

Research & Development Journal Integrated Campaign

Caitlyn Chew Su'en 2002494I TD02 (Integrated)

interim presentation research

What are the objectives for the campaign?

Specifically, what do you want this campaign to achieve:

Create a need, increase awareness, generate or influence an attitude, generate leads/clients/store traffic, educate customers about your product, inform customers how to purchase your product/service?

Generate influence and increase the number of museum visitors

- Inspire learning (overseas natural history museums are extremely popular tourist and local attractions that educate with the wide variety of displays and exhibitions)
- Generate revenue to make museum sustainable (a lot of resources and budget has been used to build and create the exhibitions)
- Increase awareness of museum, enough to make it a popular and default, must-see attraction

Who are you talking to?

Include whatever you know about the target customers and others who may initiate, influence or have a stake in the purchase decision. What are their lifestyles, their professional aspirations, attitudes and perceptions?

Primary target audience:

- Singaporean youths aged 17-23
- Post-secondary, tertiary education
- Experienced and educated in modules related to history and science, able to internalise and understand more advanced natural history
- Those aged 17-19 would be exposing themselves to different learning opportunities before entering university. Those 20-23 would be in university, and they would seek to learn as much about the world. Since LKCNHM is also situated within the NUS campus, it is extremely easy for NUS students to visit.
- Other museums (SAM, NGS, NMS, ASM, ACM) have been marketed as the 'go-to' museums in Singapore, and these youths have visited them multiple times (school excursions, parents' influence). LKCNHM remains mostly unknown, and with museums becoming 'trendier', youths will be attracted to go provided they know about it.
- Are curious about the world, take interest in learning about the history of nature

Secondary target audience:

- Singaporean adults aged 35-40
- Many are parents of children aged 7-12
- Looking for weekend activities that can stimulate their child's mind and deepen their knowledge
- Would have visited most museums, and many are focused on art and Singapore's history. This is where LKCNHM is different - natural history allows them to learn about the history of beings on earth.

What do they currently think about the product/service offered?

Both rationally and emotionally—what really turns them on/off—what barriers exist in the minds of each typical consumer group – focus on customer perceptions. What single thought should they take out from your communication?

From Google Reviews - 4.6/5 out of 1273 reviews

From Facebook - 4.9/5 out of 38 votes

From Klook - 4.7/5 out of 541 votes

From this, it is obvious that the museum has good quality exhibitions and is an interesting and valuable experience, but not very many people know about it. Looking at the reviews, many are educators and people from the secondary target audience (Singaporean adults aged 35-40), but many comments also acknowledge the potential of the museum and encourage teenagers and young adults to visit as well.

Currently, there may not be many youths visiting the museum due to the lack of awareness about the museum, as well as the unfamiliarity of a new museum that has not been publicised well. Coupled with

the fact that NUS campus is not as easily accessible as museums in central Singapore, many are either unaware of the museum (only 1 student recognising the museum in a class of 46) or discouraged to go for practical reasons, and the lack of publicity does not help.

4128 followers on IG

Current perceptions: (can get from survey)
Survey questions

Hello! I am a Year Two Communication Design student from Temasek Polytechnic conducting a survey for my Integrated Campaign module. In conducting this survey, I would like to understand more about the opinion of the general public on Singapore's museums. Thank you so much for taking the time to fill in this questionnaire and I hope you have a great day! :D

Disclaimer: In no way am I affiliated to any of the organisations mentioned in the survey questions, and by completing this survey you automatically consent to me using your responses in my compiled research!

Name (optional):

Instagram handle (optional), for me to contact you further if need be!:

Age:

Current Level of Education: (Junior College/Polytechnic/ITE/University)

If you are not in school, do you have children?: (Y/N)

Interests:

How do you usually spend your weekends?:

-

Which of the following museums have you heard of?: (ASM, NGS, SAM, NMS, LKCNHM, ACM, SPM, MMOT)

Which museums would you visit? (ASM, NGS, SAM, NMS, LKCNHM, ACM, SPM, MMOT)

Reasons for visiting the museum: (Substantive exhibits, caters to interests, interesting publicity efforts, location, others)

Please select the type of museum you would be interested in visiting: (Art, Science, History, Nature, Culture, Others)

-

/attach pictures of museum and social media posts/

Based on the above, would you visit this museum?: (Y/N)

Why?:

After seeing the pictures above, what are some impressions you have of the museum based on its exhibits and social media content?:

-

This is actually an existing museum in NUS, called the Lee Kong Chian Natural History Museum. It was formally established in 2014 as an independent academic unit. It focuses on safeguarding the national collection of animals and natural heritage.

