

# **DiDSg Campaign Proposal**

BY: POPEYES

SID, MATTHIAS, NAVYA, NICHOLAS, CHARIS



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# **Situation Analysis**



**P E S T L E**



# **FACTORS AFFECTED WITHIN INDUSTRY**



## **Political**

- How the visually impaired are treated.
- Must follow regulations of IMDA and the disabled
- IMDA regulations must represent every community equally

## **Economic**

- Number of people approaching for aid
- Consumer spending habits



## **Social**

- Singaporeans are more accepting of people with disabilities
- Minor increase in employment rates for people with disabilities

## **Technology**

- Inclusion of visually impaired people in society
- Increase in aid for visually impaired



## **Legal**

- Workplace equality
- No policies to aid visually impaired for discrimination in the workplace

## **Environmental**

Sustainable practice at is does not involve heavy use of non-eco-friendly materials



**4 P'S**



# Product

## DiD

- Tour in the dark
- Spotlight on the blind
- Educational workshops
- Motivational talks
- 4 sights
- Come to the table
- Corporate workshops

## GDA

- Talks and training sessions
- Services
- Merchandise
- Volunteer opportunities

## MINDS

- Food
- Merchandise
- Service



# Place

## DiD

- Ngee Ann Poly

## GDA

- Place: Midview City, 20 Sin Ming Ln, #02-53, Singapore 573968

## MINDS

- 3 Training and development centres - Ang Mo Kio, Tampines and Eunos



# Price

## DiD

- Programmes
- Donations
- \$20-75

## GDA

- Merch (\$8.00-\$72.00] )
- One-time donations
- Monthly donations

## MINDS

- Price: - Products (\$4.20-\$19.00)
- Potential Donors



# Promotion

## DiD

- Website
- Social Media Platforms
- Blogs and Articles about them
- Word of mouth

## GDA

- Social Media Platforms
- Website
- Events
- Articles and Press Releases
- Media Coverage

## MINDS

- Social Media Platforms
- Specialised Courses and Workshops
- Testimonials
- Collaborations with major partners



**S W O T**

**ANALYSIS**



A large, bold, white letter 'S' is centered on a vertical purple-to-black gradient background.

## Strong Vision & Concept

A unique experience in Singapore - allows people insights to the visually impaired

DiD only hires visually impaired people

One-time experiences, hard to retain consumers

A large, bold, white letter 'W' is centered on a vertical teal-to-black gradient background.

Spotlight on the blind currently allows for F2F and online - having options is not effective

Engagement is not very high, likes to – followers' ratio very low





Modern activism

Social Media Posts

Online Trends

Different SocMed platforms - functions

Interactive content

Giveaways



Pandemic Relapses

Possible overshadowing by larger  
organisations

Short attention spans of people

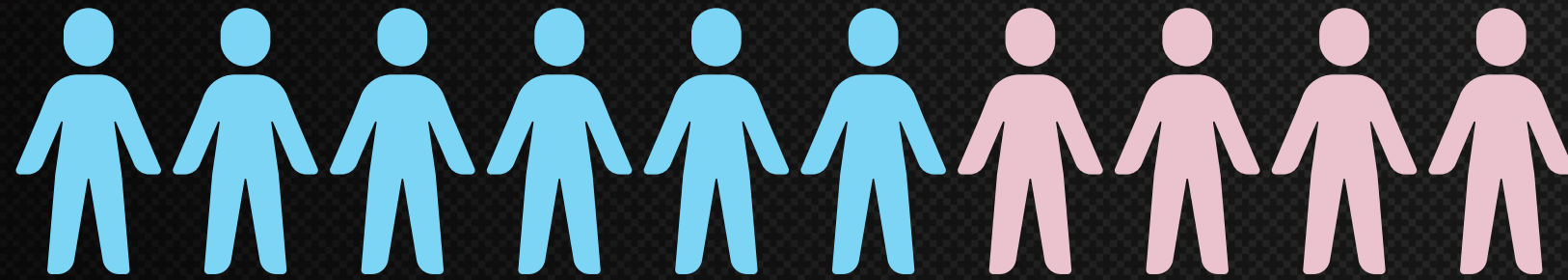


**P R I M A R Y**

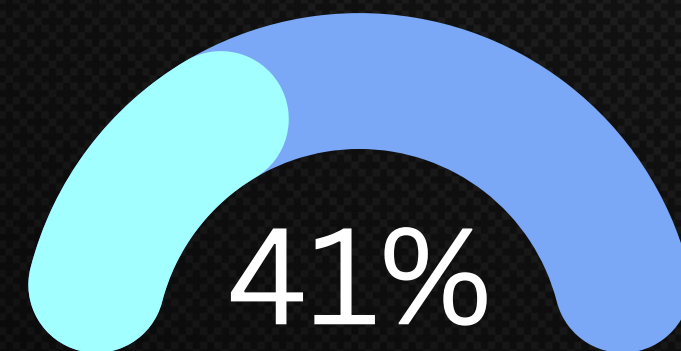
**RESEARCH**



# Respondents

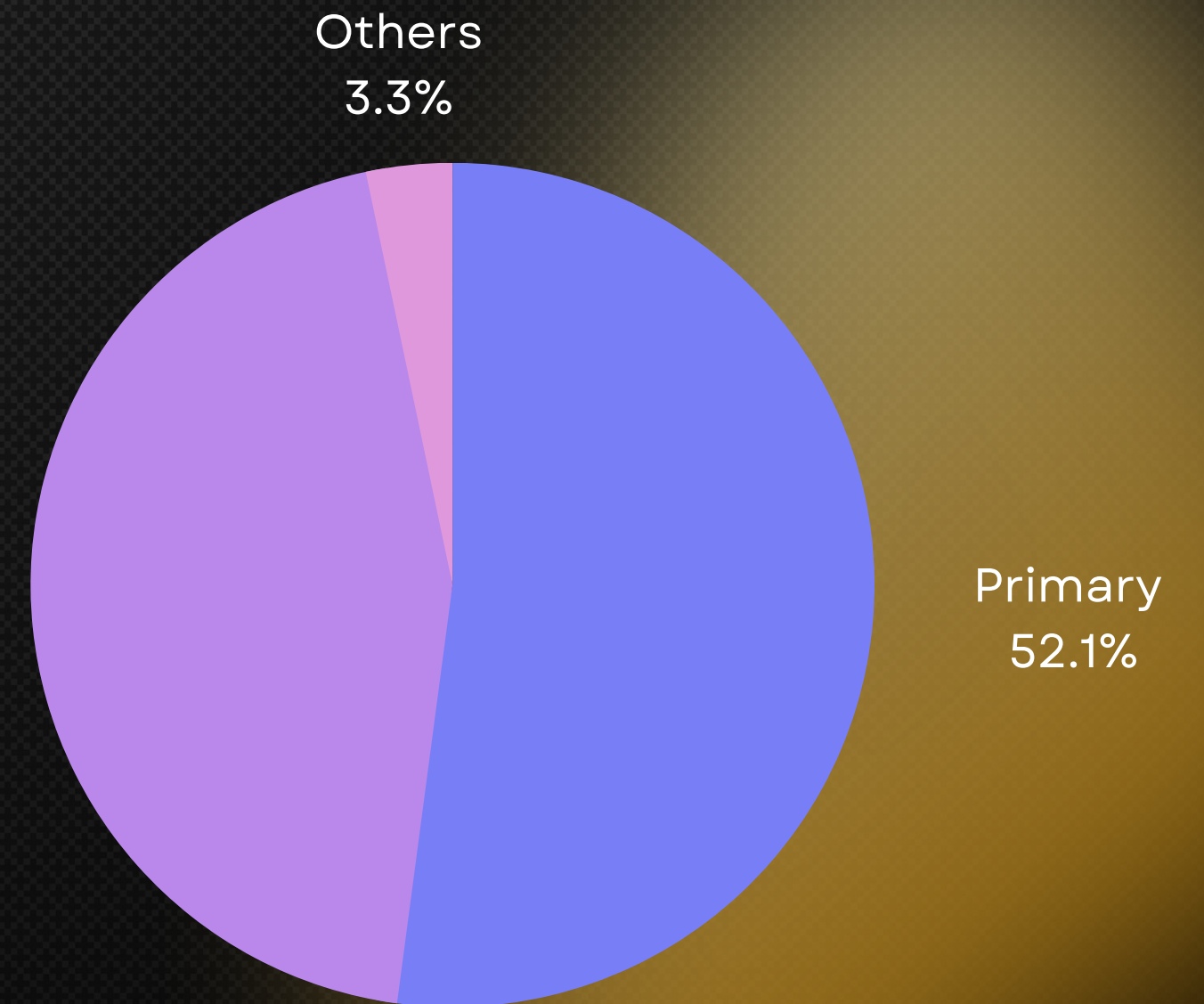


63.1% are Male; 36.9% are Female



are employed

Secondary  
44.6%





# Awareness



However, only **33.2%** of  
our respondents have  
heard of DiD SG



# Aware

Which programmes are you **familiar** with?



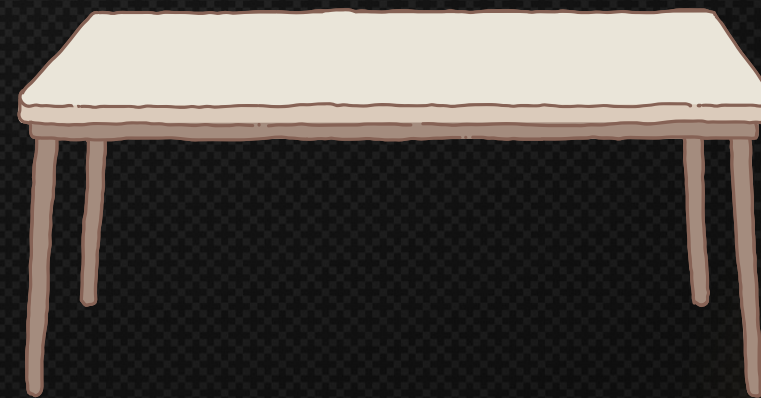
None

22.2%



Spotlight on the blind

20.8%



Come to the Table

23.6%



Tour in the dark

65.3%



# Not Aware

Which programmes **would** you be interested in?



