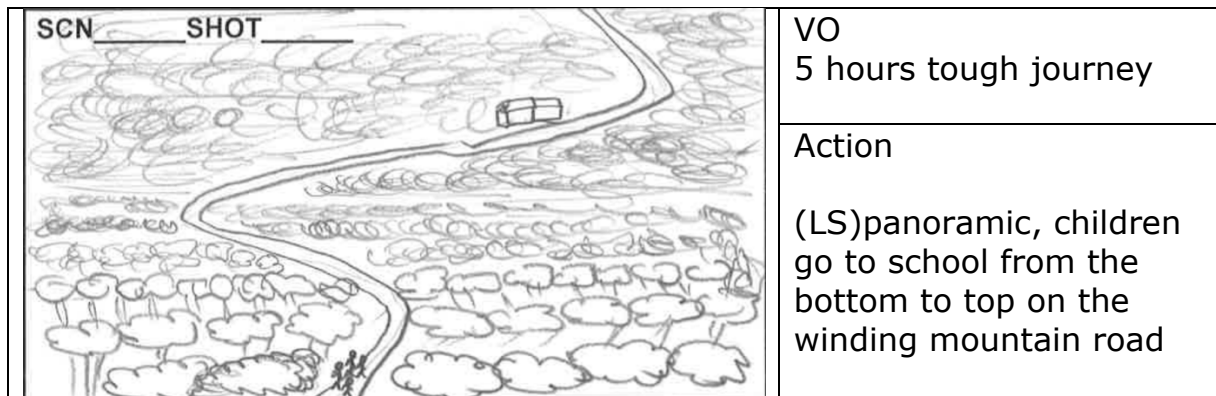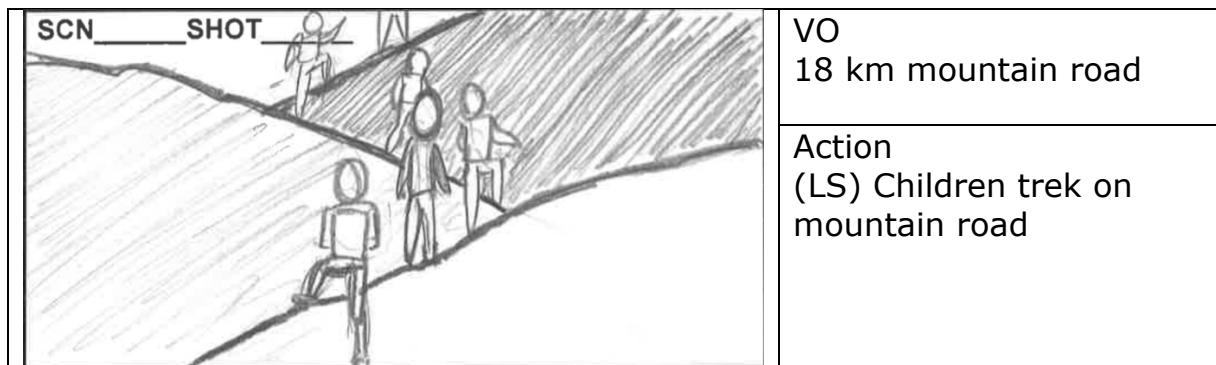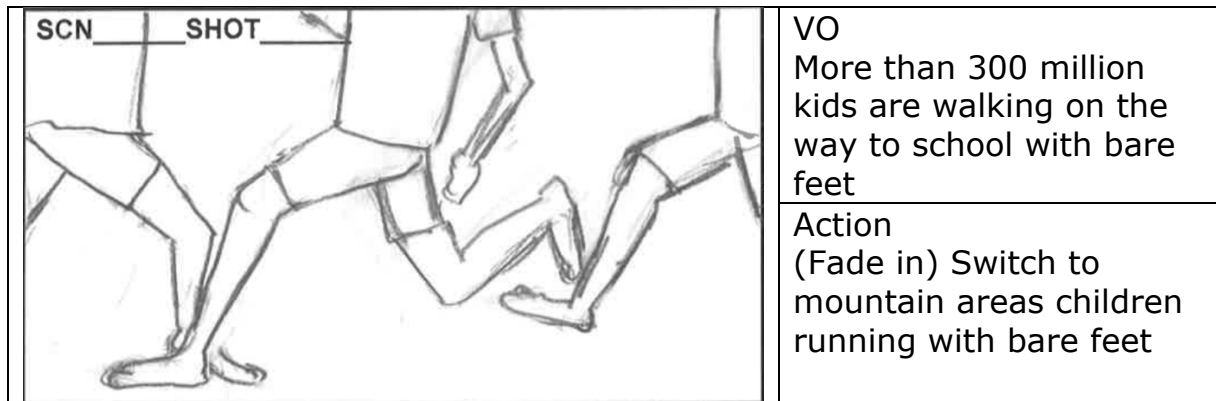| SCN_____ SHOT_____	VO When we hustle and bustle in this city
	Action (MS) Low Angle Passers-by walking with shoes from various styles and brands