Have you heard of the Lee Kong Chian Natural History Museum?: (Y/N)

Have you visited the Lee Kong Chian Natural History Museum?: (Y/N)

What do you understand from the term 'natural history'?:

Please rank the likelihood of you visiting the museum after having seen its exhibits and understanding the context of the museum (1 being not likely, 10 being very likely): (1-10)

Who is your competition and what they're doing in terms of advertising and promotion?

If your customers do not decide in favour of your product/service, who do they usually choose? Who seems to be on your path? Provide examples of competitor promotional efforts.

ArtScience Museum - Museum focusing on displaying cutting edge technology combined with the aesthetic appeal of art

Appealing areas: Seasonal specials, partnerships with known brands and content creators; using the newest technology as a selling point, exhibits are frequently updated and stay relevant

Promotion: Strong media presence (50.1k followers on Instagram, frequent content), Promotional banners (many banners around Marina Bay Sands to promote the museum - works because MBS is a very popular tourist attraction and the museum's close proximity to the city Centre makes it very accessible and both locals and tourists visit often)

To look into: specific promotional campaigns

National Gallery Singapore - Museum focusing on Asian art in the modern world, housed in two national monuments (Supreme Court, City Hall)

Appealing areas: Content-heavy, exhibits are interesting and interactive. They also include elements of new technology and abstract sculpture, while also housing collections of traditional art.

Promotion: Strong media presence (58.1k followers on Instagram, frequent content), involves community online with the hashtags #LetArtSurpriseYou and #GalleryAnywhere (strengthens brand identity through online community involvement). Media content is also frequently updated and active (podcasts, interviews etc.)

Singapore Zoo - Zoo covering the different animal and plant species, focusing on wildlife conservation and educating Singaporeans on endangered species from a young age.

Appealing areas: rainforest lumina, night safari, the different animal enclosures. People can 'adopt' an animal, contributing to the funding for conserving the animals -> ranger buddies; teaches children the importance of animal conservation in a fun but meaningful way.

Promotion: Friends of wildlife, strong media presence (58.4k followers on Instagram), strong promotion through physical banners around Singapore, TV and YouTube ads.

How it is similar to LKCNHM: location is quite inconvenient (but many still go despite it being far from central Singapore), strong focus on science and development

What is different: it is very heavily catered to kids and family, making it a very popular weekend spot for families.

What unique benefits do you offer?

What's the product? What is the unique attribute? What does your product/service offer that the competition can't match, that's important to the audience and that you can deliver?

- Singapore's first and only national history museum
- Foster a love of nature (many grow up liking dinosaurs, butterflies etc)
- Many parallels are drawn to human life (e.g. behaviours of insects/plants/animals that can be compared with humans) -> keeps people interested, gives a glimpse of how non-human species might react in situations and stimulates imagination through scientific discovery
- Actual historic specimens that can be used for people to learn about the history of nature (rich in exhibits and specimens) e.g. dinosaur bones -> not commonly seen in daily life and especially not in Singapore.

Do you have an insight?

Every good idea is grounded and guided by a good insight.

What is the most important selling message?

What is that one motivating proposition that you can promise your audience? Why should they believe it? Be creative, have a go at the headline.

"The past through the future": Seeing historic species or environments through the help of technological advancements, while also being able to learn from natural history to better the environment in the future.

"Bringing fantasy to life": a lot of their exhibits focus on parallels between urban legends and myths and fantasy stories and nature.

How should we speak to them?

What is the tone and manner you want your campaign to convey?

Since the museum is situated in a university, the tone would be a professional one to match the studiousness and prestige of a university. Although positioning it as a 'kids' place would be an interesting juxtaposition, it may not be the most appropriate as it is tied to the university and LKC associations.

Places can still be fun without being overly kiddy.

What is the call to action?

What is the special deal for responding now? Any slogan? Website info?

Other things to ask yourself

How different is this from what is already available? How are you **challenging conventional ideas**? Have you considered negative aspects surrounding the project (if any)? Have you utilised all available media to its full potential? Lastly – Are you excited about what you are proposing?

Current publicity efforts: partnership with schools; excursions/learning journeys

The aesthetics of it?

Craft the survey in a way that people would agree with what u think or say

Ask what u want to know

Use images in the ppt

Short attention span #3 insight

The future of the past: the futuristic visuals of the museum serves as a contrast to its focus on the history of nature, which can go back to the earliest findings about life on Earth. This is also in line with the museum's belief that to progress as a species, studies and research must be conducted on the history of nature. There is a team of researchers as well, and they are actively researching and discovering new species. The museum also enlists the help of AR technology to make museum-goers' visit more immersive.