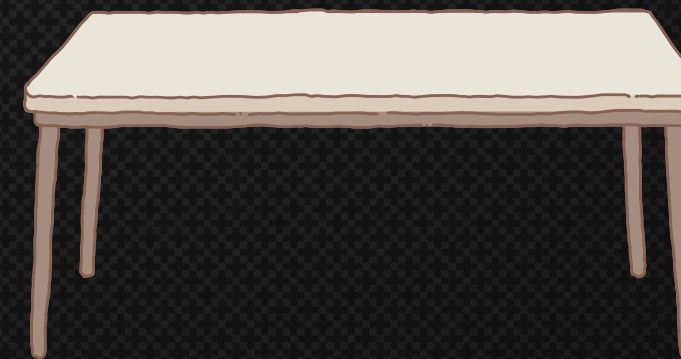
None

17.1%



Spotlight on the blind

21.9%



Come to the Table

50%



Tour in the dark

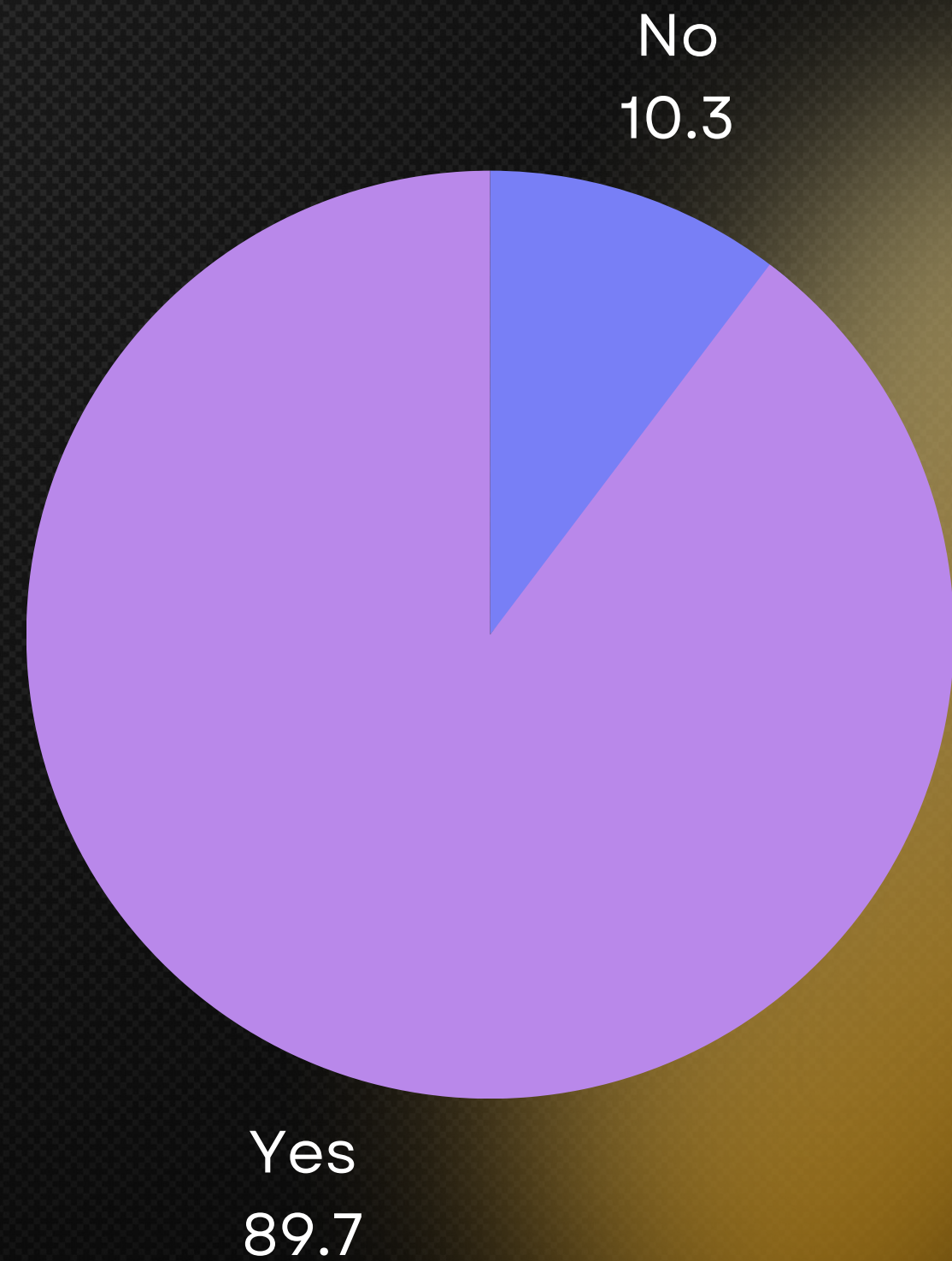
67.1%

Most common reasoning - **Interesting, Unique**



# Not Aware

Would you **support** DiD SG?





# Social Awareness

Think that disabled people  
are not treated fairly in the  
workplace

71%

Believe that disabled  
people are viewed as  
burdens

33.2%

Think educating the public on how  
PWDs are still productive members  
of society is the way to go

62.6%



# **S E C O N D A R Y**

## **RESEARCH**



## **National Council of Social Service**

62% of people with disabilities  
do not feel socially included

28.2% were employed, 3.6% were  
without a job and actively looking,  
remaining 68.2% were outside the  
labour force

