

# CAMPAIGN SUMMARY

## **WHERE WE ARE NOW**

*We are tasked to develop a creative campaign to encourage teens between the ages of 10 - 16 to take a stand against cyber bullying.*

RESEARCH HAS SHOWN THAT SINGAPORE HAS THE **2ND** HIGHEST RATE OF CYBER BULLYING WORLDWIDE.

SOCIAL MEDIA PLATFORMS ARE A BREEDING GROUND FOR BULLIES TO THRIVE, AND ARE ALSO ONE OF THE LEADING PLACES WHERE TEENS EXPERIENCE BULLYING.

## **WHERE WE NEED TO GO**

*We need to encourage teens to not be victims or perpetrators of cyber bullying. They need to be informed of the long-term effects and consequences of such behaviour.*

## **HOW ARE WE GOING TO GET THERE**

*Develop a creative campaign that will reach out to this demographic via targeted social media platforms, and garner community support to take a stand against cyber bullying.*

## INSIGHT

1

*TEENS LOVE TO COMMUNICATE USING **EMOTICONS.***

2

*BULLYING BECOMES POWERFUL **WHEN THE VICTIM IS ALONE.***

*"We are only as strong as we are united, as weak as we are divided." - J.K.Rowling*

IDEA

AN **EMOTICON** THAT ALLOWS TEENS TO **UNITE**  
IN THE PRESENCE OF A CYBER BULLY.

IDEA

(ᵍᵀ-ᶦ)ᵍ #sticksandstones

THIS EMOTICON IS ADAPTABLE ACROSS ALL SOCIAL  
MEDIA PLATFORMS AND WILL ALWAYS BE SUPPORTED  
BY THE HASHTAG: *#sticksandstones*

# HERE'S HOW IT WORKS

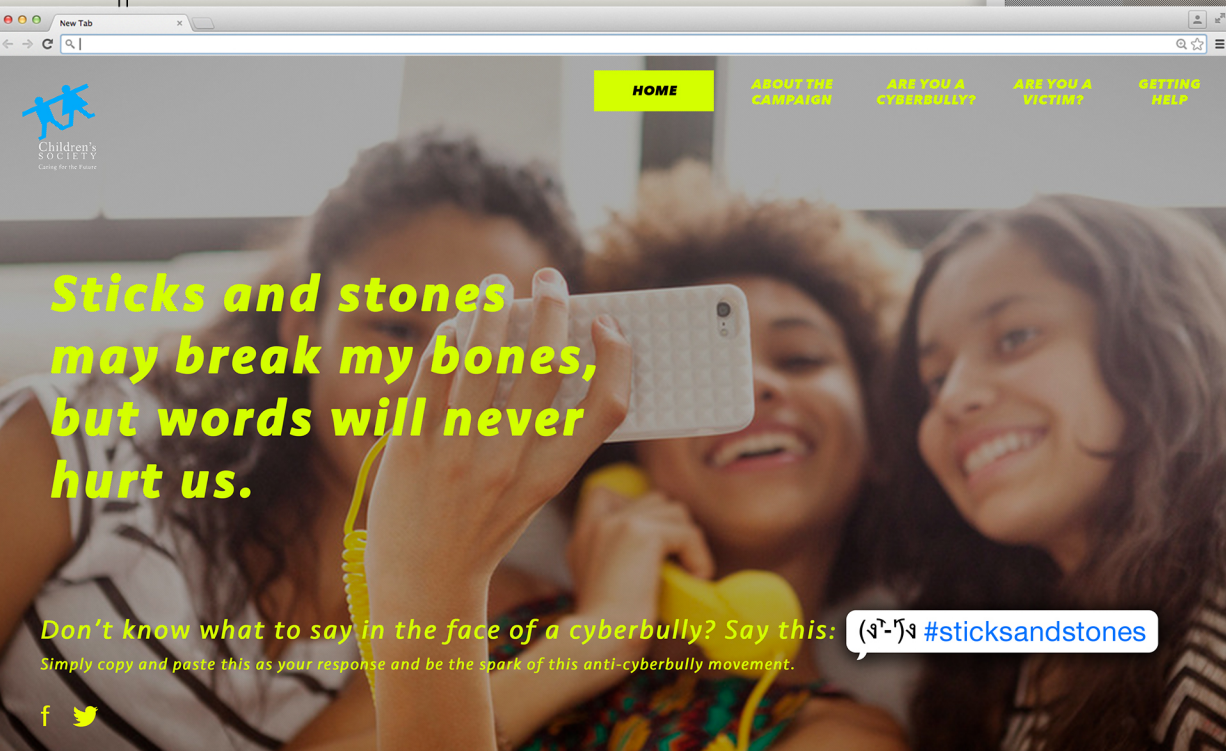
**BUILDING A FOUNDATION**

**GARNERING SUPPORT**

**TAKING A STAND**

## 1 MICROSITE

*A platform where teens can seek out more information on cyberbullying.*



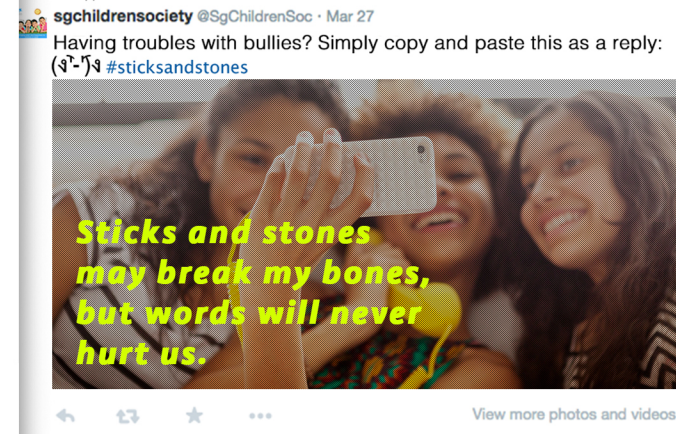
## 2 FACEBOOK

*Leveraging on their existing page to launch the campaign, and to feature educational content on cyberbullying.*