The cool way to learn: visually pleasing, but is informative due to the exhibits being very informative and being able to aid learning. Can tie in with urban legends or fairy tales and fantasy movies/stories to make the learning of scientific history more interesting - e.g. jurassic park making people more interested in dinosaurs; LKCNHM has dinosaur bones exhibits

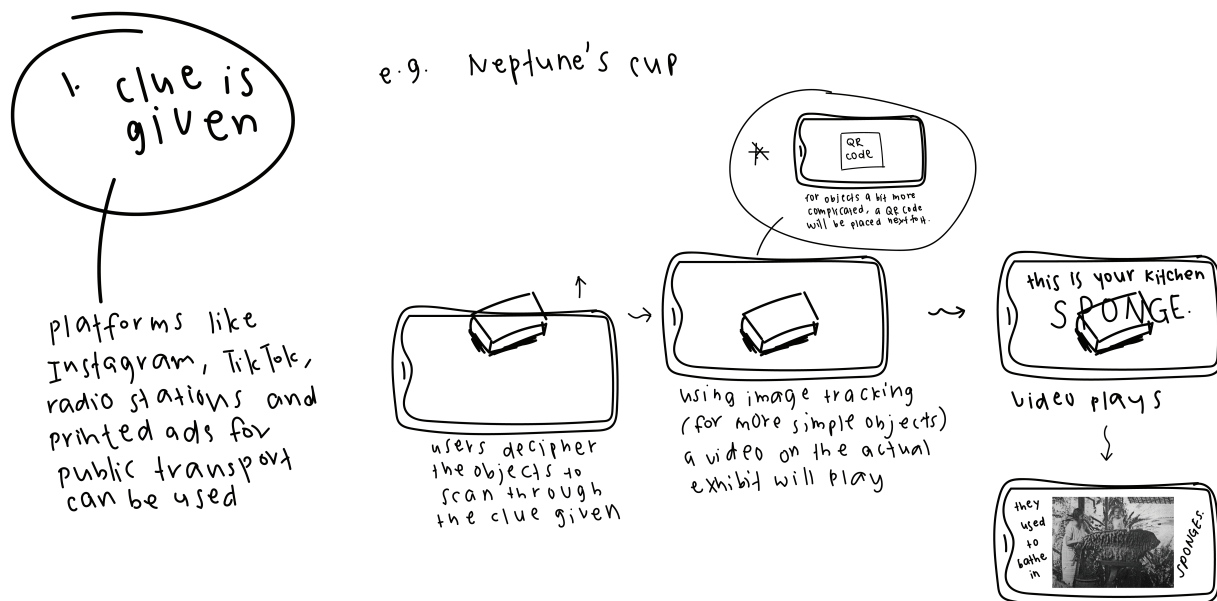
Southeast Asian-centric natural history museum: learning more about the different species that existed in Singapore/Southeast Asia prior to its modernisation, and what are some new species that have been discovered in Singapore? Some examples include the sauropod dinosaur fossils, neptune's cup sponge, changi tree part and sperm whale.

Ideas

- Treasure hunt around Singapore? With the AR feature visitors are able to document their findings and can take part in an immersive treasure hunt, will also be able to teach people about the exhibits first without them needing to actually go to NUS, but pique their curiosity enough that they want to go to actual museum
- Partnership with golden village: when movies that can be related to the museum are released, promotional deals to promote the museum can be used (e.g. count the total number of times dinosaurs roar in jurassic park, get jp merch and free tickets to lknhm to see real dinosaur bones! Or sumn)
- Involve influencers

#1 AR TREASURE HUNT

- using AR on phones to provide a more immersive experience for the public, extend to whole SG
- either QR code or image tracking using ARkit 2.0 etc.



#2

PARTNERSHIP W MOVIE THEATRES

- cost-effective
- can reach a large number of people

PARTNERSHIP W GOLDEN VILLAGE

1. Special re-screening of all Jurassic Park movies @ golden village



2. count the total number of times (a certain dinosaur) appears, and the first 10 people from each re-screened movie to get correct ans. get 2 free tickets to LKCNHM



- * anyone that submits answer must submit valid movie ticket no.
- * each winner can only enter once.