## **Comprehensive Labour Force Survey (CLFS)**

## **Statista**

Instagram, Facebook, Youtube are the  
top few platforms for our TAs



# **SOCIAL MEDIA**

## **AUDIT**



# Engagement

MINDS

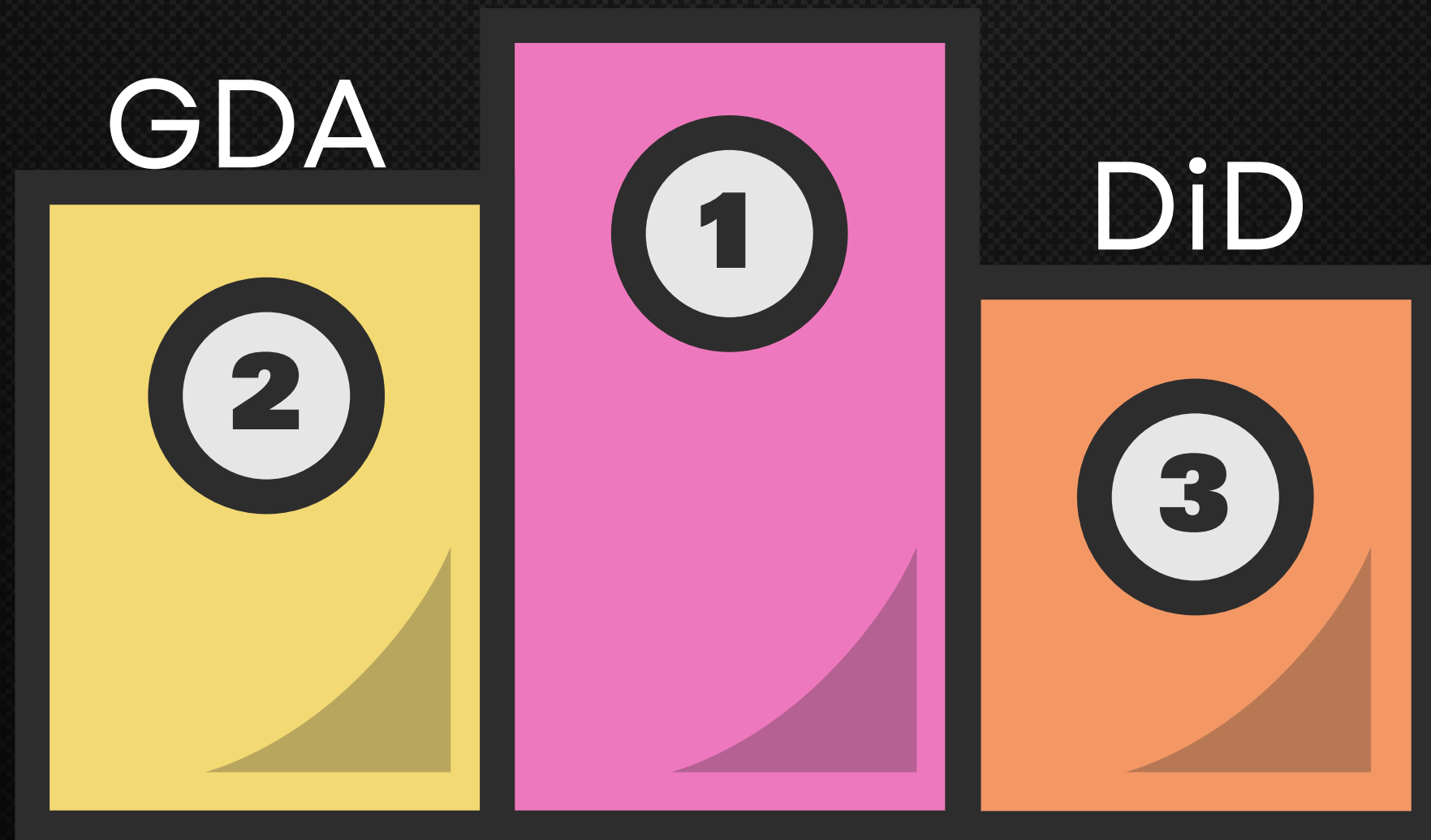
GDA

2

1

DiD

3





# Social Media Content

MINDS

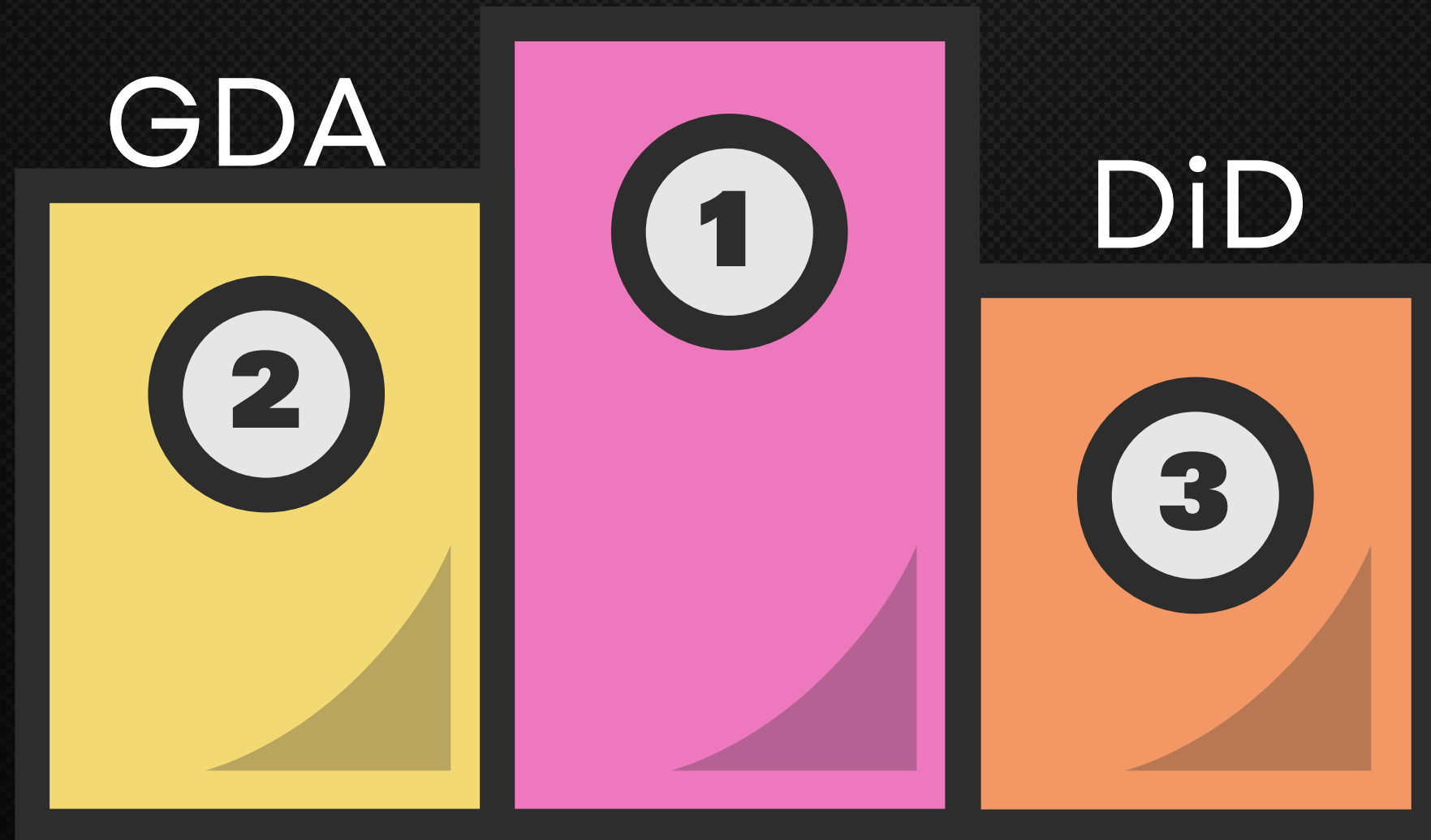
GDA

2

1

DiD

3



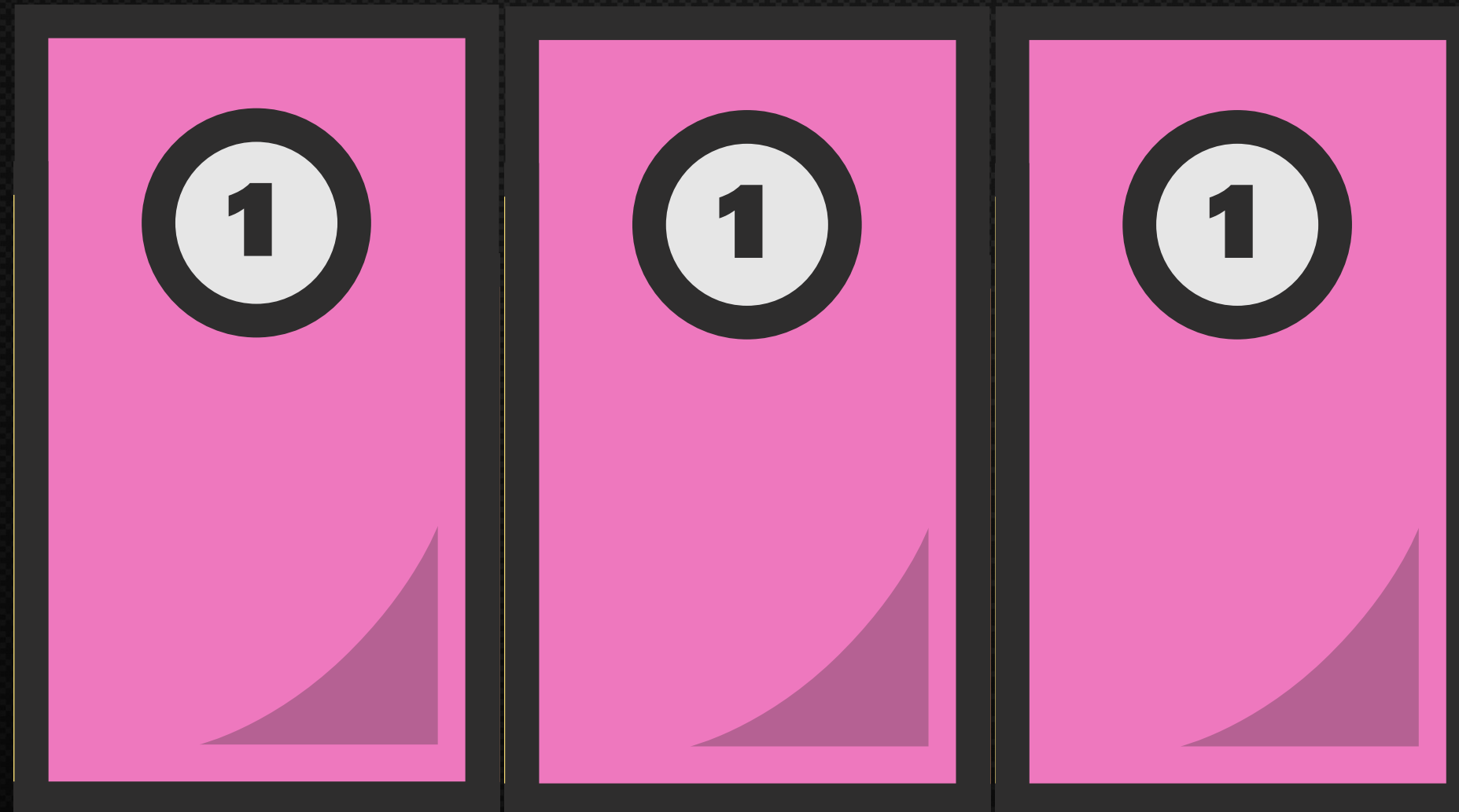


# Aesthetic

GDA

MINDS

DiD







**Target Audience**



# Target Audience – Primary



Jennifer

## DEMOGRAPHICS

**Age:** 36-55 years

**Employment status:** Working

**Marital status:** Married

**Income level:** \$6000 and above

## BIO

Jennifer is a middle aged woman who seeks to give back to and help those in need when she can. Being a corporate worker, she has to balance her work life, time and convenience are very important to her and she likes to get things done as soon as possible. She actively seeks opinions for things she likes and wants to make the best choice for herself.

## PSYCHOGRAPHICS

Empathetic

Practical

Seeks for Convenience

Cautious

Dependent

## MOTIVATIONS

Convenience



Price



Time



Reviews



Service



## GOALS

A convenient way to giveback

Services that are practical

Good reviews

Good customer service

Knowledge on where her money goes

Wants to attend more in real life events.

## ORGANISATIONS



## PREFERRED CHANNELS



## FRUSTRATIONS

Inconvenient locations

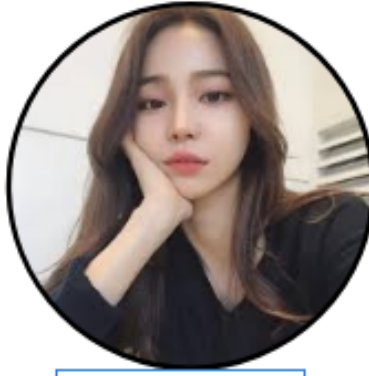
Bad services

They don't have enough time in a day

Online programmes are not preferred



# Target Audience – Secondary



Rain White

## DEMOGRAPHICS

**Age:** 15-24 years  
**Employment status:** Student/Working  
**Marital status:** Single  
**Income level:** \$0-2000

## BIO

Rain White is a Gen-Z who looks for convenience, as well as companies who advocate for social change in society. He are more likely to patronize brands that work to effect social change, share their values, and reflect his expectations of himself. He relies on social media presence to understand the brand's presence. He is also impatient and easily distracted when browsing content or engaging in an activity.

## PSYCHOGRAPHICS

Relevance

Compassionate

Self-aware

Social

Impatient

Easily distracted

## BRANDS



## MOTIVATIONS

Relevance



Social Acceptance



Convenience



Interest



Morally Upstanding



## PREFERRED CHANNELS



## GOALS

- Strong sense of support towards social values.
- Authenticity
- Trendy
- Reputable companies with action shown
- Successful career
- Work-life balance
- Wants to attend more In real life events

## FRUSTRATIONS

- Lack of transparency
- Being misunderstood
- Being ignored
- Poor quality products/services/content
- Reckless spending





**PRIMARY**



**PRIMARY  
SECONDARY**



**SECONDARY**



**PRIMARY**





## **Problem Statement and Campaign Objectives**



# Problem Statement

DIDSg needs to find ways to raise awareness for its programmes to help dispel misconceptions and increase social awareness about the disabled community in Singapore.



# Campaign Objectives

**1**

Promote DiDsg Programmes Tour in the Dark and Spotlight on the Blind as a team-building programme for Corporates.

**3**

To dispel the misconceptions that our TA has about disabled people in the workplace and community.

**2**

Increase social awareness of people with vision and other impairments.

**4**

To enhance DiDsg's social media presence to our target audience.





## **Campaign Strategy**



# B I G I D E A

What am I > Who am I



# Storyboard



Reach out to cupboard to grab ingredients to make breakfast in the kitchen



Sideline interview intro  
"Hi my name is XXX i am a tour guide..."



Packing bag for work  
In the background he continues talking about his routine



Leaving the house -  
walking stick sound  
Shot only to cover upper body



Waiting to cross the road,



But not pressed.