SCN_____ SHOT_____	VO Do you know? In this world,
	Action (LS) Bird view of the busy crowd

STORYBOARD

Project: SE Association Publication Video (I)	Page: _____ / _____

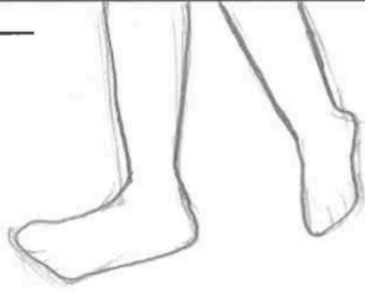|	VO
	More than 300 million kids are walking on the way to school with bare feet
	Action
	(Fade in) Switch to mountain areas children running with bare feet

	VO
	18 km mountain road
	Action
	(LS) Children trek on mountain road

	VO
	5 hours tough journey
	Action
	(LS)panoramic, children go to school from the bottom to top on the winding mountain road

STORYBOARD

Project: SE Association Publication Video (I)	Page: _____ / _____

SCN_____SHOT_____	VO
	For them, happiness is a pair of shoes to wear
	Action
	(CU) feet walking
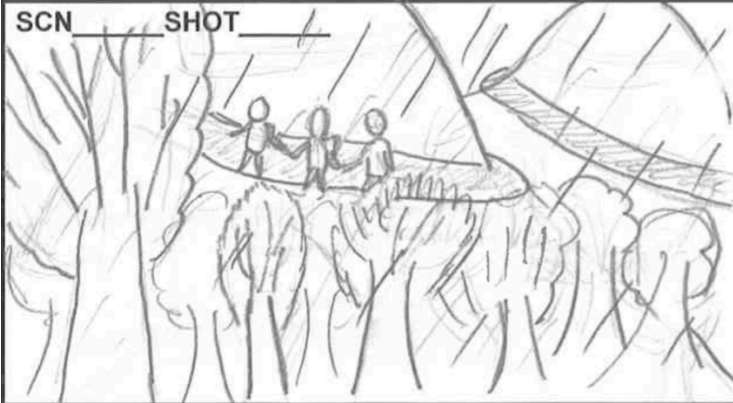
SCN_____SHOT_____/	VO
	Action
	(ELS) Several children holding hands walking on the mountain road
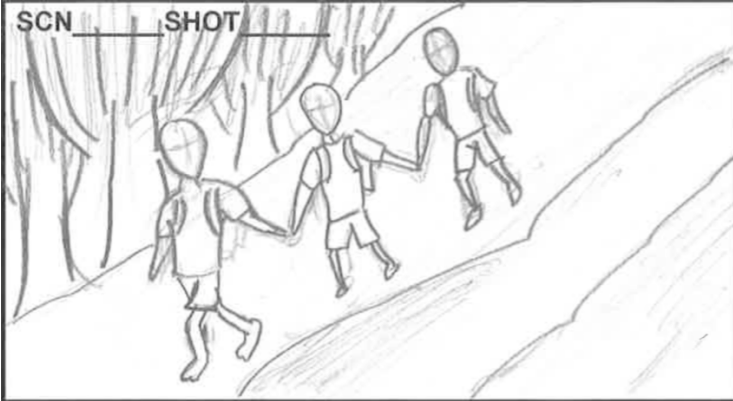
SCN_____SHOT_____	VO
	On the muddy road
	Action
	(LS) children walking on the muddy road

STORYBOARD

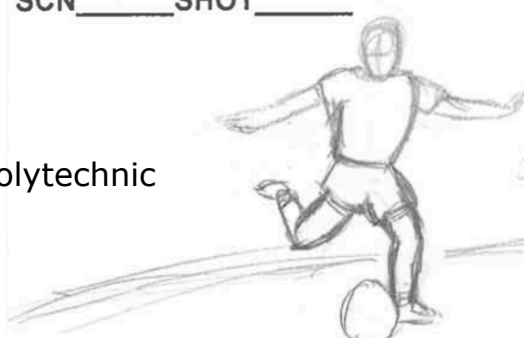| Project: SE Association Publication Video (I)	Page: _____ / _____