#3

SPONSORING INFLUENCERS

SPONSORING CONTENT CREATORS

Proposed idea:

Sponsor influencers to visit the museum and give their honest reviews within a video depending on the platform used (e.g. 30-second video on TikTok), longer on other platforms

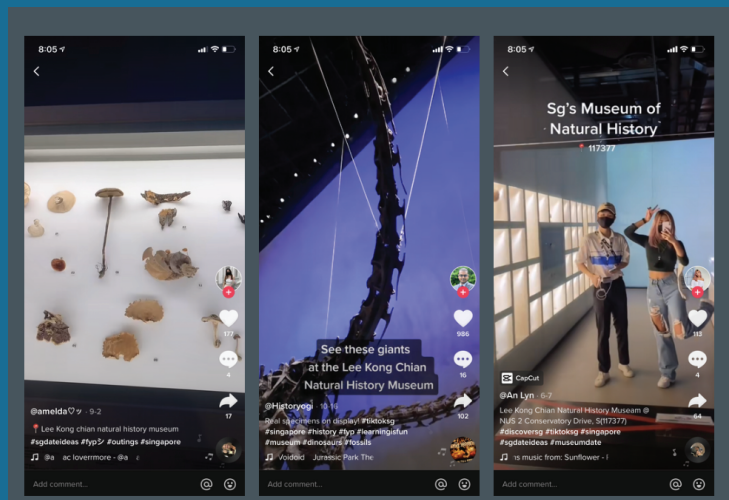
- The videos would be presented in any style of video while sharing their honest reviews with sufficient footage of the museum
- Boosted using promotional tools on each platform
- There have been more videos featuring LKCNHM, and it would be effective to utilise these platforms through the power of trends and community sharing.

Drawbacks:

- The video's traction is not guaranteed
- 'Honest' reviews may be a bit risky

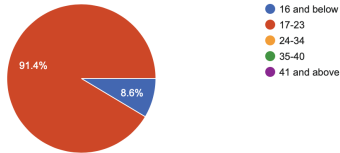
Proposed Solutions:

- Use relevant hashtags to have the video appear on the target audience's explore pages and feeds through the recommendation algorithm of each social media platform
- People have shown a strong preference for unfiltered content and are more willing to be enticed by honest reviews if they are good. The content creators being sponsored should also have a track record of giving honest reviews.

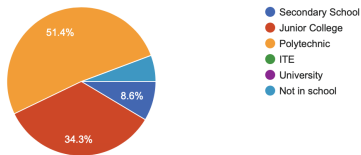


SURVEY RESPONSES

Age Group
35 responses

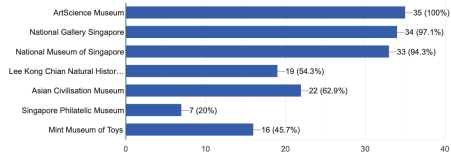


Current Level of Education
35 responses

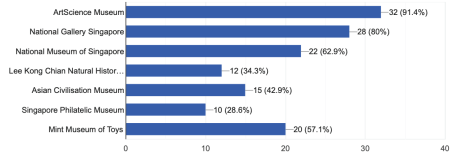


Museums in Singapore

Which of the following museums have you heard of?
35 responses

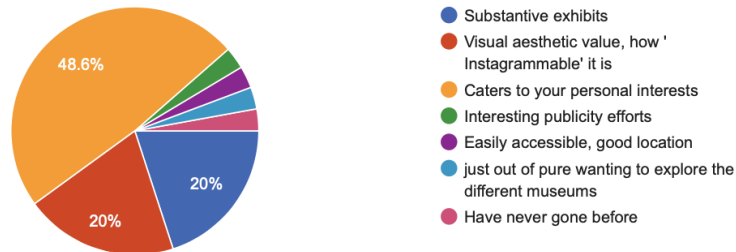


Which museum(s) would you visit?
35 responses



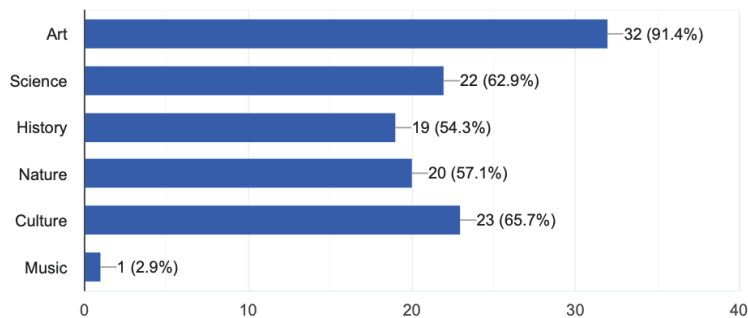
Main reason for visiting the museum

35 responses



Please select the type of museum you would be interested in visiting.

35 responses



SURVEY RESPONSES

Please answer the following questions based on the four images below!



Based on the above, would you visit this museum?

35 responses



Why?