Next scene, someone else pressing for him instead,



# Storyboard



Wondering why he didnt press  
(giving a look to him)



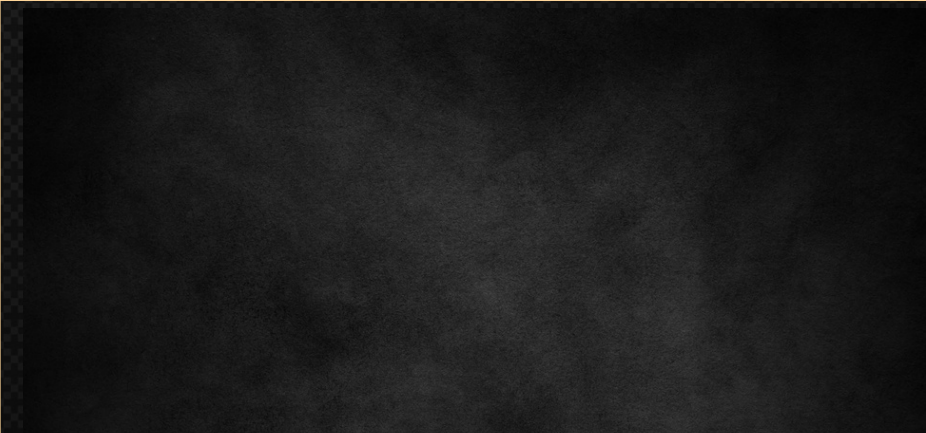
Back to sideline interview mentions his  
typical day at the office  
[give more hints that he is blind]



Showcase his what he does as he  
talks in the background



Day over about to head home Backshot of him leaving  
while unwinding walking stick



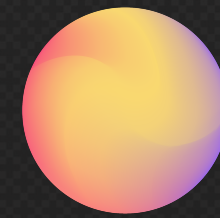
Fade to black with keywords on screen  
'There's more than meets the eye with every person, Why  
don't you see for yourself at DiD sg'



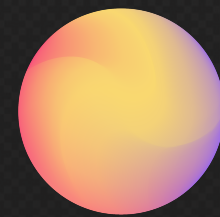
# Narrative Messages



Showing people that in order to understand one another, you must experience what they go through.



We want to show that disabled people are just as capable as abled people.



They should be treated fairly and with just as much respect as anyone else.



# Key Messages

**1**

Disabled people can accomplish the same tasks as abled people, with heightened senses.

**2**

Taking part in DiD's programmes will allow you to understand and empathise with disabled people better.

**3**

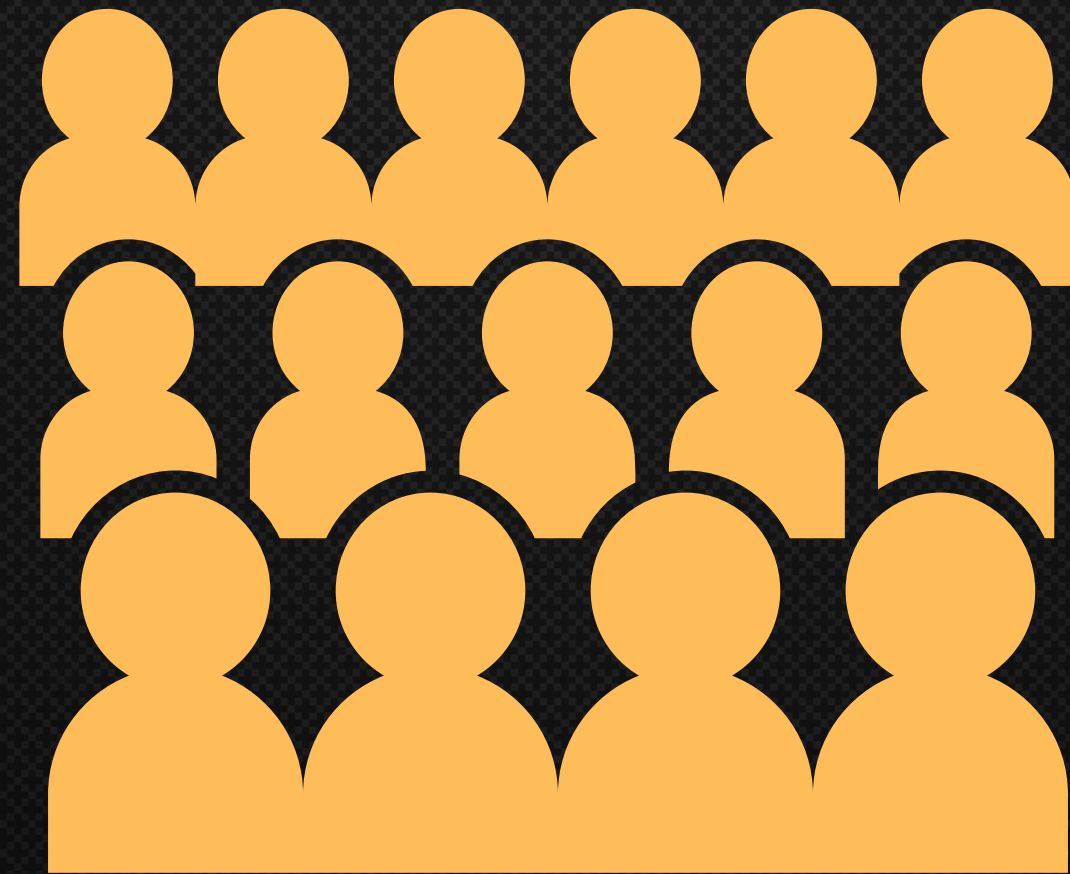
Regardless of whether someone is disabled, they should be treated as an equal.



# Rationale: Creative Strategy



It invokes empathy  
in abled people



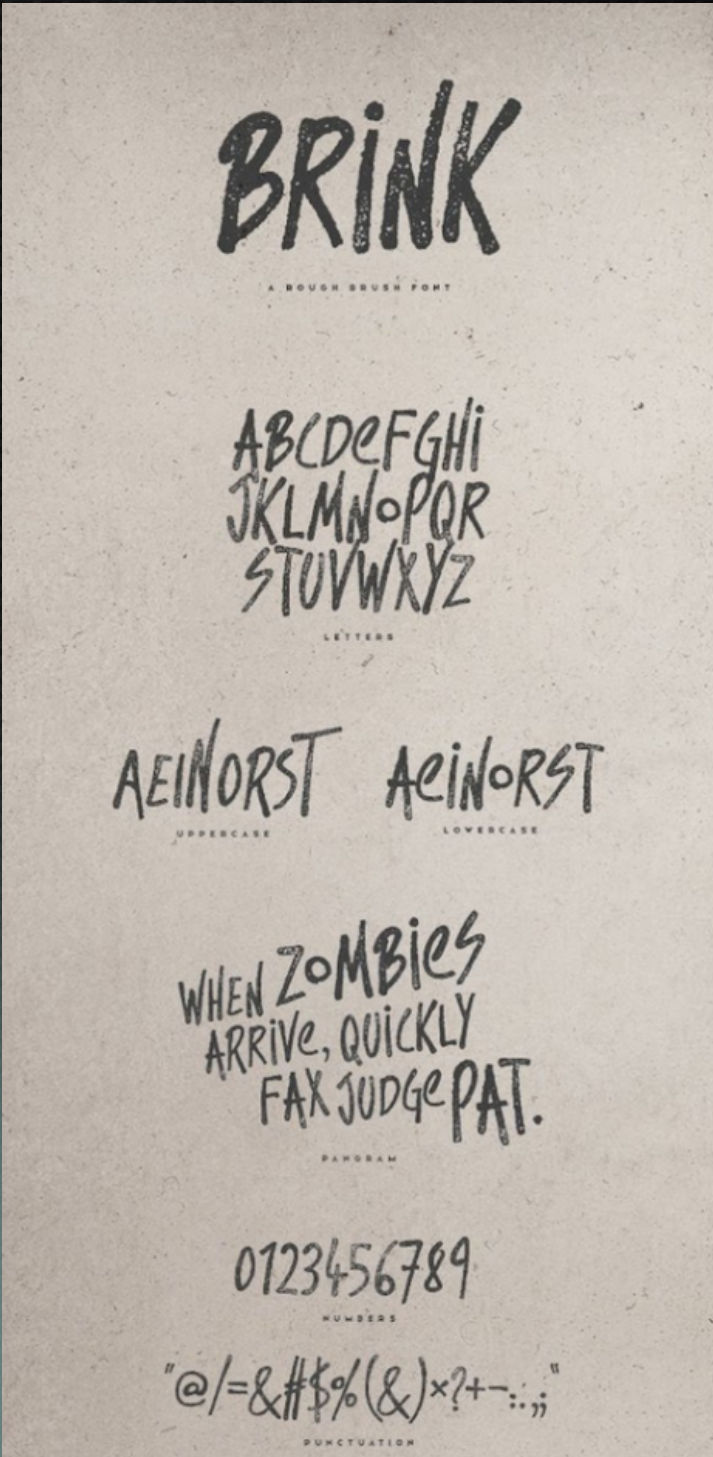
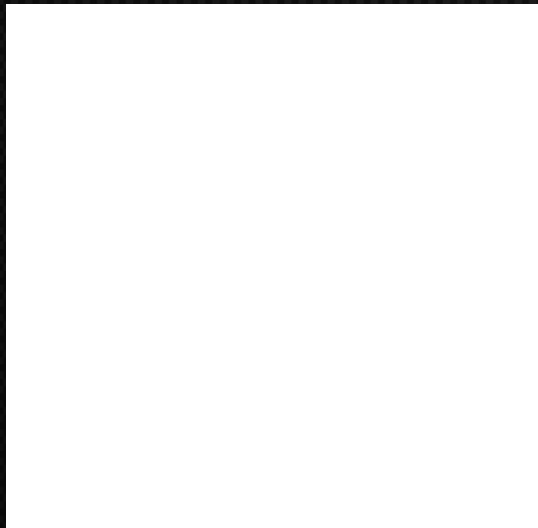
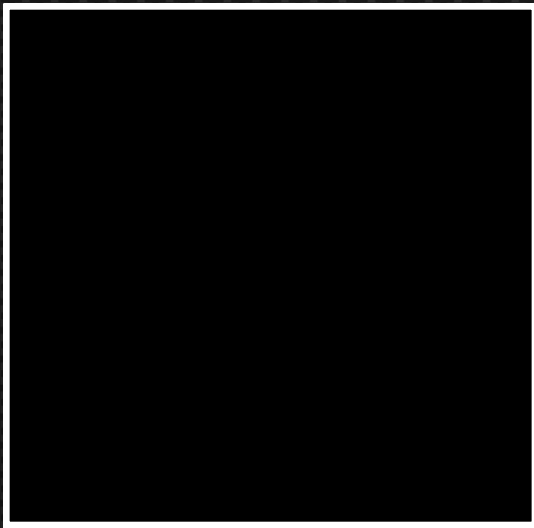
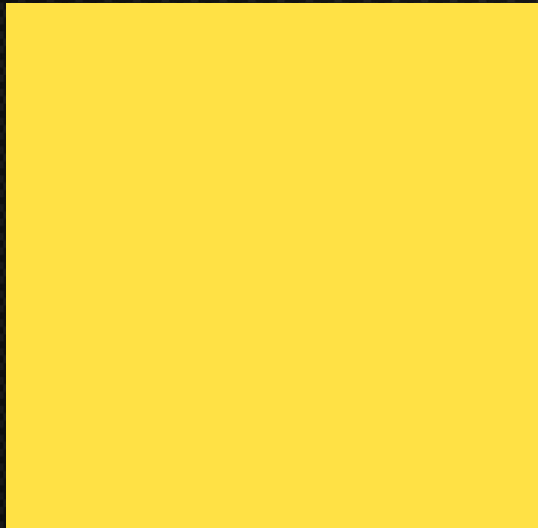
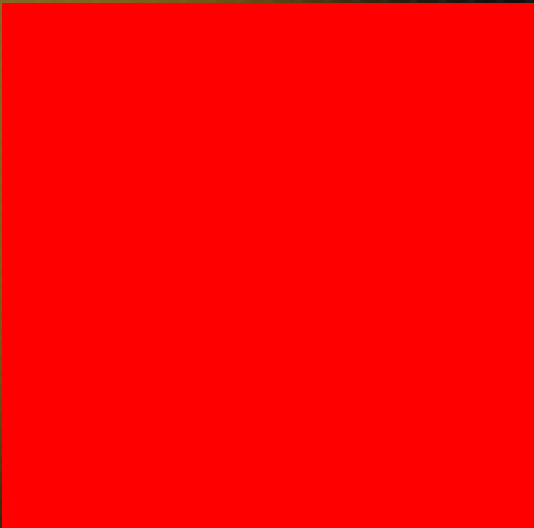
Leverages the interests of secondary  
TA: appeals to their desire to do the  
'morally acceptable' thing