VO
Leaving the trace of hope

Action
(CU) trace of feet on the road

VO

Action (MS+perspective) A trace of footprints on the road

(Black Screen Transition)

LIM Jing Ying 16-year-old student at Nanyang Polytechnic

VO
Three youths,

Action
SOULE co-founder, Lim Jing Ying studying
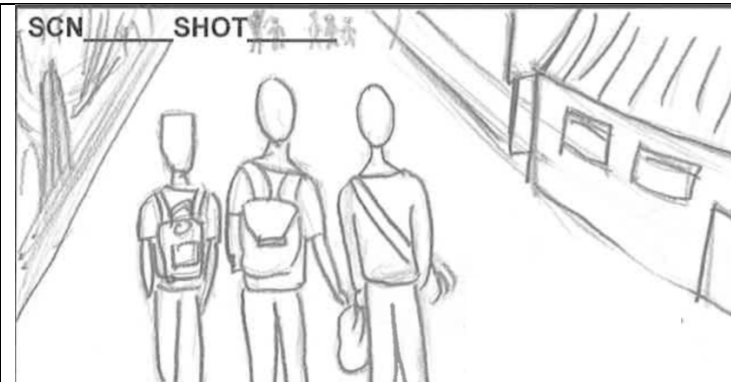
STORYBOARD

Project: SE Association Publication Video (I)	Page: _____ / _____

Justin LEE 16-year-old student at Ngee Ann Polytechnic SCN_____SHOT_____	VO 17 years old on average
	Action Soule co-founder, Justin Lee playing football

John TAY 16-year-old serving in the army SCN_____SHOT_____	VO
	Action Soule co-founder John Tay is a soldier in national service

(Black Screen Transition)

SCN_____SHOT_____	VO A trip in mountains
	Action (LS) Three youths came to the village, children running towards them. Subtitle fade in: The village they went to

STORYBOARD

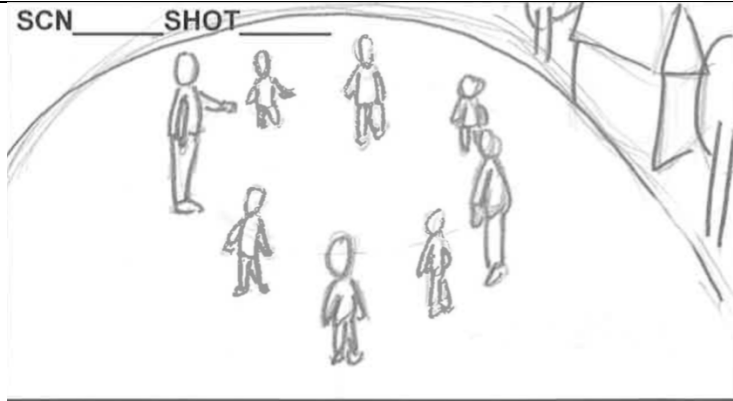| Project: SE Association Publication Video (I)	Page: _____ / _____

SCN_____SHOT_____	VO
	Action (POV) Seeing from the perspective of one youth, a kid is reaching out hand to invite him to play games together

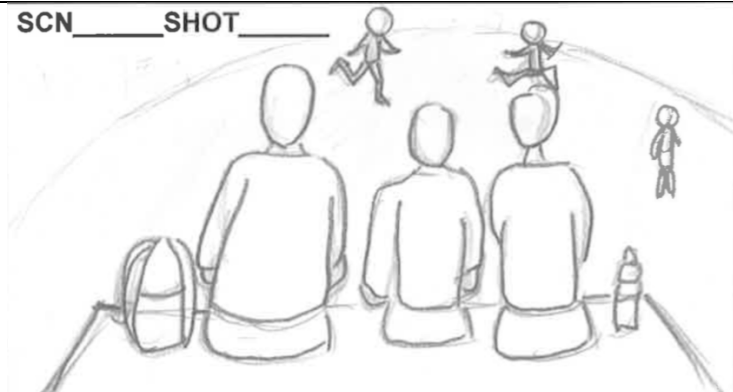| SCN_____SHOT_____	VO Let them see
	Action (LS) Playing games in a circle (Subtitle fade out)