It looks like it has interesting sciency exhibits abt tech and I always enjoy a museum with dino bones :D
the interior and exterior looks attractive
looks interesting, something I won't get to experience anywhere else other than the museum so yes.
Looks very modern and interactive

looks very cool, eye capturing, very science looking
looks cool
looks cool

They're visually appealing

Very cool aesthetics. Seems like I would learn something.
It is aesthetically pleasing and looks interesting
interesting concepts
looks interesting

Shows very rich in information
the dino skeletons look cool, I've always wanted to see one of those after watching Jurassic World
amazing

The museum looks like it offers interesting exhibits that can't usually be seen in other museums.

Physically eye-catching. I like how the exhibits are in a way artfully presented in terms of lighting and direction.
Also because there are dinosaurs and fossils, which are interesting.

looks interesting and interactive might have lots of fun there

It is visually interesting

looks interesting

Visually attractive on first impressions, interesting layout
the technology looks really look and I'm interested to learn
looks interesting and like I can learn something

It looks pretty interesting - seems to tell some stories about prehistoric events in a very modern fashion which is a juxtaposition I think is very neat!
looks cool and interesting!!

It looks fun and for informative because of but not limited to cool lights.

It looks cool and interesting especially the dinosaur skeletons (are those real)

It looks cool and interesting, very fascinating to see such exhibits first-hand.

looks cool

Looks like something new to me

looks cool

It looks very enticing and interesting and has different colours

Curiously

got skeleton

After seeing the pictures above, what are some impressions you have of the museum based on its exhibits and social media content?

It looks well funded LOL no but I appears to be a well thought-out set of exhibits that pique my interest and I feel like I would learn a lot from them
its sci-fi ish/futuristic themed? Looks like those interactive kind of

looks futuristic and high tech

New and catered to the young

probably under the historical & science category, people that love dinosaurs or just are researchers or tourists would go there, maybe school trips also.

looks very sci-fi and interesting!

perhaps they focus on sustainability?

The aesthetics is definitely a strong point to draw in potential visitors' interest in the exhibits. The lay out makes it seem like the exhibits are more interactive in nature.

Educational and brings in new stuff!

it is related to nature but also looks a bit futuristic

futuristic but also q cool and sustainable bc of the garden roof?

looks kinda dark and scary

informative, historical

It looks pretty high tech and dope

fantasy

The museum looks like its exhibits are more modern and scientific

It should have enough social media appeal, but if it doesn't regularly switch up the exhibits like adding new activities and whatnot, then the posts could be pretty limited and boring. It does have the aesthetic appeal and educational aspect of it. Caters to both children and adults.

museum looks interactive, informational and shows different exhibits compares to other museums (?)

It looks like it's catered towards younger people and also people of different interests!

prehistoric creatures

Modern designs and relatively up to date

it's about science and technology maybe? all the exhibits look high-tech

there are various interesting exhibits

oop I kinda said in my previous ans what I think it is but yeah verycool!

It looks quite extensive and full of information to learn

The museum might have dino chicken nuggets

It's a science museum I think and it's also has cool tech exhibits

The museum incorporates technology into the exhibits to involve the visitors (I suppose??) which makes it rather unique to see, as compared to your typical traditional museum that just simply displays the exhibits and there's no interaction with the displays.

It looks modern and futuristic but the dinosaur bones make me think it's about some old stuff which quite unique ig? like a sort of fusion museum

Mainly science related

very sophisticated and technology based

seems to be a science museum with futuristic and old materials

Nature/sci-fi

history??

Section 3 of 3

Grand reveal!

This is actually an existing museum in NUS, called the Lee Kong Chian Natural History Museum. It was formally established in 2014 as an independent academic unit. It focuses on safeguarding the national collection of animals and natural heritage.

Have you heard of the Lee Kong Chian Natural History Museum? *

☐ Yes

☐ No

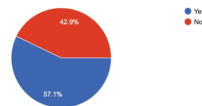
Have you visited the Lee Kong Chian Natural History Museum? *

☐ Yes

☐ No

Have you heard of the Lee Kong Chian Natural History Museum?

35 responses



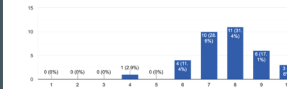
Have you visited the Lee Kong Chian Natural History Museum?

35 responses



Please rank the likelihood of you visiting the museum after having seen its exhibits and understanding the context of the museum (1 being not likely, 10 being very likely).

10 responses



How did you hear about the Lee Kong Chian Natural History Museum? (If not applicable, please indicate with 'NA')

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

NA

After details were given about the museum, a very slight majority have heard of the museum, while an overwhelming majority have not visited it. In the end, all but 1 respondent gave favourable rankings (>5) when asked the likelihood of them visiting the museum in the future.