To have a broader perspective  
of mutual respect and why  
people should endorse that  
idea.



# Rationale: Creative Strategy





# Digital Media Strategy



**Pay-per-Click**



**SEO**



**Content  
Marketing**



**Influencer  
Engagment  
Marketing**



**SMM**



**EDM**



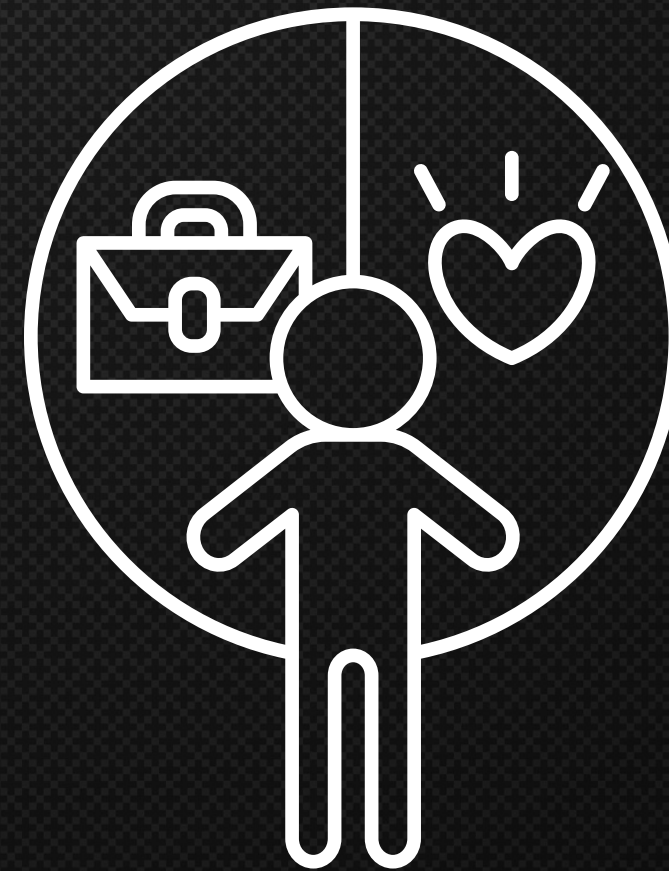
# Content Buckets



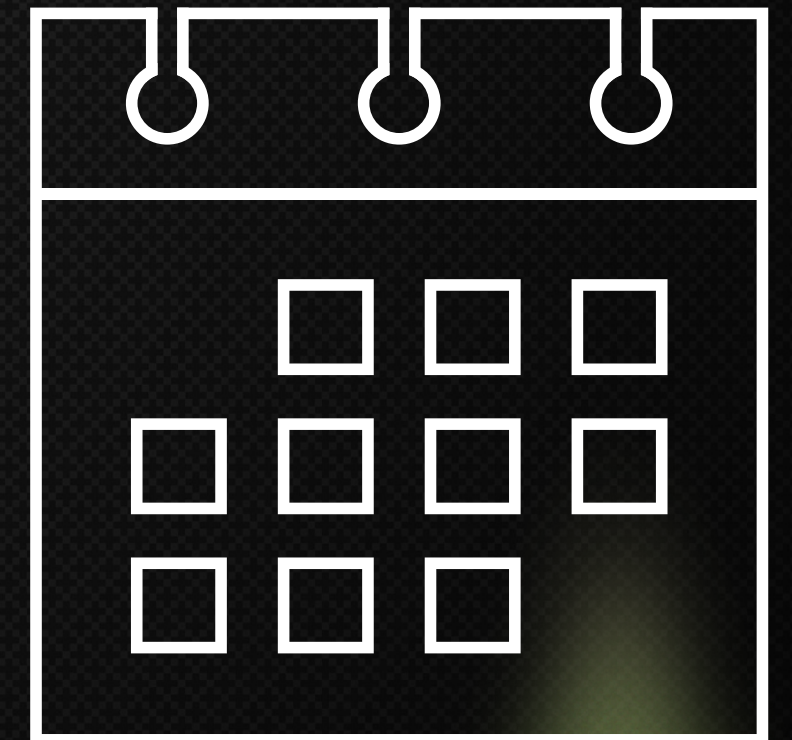
**Body Swap**



**Conversations**



**Day In The  
Life**



**IRL event**



# **PROPOSED CONTENT CALENDAR**



# Week 1-2

March 2023	Week 1 (1st to 4th March)		Week 2 (5th to 11th March)		
Content Idea/Topic	1. Trailer of Brand Story (1st March) a. CTA: To increase awareness about DIDsg		1. Official Launch of Brand Story (6th March) a. CTA: To increase awareness		
	2. Newsletter Announcement - to subscribe to it (3rd March) a. CTA: To increase newsletter subscriptions		2. Trailer of our 1st Content Bucket - Day in the life (8th March) a. CTA: To increase awareness		
			3. Trailer for 2nd Content Bucket - Body Swap (10th March) a. CTA: To increase awareness		
Format	1. 15 Second Video	2. Instagram Story + Email (Static)	1. 2 Minute Video	2. 30 Second Video	30 Second Video
Amplification Channel	1. Owned and Paid Amplification on YouTube		1. Owned and Paid Amplification on YouTube		
	2. Owned and Paid Amplification on Instagram and Facebook		2. Owned and Paid Amplification on TikTok		
			3. Owned and Paid Amplification on TikTok		



# Week 3-4

March 2023	Week 3 (13th to 17th March)			Week 4 (20th to 24th March)		
Content Idea/Topic	1. Release of Body Swap (13th March) a. CTA: To increase engagement to DIDsg's socials			1. DITL Q&A (Answered) (20nd March) a. CTA: To increase awareness to DIDsg's socials		
	2. Release of Episode 1 of Day in the life (DITL) (15th March) a. CTA: To increase traffic to DIDSg's website.			1. Release of Episode 2 of DITL (22nd March) a. CTA: To increase traffic to DIDSg's website.		
	3. DITL Recall (Q&A) + Teaser for Episode 2 (17th March) a. CTA: To increase engagement in DIDSg's socials			1. DITL Recall (Q&A) + Teaser for Episode 3 (24th March) a. CTA: To increase engagement in DIDSg's socials		
Format	1. 3 minute video	2. 1 minute video	3. Static Post + 15 seconds video	Static Post	1 Minute Video	Static Post + 15 Seconds Video
Amplification Channel	1. Owned and Paid Amplification on YouTube 2. Owned and Paid Amplification on Facebook and Instagram, along with Facebook and Instagram's features (Reels) 3. Owned and Paid Amplification on TikTok			1. Owned and Paid Amplification on Facebook and Instagram.		
	1. Owned and Paid Amplification on YouTube 2. Owned and Paid Amplification on Facebook and Instagram 3. Owned and Paid Amplification on TikTok			1. Owned and Paid Amplification on Facebook and Instagram. 2. Owned and Paid Amplification on Tiktok.		
	1. Owned Amplification with Facebook and Instagram's features (Static + Story)			1. Owned and Paid Amplification with Facebook and Instagram's features (Static + Story)		



# Week 5-6

March 2023 - April 2023	Week 5 (27th to 31st March)			Week 6 (3rd to 7th April)		
Content Idea/Topic	1. DITL Q&A (Answered) (27th March) a. CTA: To increase engagement in DIDSg's socials.			1. DITL Q&A (Answered) (3rd April) a. CTA: To increase engagement in DIDSg's socials.		
	2. Release of Episode 3's DITL (29th March) a. CTA: To increase traffic to DIDSg's website.			2. Release of Episode 4's DITL (5th April) a. CTA: To increase traffic to DIDSg's website.		
	3. DITL Recall (Q&A) + Teaser for Episode 4 (31st March) a. CTA: To increase engagement in DIDSg's socials.			3. DITL Recall (Q&A) + Teaser for Episode 5 (7th April) a. CTA: To increase engagement in DIDSg's socials.		
Format	Static Post	1 Minute Video	Static Post + 15 Seconds Post	Static Post	1 Minute Video	Static Post + 15 Seconds Post
Amplification Channel	1. Owned and Paid Amplification on Facebook and Instagram.			1. Owned and Paid Amplification on Facebook and Instagram.		
	1. Owned and Paid Amplification on Facebook and Instagram. 2. Owned and Paid Amplification on Tiktok.			2. Owned and Paid Amplification on Facebook and Instagram. 3. Owned and Paid Amplification on Tiktok.		
	1. Owned and Paid Amplification with Facebook and Instagram's features (Static + Story)			4. Owned and Paid Amplification with Facebook and Instagram's features (Static + Story)		