SCN_____SHOT_____	VO
	Action (MS) youths watch children play games, noticing they are wearing old cloth shoes

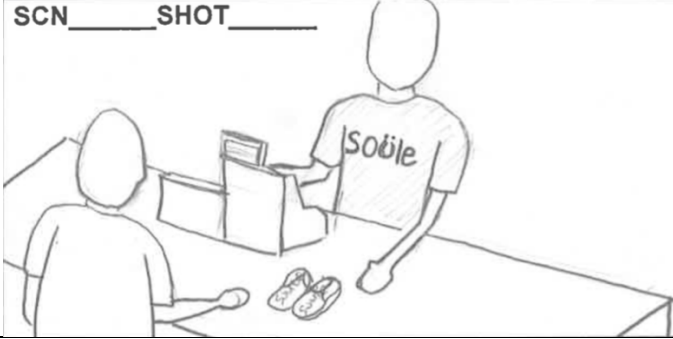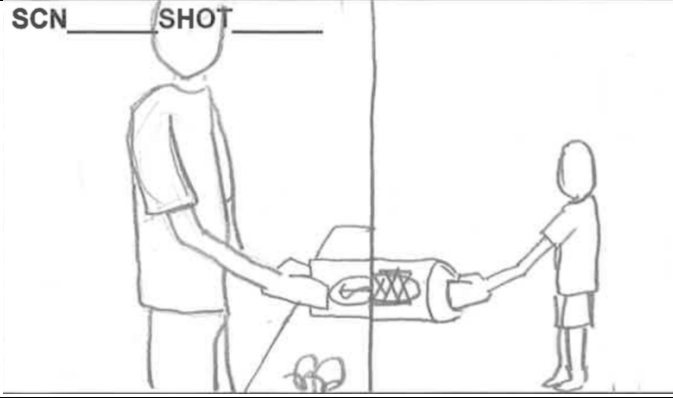**STORYBOARD**

Project: SE Association Publication Video (I)	Page: _____ / _____

	VO There is always a power that changes the world
	Action (LS) Three youths looking to the distance, imaging the future, motivated to help the children in the mountains (Subtitle fade out)

SCN_____SHOT_____

There is always a power that changes the world

	VO They decide to take actions to weave the dream of those children
	Action (LS) Three youths talk about starting up a social enterprise to donate sneakers to children

SCN_____SHOT_____

	VO Half year's preparation, they convert love to actions, start up Social Enterprise SOULE
	Action (LS) They are busy negotiating business

SCN_____SHOT_____

STORYBOARD

Project: SE Association Publication Video (I)	Page: _____ / _____

SCN_____SHOT_____	**VO** Every sell of one pair of slippers
	Action (MS) Customer buying slippers

SCN_____SHOT_____	**VO** Means a donation of one pair of sneakers
	Action (Split Screen) When the store owner pass the slippers to customers, a kid in the mountain is receiving a sneaker

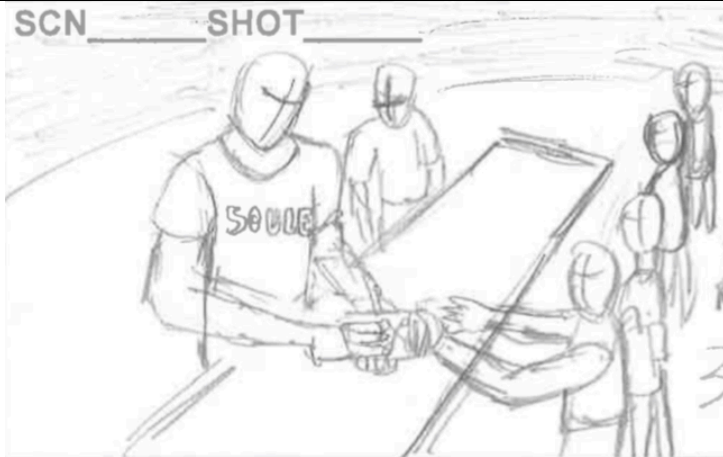|	
SCN_____SHOT_____	**VO**
	Action (Transition) Right screen enlarge till the left screen disappear. The kid is wearing new shoes, with smile on his face

STORYBOARD

Project: SE Association Publication Video (I)	Page: _____ / _____

	VO After one year, SOULE has donated 309 pairs of sneakers to kids in the mountain.
After one year, SOULE has donated 309 pairs of sneakers to kids in the mountain.	Action (LS) SOULE went to the village and donating sneakers to the children