## 3 TWITTER

*Leveraging on their existing page to launch the campaign, and to cast a wider reach.*



# HERE'S HOW IT WORKS

BUILDING A FOUNDATION

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1

## NOTIFICATION POP UP

*For every new call for support*

2

## A FACEBOOK APP

*This consolidates all #sticksandstones posts and comments. Users can use this app to support the community.*

# HERE'S HOW IT WORKS

BUILDING A FOUNDATION

GARNERING SUPPORT

TAKING A STAND



Tan Kian Wei, Nicholas Liew, Olivia Ng and 2 others like this.

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**Steph Fang** Ugly. Confirm photoshop, why never photoshop your flat chest!  
March 12 at 12:30am · Like

**Amanda Ong Kai Xing** (👍)👍👍 #sticksandstones  
March 12 at 12:31am · Like

**Grace Chua** (👍)👍👍 #sticksandstones  
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**Daniel Lim** (👍)👍👍 (👍)👍👍 #sticksandstones  
March 12 at 7:15am · Edited · Like

**Quah Si Ying** (👍)👍👍 (👍)👍👍 (👍)👍👍 #sticksandstones  
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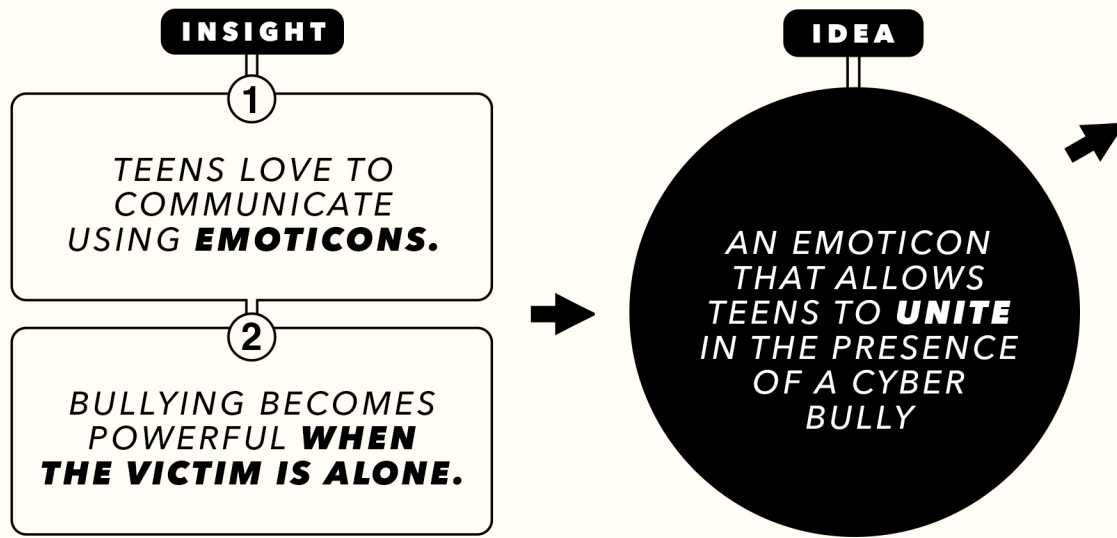
**Melody Hsiang** (👍)👍👍 (👍)👍👍 (👍)👍👍 #sticksandstones  
March 12 at 1:16am · Like

**Low Min Lin** (👍)👍👍 (👍)👍👍 (👍)👍👍 (👍)👍👍 #sticksandstones  
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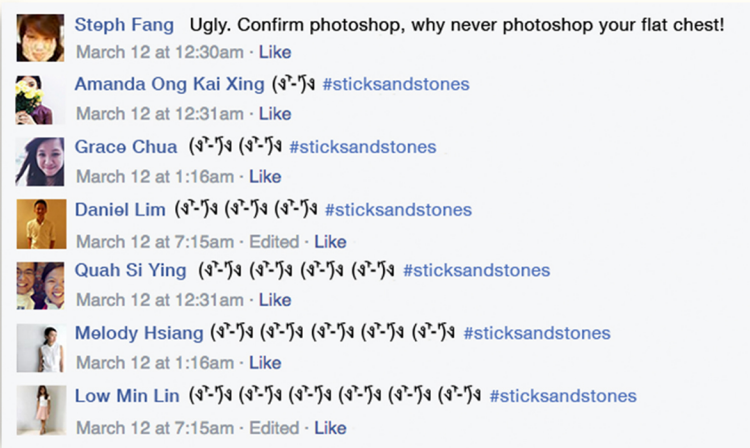
**1 CYBER BULLYING OCCURS**

**2 VICTIM'S RESPONSE**  
*This response will not only bring in the support of a large community, but be a response for victims who do not know how to react when it happens.*

**3 COMMUNITY'S RESPONSES**  
*This allows the community to actively take part in reducing cyberbullying and no longer be a bystander.*



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**FACEBOOK**

**FACEBOOK APP**

**MICROSITE**



**TWITTER**



**KEY MESSAGES CHECKLIST**

**CYBERBULLIES**

Bullies thrive on hurt. By introducing an uplifting movement that the victim can spark, that leaves the bully no fun.

**VICTIMS**

Victims need real support. This campaign ensures a large community stands by for them, and educates them on cyber safety on the microsite.

**BYSTANDERS**

Bystanders are the backbone of this campaign. The strength of the campaign is the use of emoticons which speaks the language of modern day teens. This makes it easier for bystanders to take real action and want to be part of the movement.