# Week 7-8

April 2023	Week 7 (10 April-14 April)				Week 8 (17 April-21 April)		
Content Idea/Topic	1. DITL Q&A (Answered) (10th April)  a. CTA: To increase engagement in DIDSg's socials.				1. EDM - Race in a Maze (17th April) a. CTA: To increase engagement in DIDSg's socials		
	2. Release of EDM [Come to the Table is back!] (10th April)  CTA: To increase the amount of sign-ups				2. Tour in the Dark FAQ Post (18th April) a. CTA: To increase engagement in DIDSg's socials		
	3. DITL - Episode 5 (Finale) (12th April)  CTA: To increase traffic to DIDSg's website.				3. Promotion for Race in the Maze event (19th April) a. CTA: To increase conversions to DIDSg's socials		
	4. Conversations Q&A (14th April)  CTA: To increase engagement in DIDSg's socials.						
Format	Static Post	Email	1 Minute Video	Story	Static Post	1 Minute Video	Static Post
Amplification Channel	• Owned and Paid Amplification on Facebook and Instagram.				• Owned and Paid Amplification on Mail Chimp		
	• Owned and Paid Amplification on Facebook and Instagram. • Owned and Paid Amplification on Tiktok.				• Owned and Paid Amplification on Facebook and Instagram. • Owned and Paid Amplification on Tiktok.		
	• Owned and Paid Amplification with Facebook and Instagram's features (Static + Story)				• Owned and Paid Amplification on Facebook and Instagram.		
	• Owned and Paid Amplification with Facebook and Instagram's features ( Story)						



# Week 9

April 2023	Week 9 (24th to 28th April)		
Content Idea/Topic	1. DIDsg Promo - Come to the Table Ad (24th April) a. CTA: To increase traffic to DIDSG's website		
	2. Event Content Montage (26th April) a. CTA: To increase traffic to DIDSG's website		
	4. Conversations (28th April) a. CTA: To increase the amount of followers for DIDSG's socials		
Format	Static Post	Video	Video
Amplification Channel	1. Owned and Paid Amplification on Facebook and Instagram.		
	2. Owned and Paid Amplification on Facebook and Instagram and its features, YouTube and TikTok.		
	1. Owned and Paid Amplification on Facebook and Instagram.		

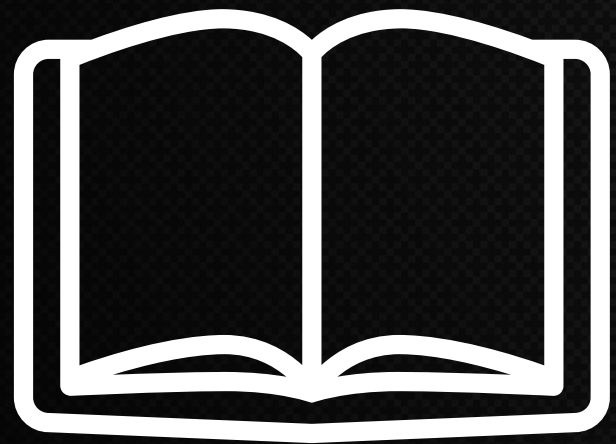




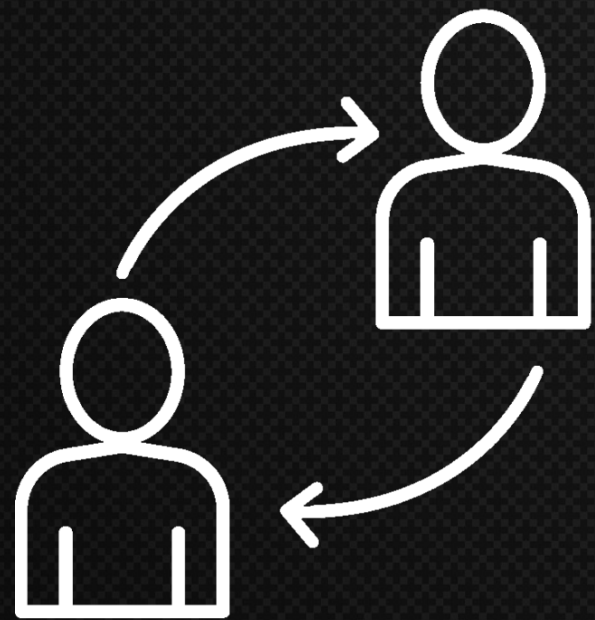
## **Campaign Tactics**



# Contents



**Brand Story**



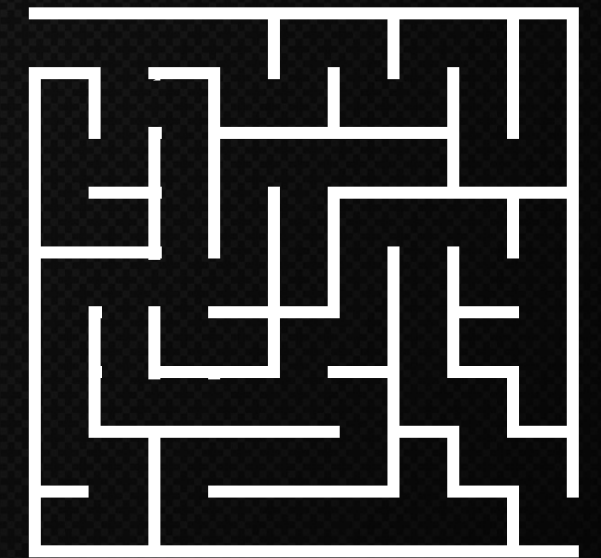
**Body Swap**



**Conversations**



**Day In The  
Life**



**IRL event**



# Platforms and CTA



**Facebook &  
Instagram**



**YouTuTube**



**TikTok**



# Brand Story

Who we are>What are we



**Who**

- Corporates, Gen-Zs
- Guide from DIDsg

**What**

- 2 minutes long video
- Follows the life of the DIDsg guide
- Revealing that he/she is blind at the end

**Why**

- Dispels misconceptions
- Change perceptions
- Showcase DIDsg programmes

**Where**

- DIDsg, Public, Homes
- YouTube and YouTube ads

**When**

- Filmed 2 weeks before
- Trailer on 1 March
- Posted on 6 March

**How**

- Filming
- There's more than meets the eye with every person.
- Post on YouTube



# Body Swap

Reality > Perceptions



## Who

- Corporates
- Collab with UOB/Singtel

## What

- 3 minutes long video
- Corporates role
- Corporates will share their experiences

## Why

- T.A. preferences and benefits?
- Why UOB/Singtel
- Increase social awareness about the disabled community.

## Where

- Corporates work spaces
- YouTube, Instagram and Facebook.

## When

- Non-working day
- Trailer on 10 March
- Week 2 of the campaign, 13 March.

## How

- Secure the collab
- Film the corporates doing the challenges
- Record their takeaways



# A Day in The Life

Empathy > Pity



## Who

- Corporates and Gen-Zs
- Visually impaired DIDsg guides

## What

- 1 min/episode (5 episodes)
- Show their life and programmes
- SEO and social media marketing

## Why

- Why 5 episodes?
- Show the different programmes
- Evoke empathy

## Where

- Filmed at DIDsg
- DIDsg's website, IG reels, Facebook and TikTok.

## When

- Trailer on 8 March
- 15th March 2023 - 12th April 2023.
- Film the videos during school holidays

## How

- Filming
- Post to bring more traffic
- CTA



# Race the Maze (IRL Event)

Putting the abled in the disabled shoes



## Who

- Corporates, Gen-Zs
- Paying for staffs
- Zoe Zora

## What

- Maze race event
- Timing of DIDsg guide
- How to join and User generated content
- Zoe Zora role?

## Why

- Evoke empathy & dispel misconceptions
- Why Zoe Zora?

## Where

- DIDsg
- Interviews will be on IG, Facebook and TikTok.

## When

- 9am-6pm on 22nd April.

## How

- Set up a day or 2 before
- Post about the event
- Sharing of experience



# CONVERSATIONS

Abled = Disabled



**Who**

- Corporates and Gen-Zs
- Visually impaired DIDsg guides

**What**

- Carousel post
- Solemn mood
- Social media and Content marketing

**Why**

- 'telling' part of 'show and tell'
- Links back to our big idea

**Where**

- Post and story will be on Facebook and Instagram.

**When**

- 28 April
- Stories for questions will be on 14th April.