Most people have heard it through others' posts on social media, followed by school advocacy.

visual / copy ideation

1. The Future Of The Past

Inspired by LKCNHM's heavy use of technology and modern design, the tagline 'The Future of The Past' intends to aptly compliment the juxtaposition of using recent technology to showcase specimens of species that existed many years ago. This also gives a deeper meaning to the exhibits, as we get to see a glimpse of the past using futuristic technology, but we are also able to envision the future of biodiversity through how past species have lived or died through the ages. It serves as a subtle nudge to remember that we cannot change the past, but can affect the future - how we treat and care for biodiversity will affect the environment and protection of flora and fauna around us.



← visual inspiration



visual / copy ideation

2. Wander and Wonder

LKCNHM is the only natural history museum in Singapore, comprising full sauropod dinosaur fossils and many more comprehensive exhibitions. It gives Singaporeans a proper glimpse into the biodiversity of the past through various specimens and even taxidermy to showcase the full scale of the animals. As patrons wander the museum, they will be invoked with a sense of wonder and have more questions about the biodiversity that they wonder about. LKCNHM aims to inspire and educate the public on nature and biodiversity, and this tagline reflects the cohesion of making the public inquisitive learners of natural history and protectors of the environment.



visual inspiration

can link to
treasure hunt

3. Unlocking Singapore's Treasure Chest

As Singapore's only natural history museum, there are many exhibits that Singaporeans have not seen. The museum is also relatively new, and many have not visited. However, with the popularisation of museums and the visually pleasing look of LKCNHM, it seems to be a new treasure waiting to be stumbled upon. The valuables within the treasure chest represent the insightful facts about the flora and fauna exhibits, as well as the knowledge gained after visiting the museum. There are many exhibits related to Singapore's natural history, making the content more relatable to Singaporeans.

visual / copy ideation

4 • Biodiversity is closer than you think.

Many grow up with the idea that because Singapore is so small, our impact on the Earth does not matter. However, this is an idea we need to dispel because the rapidly decreasing species affects all of us and we need to be more mindful of the plants and animals that live among us.

expanding on #4!

can use
- shocking statistics
- assektive tone

⑤ eh, you know anot?

⑥ listen to them. / 听它们讲。 /

dangar cakap mereka. / அவர் களைக் கவனி.

⑦ more than just kopi talk.

WHY SINGLISH?

To convey the theme of biodiversity being near us and important to our lives, I wanted to use Singlish as it is a more colloquial way of speaking, allowing the point to get through easier as more familiar language is used. In order to make the copy even more effective, all four main languages can be used to reach a larger number of people.

As for 'kopi talk', it's not an unfamiliar sight to see old uncles at the coffee shop talking to each other about their lives, and the topics can be mundane/biographical. However, the importance of biodiversity is something that everyone should take note of, which is why I wanted to draw comparison to familiar sights.