	VO This
This	Action Subtitle fade in

	VO Is the power of Social Enterprise
Is the power of Social Enterprise	Action Subtitle fade in

STORYBOARD

Project: SE Association Publication Video (I)	Page: _____ / _____

Come and join us, gather love and power **SE Association**	VO After one year, SOULE has donated 309 pairs of sneakers to kids in the mountain.
	Action Subtitle fade in SE Association Logo appears

Your Presence, Brings Happiness	VO This
	Action Subtitle fade in

Scan the QR Code and support the Social Enterprises on Carousell	VO Is the power of Social Enterprise
	Action QR Code and subtitle appear Stay on screen for scanning

6. Mobile App

In the second stage proposal, we are using Mobile App for the two challenges that people unclear about existing local Social Enterprise and people lack of consumption experience at Social Enterprise. It is not developing a new Mobile App but cooperating with an existing Mobile App.

6.1 Cooperating Platform

We are going to cooperating with Carousell Mobile App. Firstly, Carousell is one of the most famous local shopping App, having ranking top for lifestyle application download. Therefore, we wish to deliver information to the most users and the public. Secondly, Carousell is easy to operate, providing an easy channel to support Social Enterprise and solving the problem of lack of shopping experience at Social Enterprise. Thirdly, we use special tags to mark out Social Enterprise on Carousell, thus to solve the challenge that people unclear about existing local Social Enterprise.

Certainly, we are not the only one benefit from this cooperation. More stores under SE Association joining Carousell will bring Carousell a higher profit. Also, it improves the public image of Carousell through cooperating with Social Enterprise. Thus, it is a win-win cooperation.

6.2 Cooperating Version App Concept Interface

In order to create a Carousell version that prioritize Social Enterprise, our cooperation with Carousell include the four directions:

1) Social Enterprise category
2) Social Enterprise tag
3) Product category

6.2.1 Social Enterprise category
The existing categories of Carousell include men&women, sports etc, without a special category to list all Social Enterprise products at one place. Thus, we are going to add a new category of Social Enterprise, enabling users to easily shop their products and support stores under SE Association.
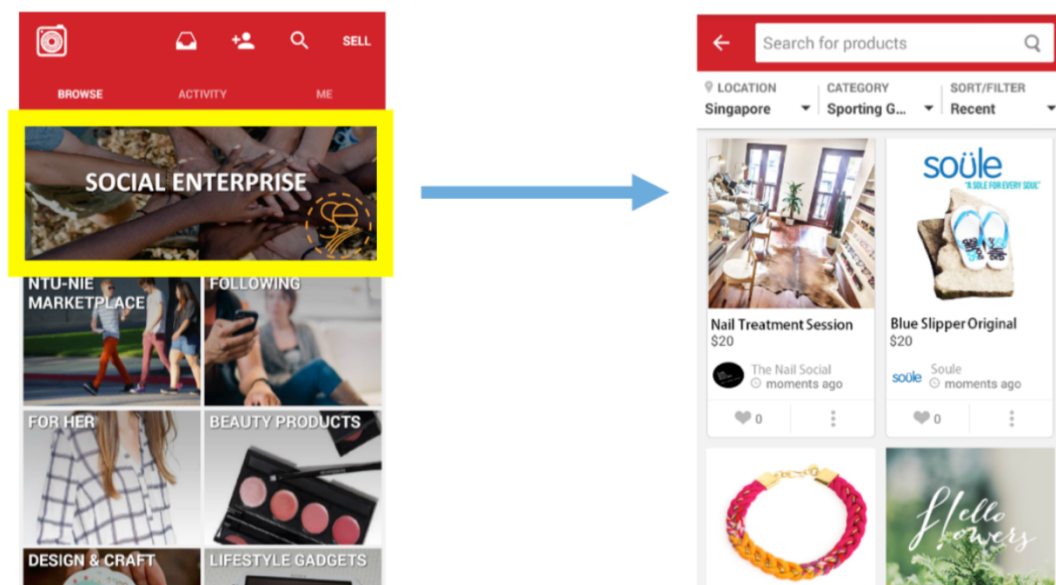
Figure 6.1

Figure 6.1 shows a new category of Social Enterprise is added on Carousell main page. This increases the exposure of Social Enterprise category and effectively attracts user attention. When users enter the Mobile App, click on the banner, they can easily view the local Social Enterprise products and service.