**How**

- Story for questions
- Film answers
- Post - social media marketing

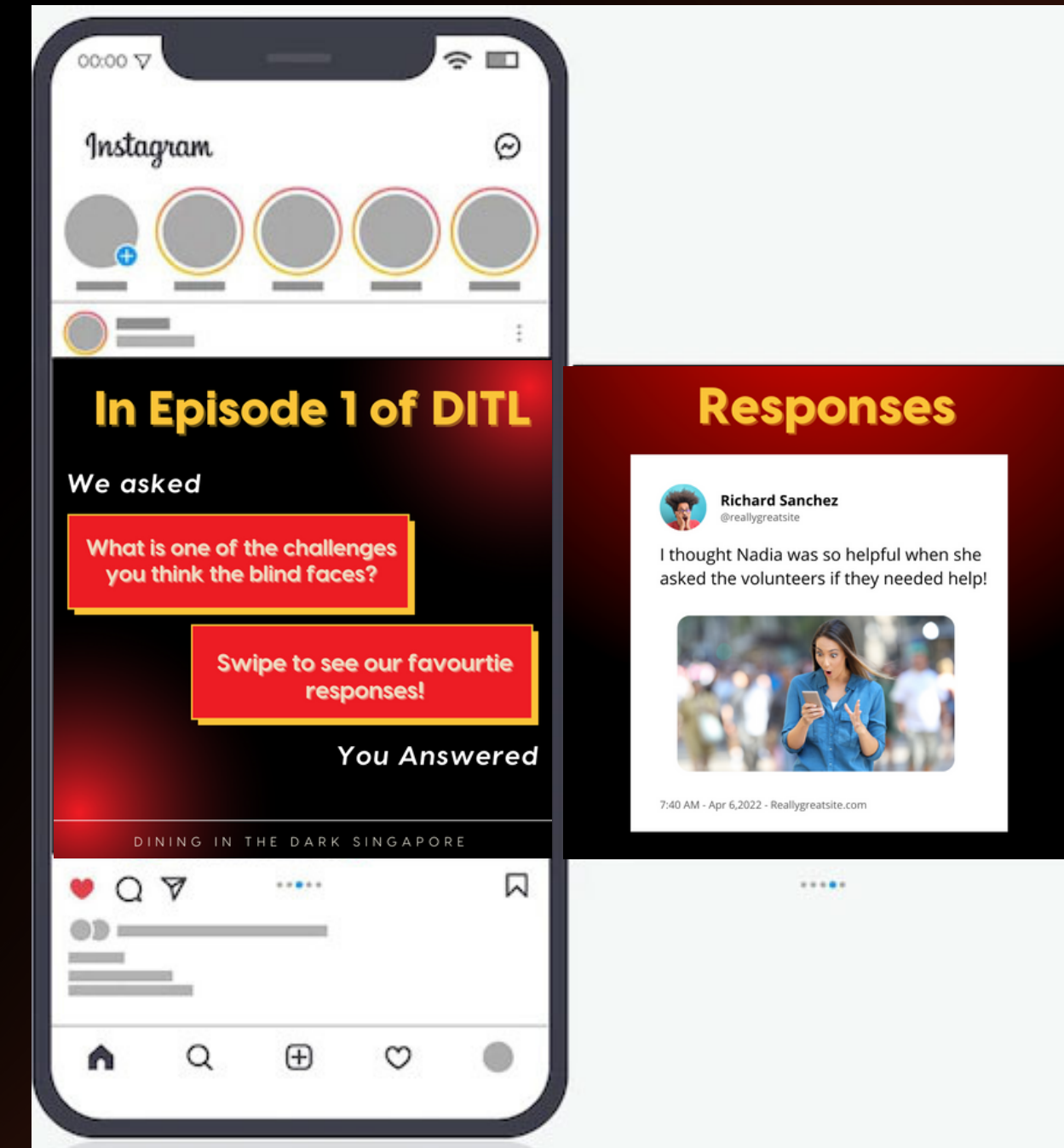
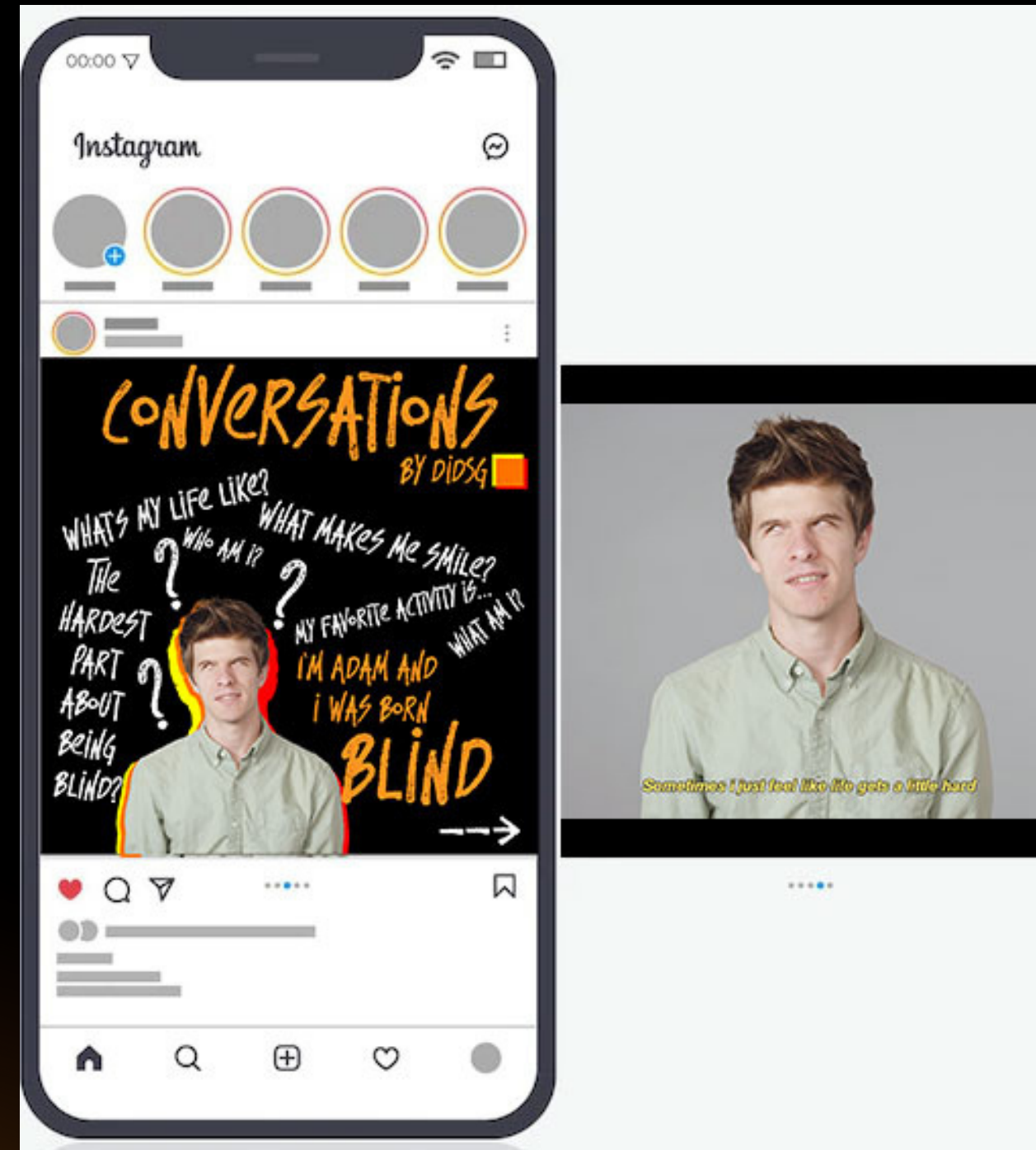




**Creative Mock-Ups**



# Social Media Posts

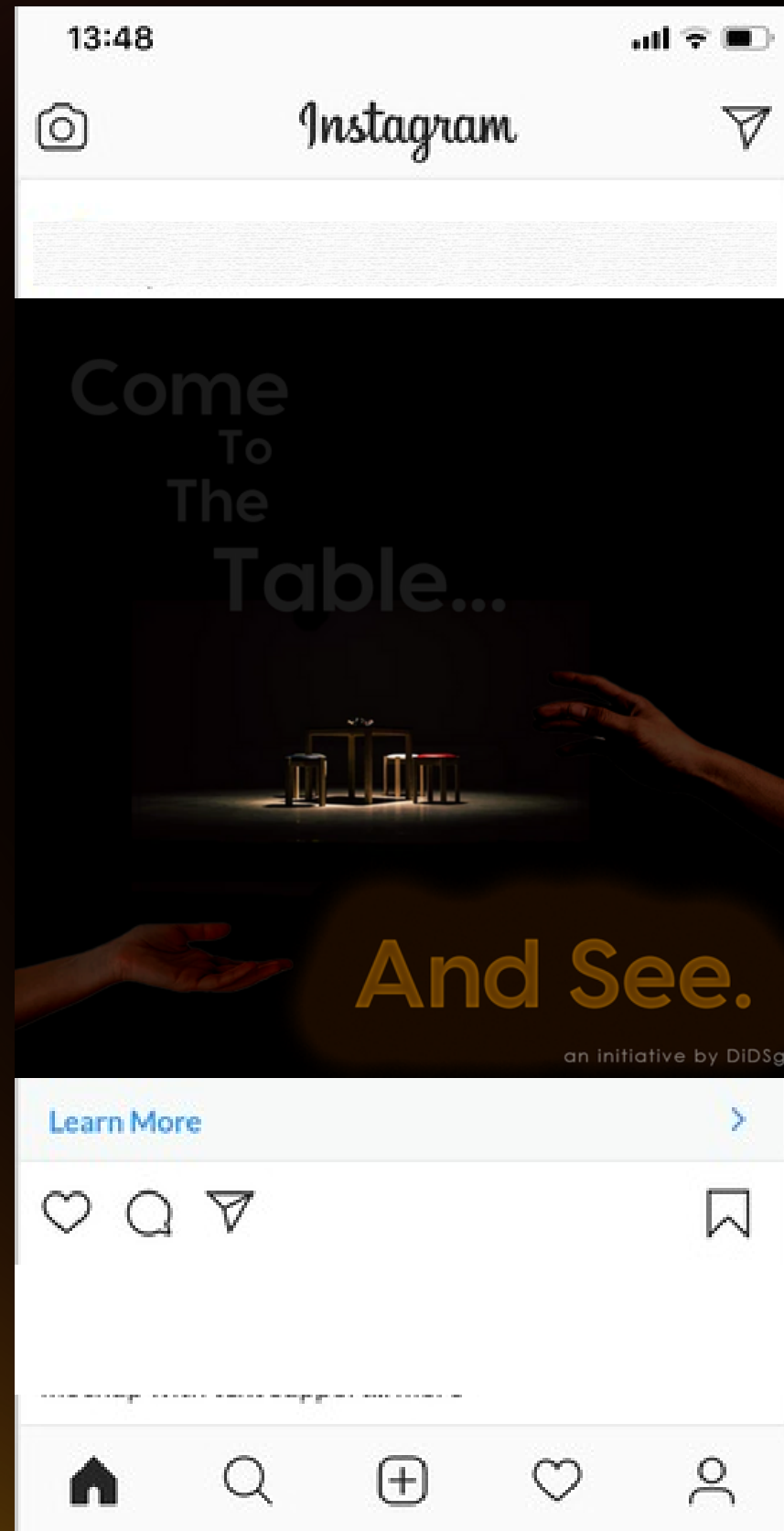


## Responses





# Social Media Ad







CTA:

Find out more at  
<https://www.np.edu.sg/about-np/facilities/dialogue-in-the-dark-sg>



# DITL Storyboard

		
Introduce the person and the programme they do.	Cameraman follows the guide, as the guide talks about the programme.	Shows them in action in the programme, while they are conducting the interview

			
DIDsg's employee dives into their personal experience and how it impacted their life tremendously.	Shows them in action in the programme, while they are conducting the interview	Employee in action, looking happy and great, as we transition to the next guide...	Next scene shows the next tour guide who would take over the baton.



# EDM

DI

## Dialogue in the Dark SG

Psst...It's official. You're one of the chosen ones.

You don't often get email from didsg@gmail.com. Learn why this is

DiDSg presents

# COME TO THE TABLE IS BACK!

Share this experience with a friend and

get **15% off.**

AN EXCLUSIVE DINING EXPERIENCE



Dialogue in the Dark welcomes back the **inclusive** dining experience where you can **engage** with people more personally.