8. Through The Looking Glass

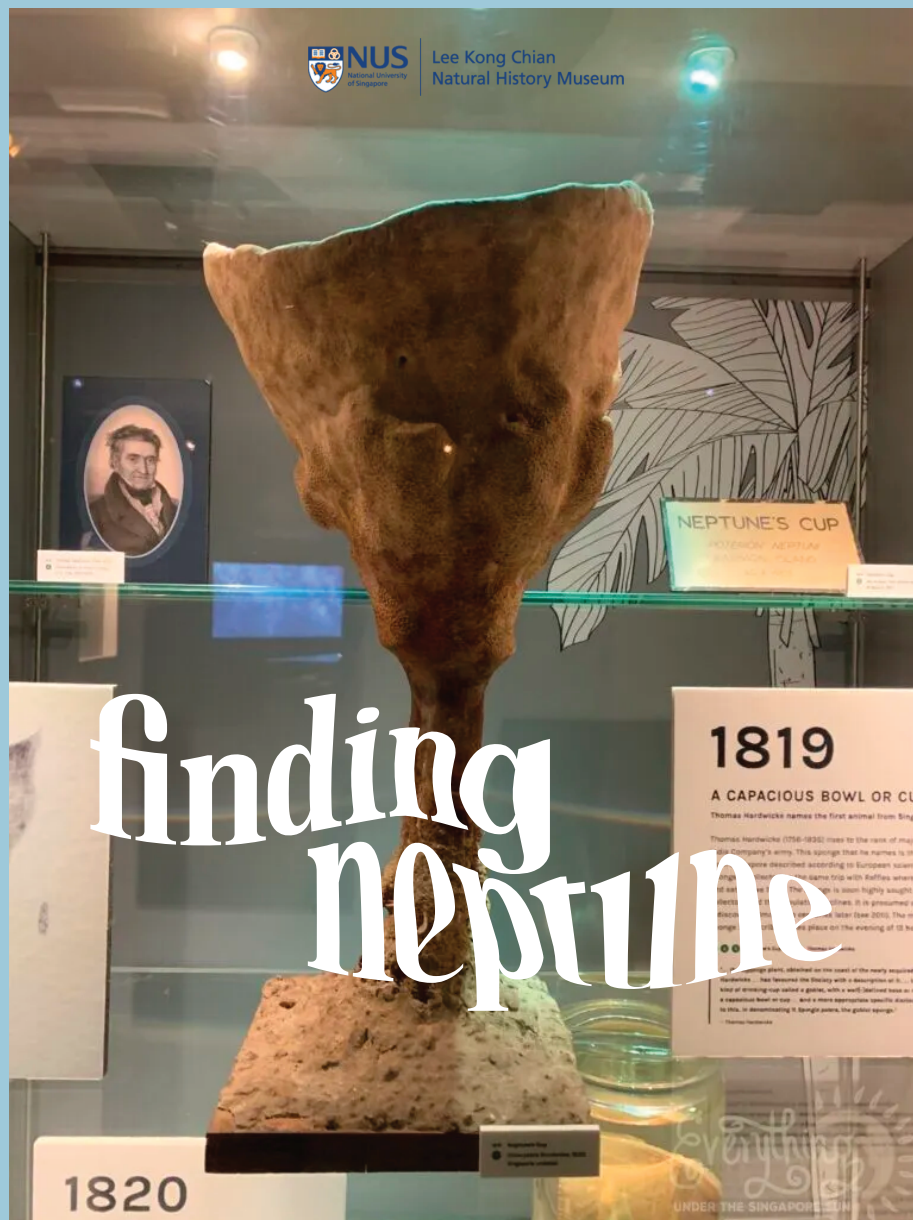
All dead specimens of different species in the museum are kept in glass cases. I wanted to have the tagline 'Through The Looking Glass' in order to represent how the museum spotlights these specimens and their every feature. The 'looking glass' represents the way visitors are able to view these specimens so clearly, but also to spotlight the issues faced by the environment and biodiversity.



^ exploration poster by me

9 • Finding Nemo, then...

Finding Nemo is a very popular movie that got people all over the world to care about a clownfish, and subsequently the effects of fishing and overfishing. However, it's important that this care goes beyond the love for movie plot, and into true care for the environment and biodiversity. By using Finding Nemo with the various species, it will trigger memories of the movie and invoke a sense of responsibility to protect biodiversity around us.



^ exploration poster by me

10 • See The Bigger Picture

When going to museums, many just admire the stature of the displays and exhibits without really internalising its purpose. For LKCNHM, being deemed 'Insta-worthy' and gaining a bit of traction from Singaporean TikTokers as a 'hang out spot', losing the true aim of visiting the museum may be more prominent than what we realise. Hence, I wanted to convey a sense of going beyond the aesthetics to see the meaning of the museum.



^ exploration poster by me

GROUP WORK!!

shoutout to Rachel, Adilah & Qistinga (though they won't see this)

OUR FIRST FEW DISCUSSIONS

Once we started group work, Rachel compiled all our previous slides into a new deck of slides for us to compare insights and solutions. In the end, we decided on using this as our final problem and insight to work on:

problem

People do not realise the importance of biodiversity.

insight

People do not realise the loss of biodiversity affects them in more ways than one.

hence, we started
brainstorming

CAMPAIGN OBJECTIVE —

We wanted EVERYONE to be able to see how much biodiversity affects humans, but decided to focus on youths and young families in order to reach young kids to millennial parents, as these are the people most prominently shaping our future.

We wanted to follow LKCNHM's goal to increase engagement with the public - not only as a "people's museum" but to educate and raise the level of environmental awareness.

our ideas

1. '3D' LED display



- '3D' moving images
- display all 15 collections from LKCNHM
- shock public, help them visualise the diversity of the collections.

we decided to combine it with the concept of **time** ⌚



EVOLUTION WITH TIME ⌚

- the display will showcase the animals through different time periods
- shows the changes that happen with the species & the environment

PROPOSED
≡ TONE OF
VOICE ≡

singlish (assertive)

- make it more familiar to viewers
- give it a Singaporean context to make people care more
- make people understand that their behaviour does impact the environment

2. lift advertisements



when waiting
for the lift
- lush forests
(shows past)