In addition, we add Social Enterprise category in category filter. In this way, users can easily navigate to Social Enterprise. Figure 6.2 shows how users can navigate to Social Enterprise category from other categories.
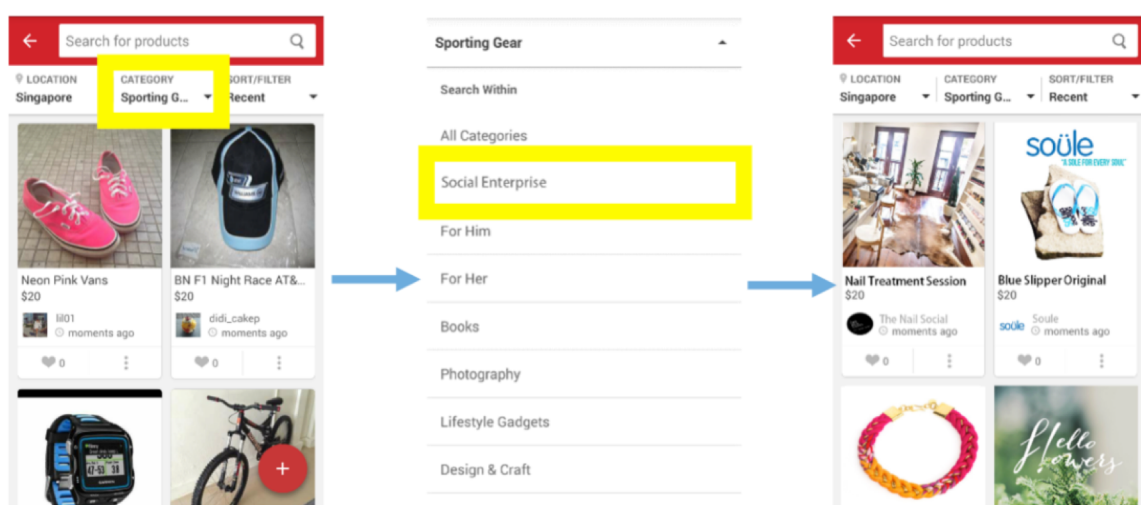

Figure 6.2

6.2.2 Social Enterprise tag

Also, we use special tag to mark out Social Enterprise products and service in other categories. Figure 6.3 shows how tags mark out the Social Enterprise in sports category.
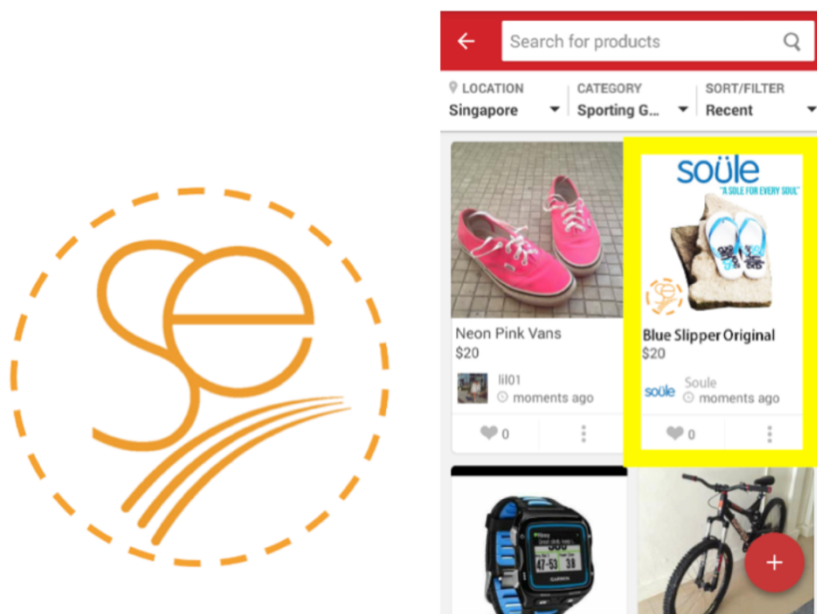