LEARN MORE





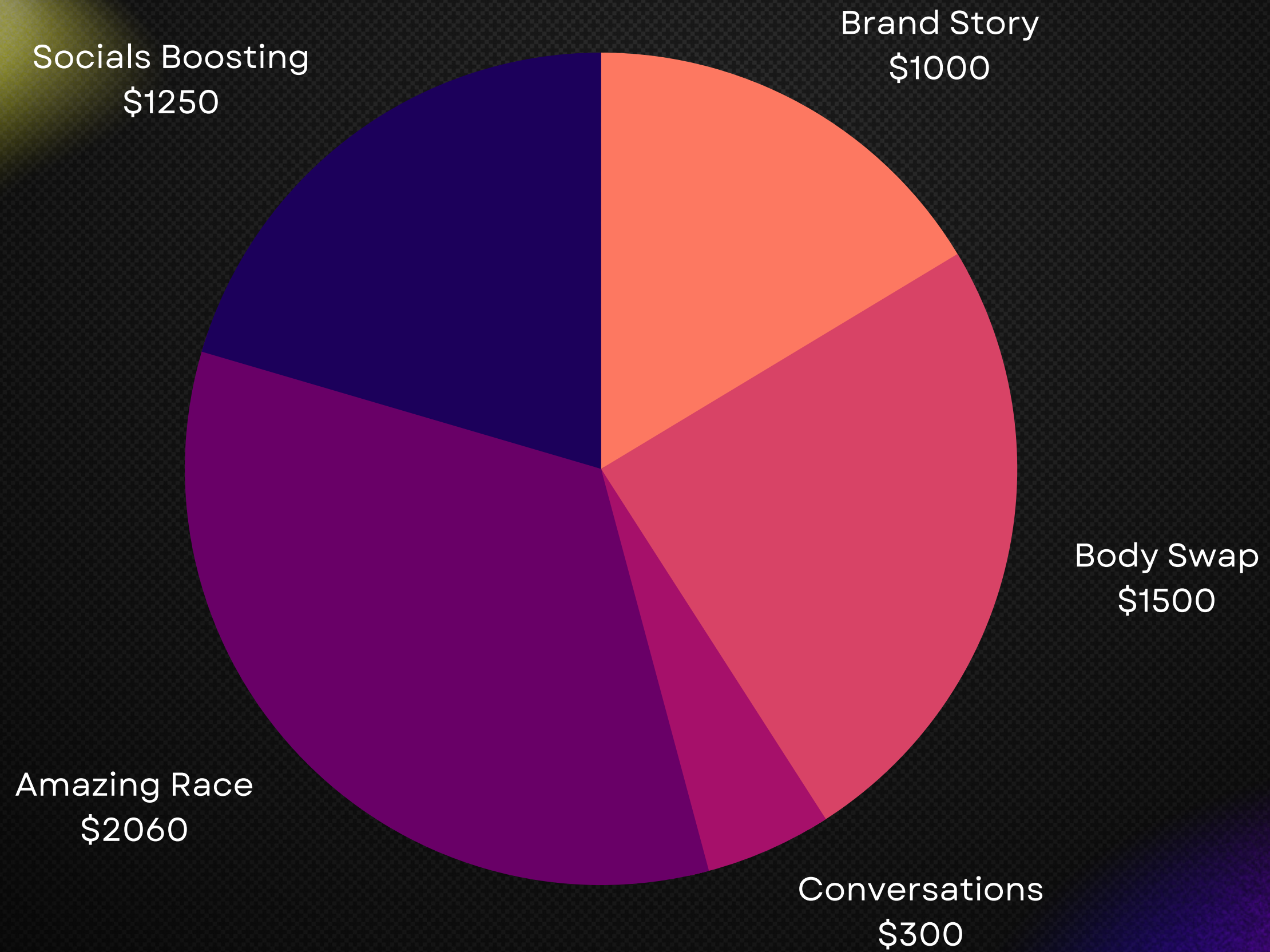


## **Budget, Evaluation and Timeline**



# BUDGETING





**Total Spent: \$6,110**



# **SOCIALS BOOSTING**





**Boosting Per Day: \$20**

**Boosting Period: 14 Days**

**Total Cost: \$20 x 14 Days = \$840**

**Estimated Results: 9.9k–28.6k Impressions**





**Boosting Per Day: \$30**

**Boosting Period: 7 Days**

**Total Cost: \$30 x 7 Days = \$210**

**Estimated Results: 36.1k–68.3k Impressions**





**Boosting Per Day: \$40**

**Boosting Period: 5 Days**

**Total Cost: \$40 x 5 Days = \$200**

**Estimated Results: 10k Impressions**



**EVALUATION**



1

## **META Business Suite & TikTok Analytics**

To check no. of engagements, follower count & click rate of links

2

## **YouTube Analytics**

To check subscriber count, view time, search relevance, likes/dislikes

3

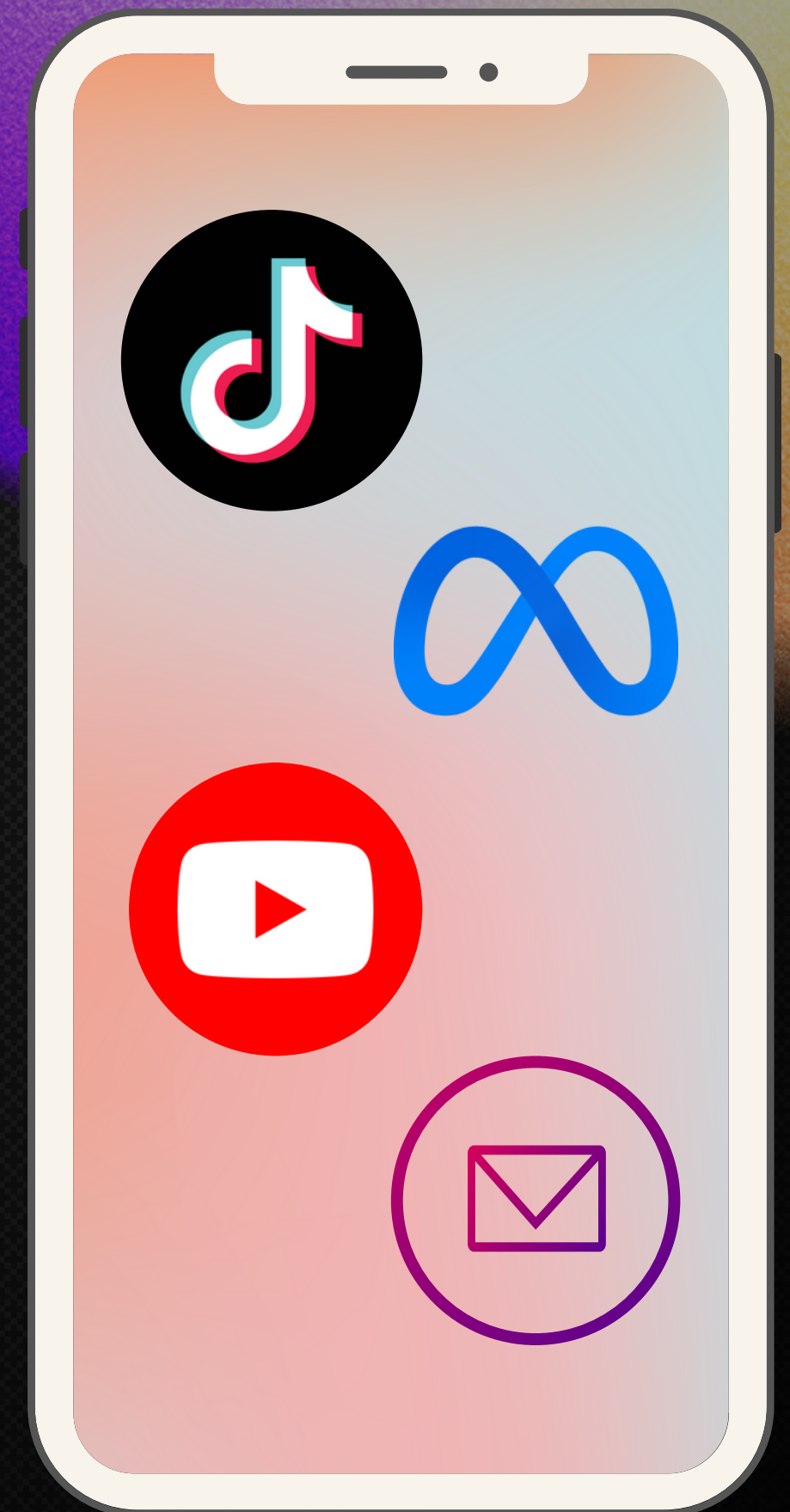
## **Google Analytics**

To check if there are increases in SEO and SEM, keywords e.g. DiDsg

4

## **MailChimp**

To check EDM open rates, click through rates, no. of subscribers






# **EXECUTION TIMELINE**



Week	Summary of Week	Platforms Used
1	<ul style="list-style-type: none"><li>-Start of campaign</li><li>-Push out newsletter and Brand Story trailer</li></ul>	<ul style="list-style-type: none"><li>-Instagram</li><li>-Facebook</li><li>-YouTube</li></ul>
2	<ul style="list-style-type: none"><li>-Roll out Brand Story</li><li>-Release trailers for other content buckets</li><li>-Maintain contact with audience</li></ul>	<ul style="list-style-type: none"><li>-Instagram</li><li>-Facebook</li><li>-TikTok</li></ul>
3	<ul style="list-style-type: none"><li>-Release content bucket pieces</li><li>-Encourage engagement</li></ul>	<ul style="list-style-type: none"><li>-Instagram</li><li>-Facebook</li><li>-TikTok</li><li>-YouTube</li></ul>
4	<ul style="list-style-type: none"><li>-Same as Week 3</li></ul>	<ul style="list-style-type: none"><li>-Instagram</li><li>-Facebook</li><li>-TikTok</li></ul>





<b>5</b>	-Same as Weeks 3 & 4	-Instagram -Facebook -TikTok
<b>6</b>	-Same as Weeks 3-5	-Instagram -Facebook -TikTok
<b>7</b>	-Same as Weeks 3-6 -Promote DiDSG's programmes	-Instagram -Facebook -TikTok -EDM
<b>8</b>	-Promote DiDSG's programmes	-Instagram -Facebook -EDM
<b>9</b>	-Promote DiDSG's programmes -Roll out final content pieces	-Instagram -Facebook -TikTok -YouTube



**THANK YOU**