Figure 6.3

6.2.3 Product category

In addition, users can also filter out Social Enterprise product under the selected category. Figure 6.4 shows how user can filter out Social Enterprise Products under sports category.
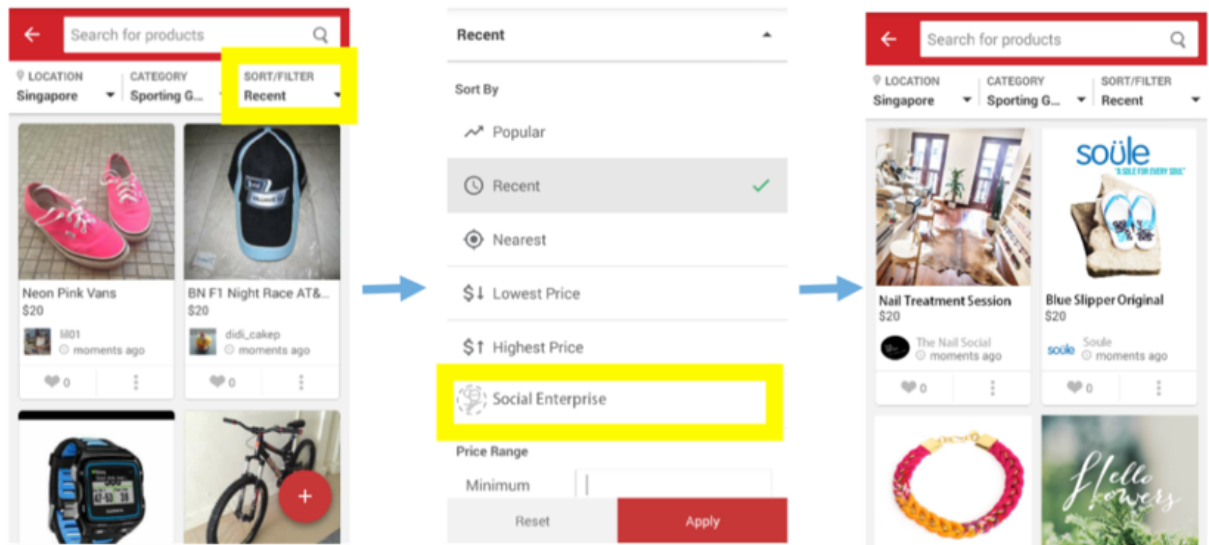
Figure 6.4

7. Social Media Platform

In this multimedia proposal, we add in social media platform. Its objective is not only an information channel, but also as a platform for Integrated Marketing Communication, connecting different media forms.

Nowadays, without active promotion, even well-produced videos or convenient Mobile App could be sunk in the explosive information. To actively present our videos and App, the last step in this advertising proposal is to integrate with social media Facebook to spread and promote efficiently, attracting more people to see the video, download the App, learn about Social Enterprise and support local Social Enterprise.

7.1 Ways of Spreading

7.1.1 Video sharing

Three days before the activity, every day 10am, SE Association and other participating Social Enterprise will share video series on official page, one episode each day, as shown in Figure 7.1 (Date in the figure may change according to real date). After the three days, the three videos will be compiled into a Youtube playlist, facilitating the sharing in the later game.
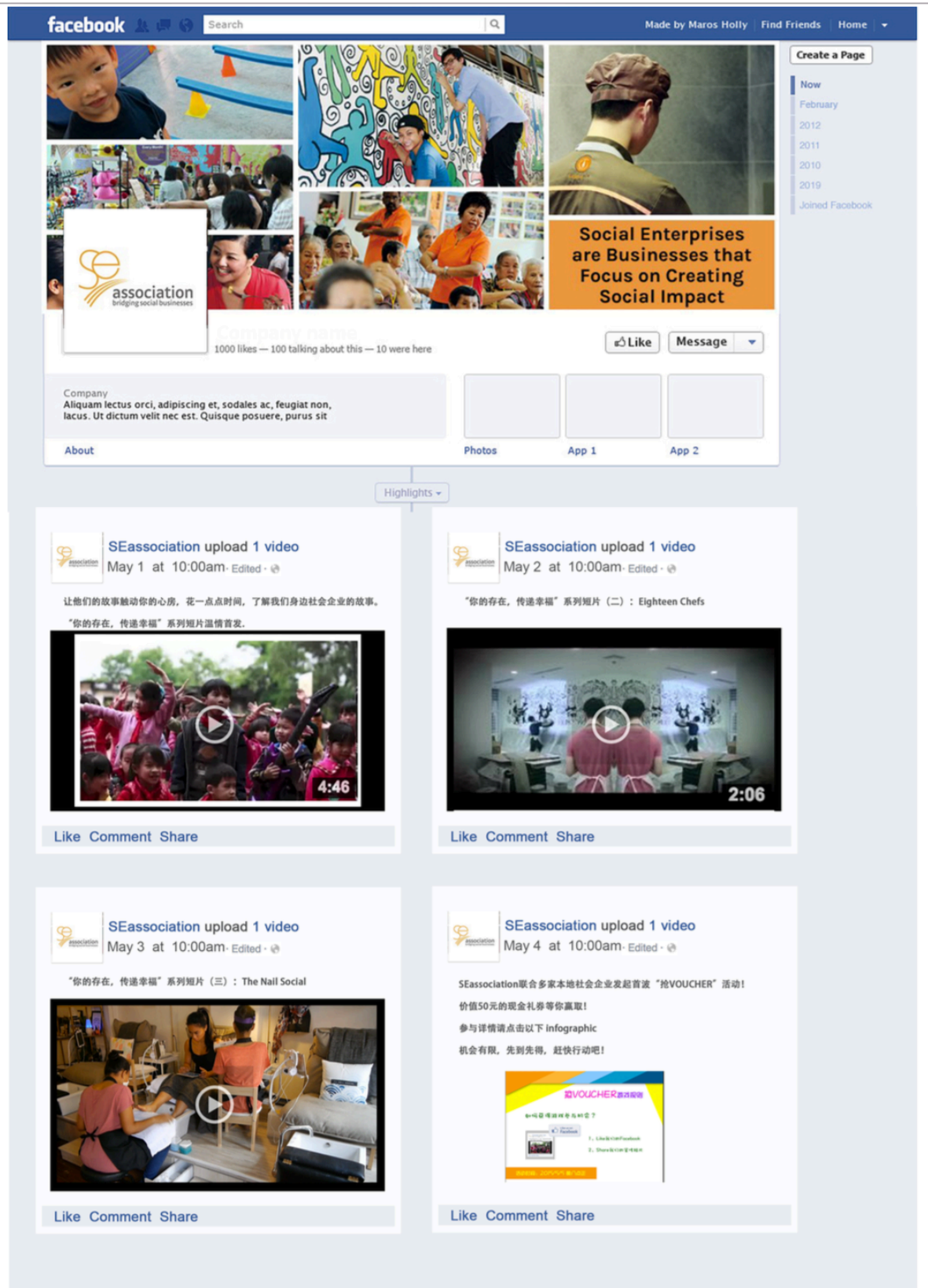
Figure 7.1

7.1.2 Facebook "Grab Voucher" game

Solely sharing videos cannot trigger large-scale attention. In order to let more people see the video, increase its influence, we designed a "Grab Voucher" game (Details on Figure 7.2). The game requires participates to like SE Association Facebook page and share the video series. This encourages people to share the videos, increase the viewing rate and sharing rate in a short time.

Figure 7.2

This "Grab Voucher" activity is to increase the participation of the public, having people actively join in this advertising instead of passively sharing videos. Furthermore, participants who successfully win the voucher can redeem the product or service in Social Enterprise off-line stores. This encourages them to consume at Social Enterprise, learn about their product or service, and gain experience shopping at Social Enterprise.

The vouchers in this activity (as shown in Figure 7.3) will be fully sponsored by SE Association, so participating Social Enterprise does not need to pay for anything. Also, the voucher winners can redeem product or service at Social Enterprise without any extra condition.

Figure 7.3

7.2 Objectives of Spreading

This advertising proposal uses three platforms, which are video, Mobile App, and Facebook. What differs the conventional method is that, different media elements are integrated together while the feature of each media element is kept, this forms a linked spreading cycle. Through adding QR Code to the video, viewers are invited to download the App and support local Social Enterprise. Through Facebook "Grab Voucher" game, exploiting the entertainment psychology, with 50 SGD voucher as an inducement, people are attracted to participate the game on condition that they share the videos which effectively increases the viewing rate and sharing rate. Voucher winners visit participating Social Enterprise to redeem the product or service; this encourages the future consumption at Social Enterprise.

In general, this multimedia advertising proposal suggests strategies towards the three challenges that the advertiser SE Association confronts. Given the different features of each media element, different information is designed for each media platform, and an integrated network is built to spread the information more efficiently. It encourages the audience to understand the concept of Social Enterprise through watching the video series, to recognize local Social Enterprise and offer support. In the end, the Facebook game is the climax of this multimedia advertising proposal, promoting to share information on social media and spurring consumption at Social Enterprise via voucher winning game.

_____End _____