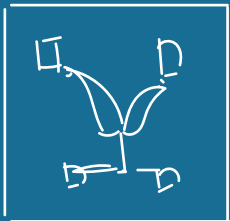
when lift
door opens
- barren forests
(shows present)

extension:



dynamic QR
code that
can be scanned
to see the
future/
pledge to
save biodiv.
for the future

there was an idea to
make the QR code
pixel art



← pixel art
QR code
of the
15 different
collections at
ZKCNHM



(other side
of lift doors)

3. glass box installation

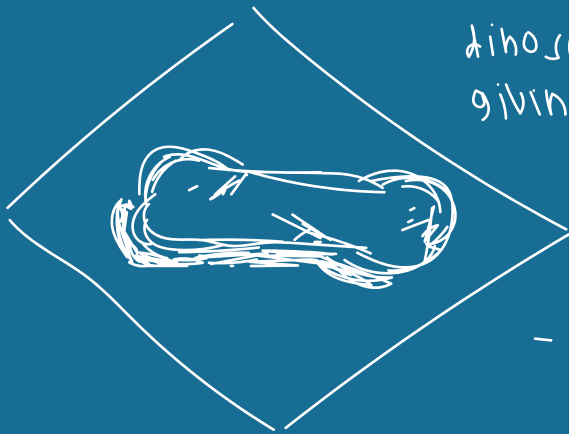
/ schools
/ malls



bringing exhibitions to the community

- gives 360° view of the species, similar to how exhibitions at KCNHM give visitors a clear view of every detail
- allow the public to view past flora & fauna, making people take more notice of biodiversity
- possible option: add flora to fauna exhibits to show the ecosystem & biodiversity

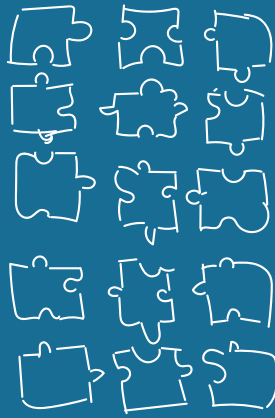
4. dinosaur bone exhibit



dinosaur bone placed in public, giving people the shock factor

- placed in the city / very eye-catching
- makes people more intrigued about natural history
- can involve press coverage

5. Jigsaw puzzle

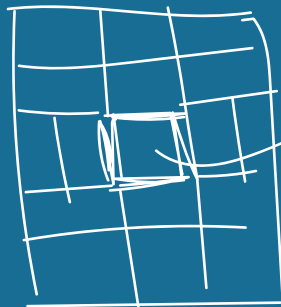


- each piece represents 1 collection in LKCNHM

- shows cohesion in biodiversity everything is connected

feedback from PJ

- involve the viewer as well,
how to relate it back to 'you'?



mirror

- the 15 collections are centred around the viewer

- when walking past, the viewer will see themselves in the mirror surrounded by the 15 collections

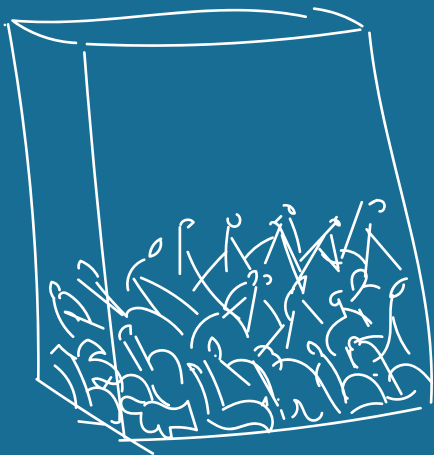
6. looking at LKCNHM from a child's pov



- more of a video idea to invoke a sense of wonder

- start inculcating a sense of responsibility towards biodiversity from a young age

7. Dinosaur game @ public areas



Guess the number of dinosaurs to win free tickets to LKCNHM

↑ box with dinosaur figurines

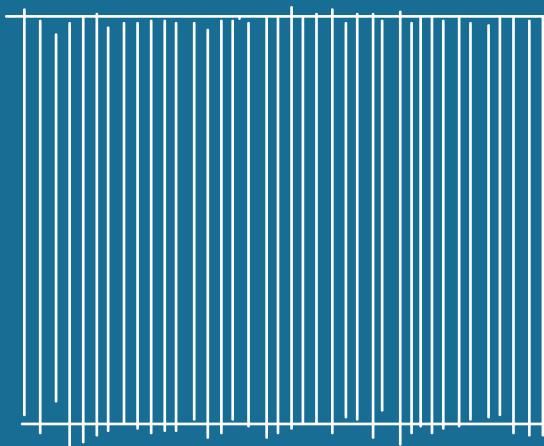
8. treasure hunt games



- using Qistina's & my interim idea combined: both involve AR

- treasure hunt involving exhibitions
- LKCNHM already has an AR app, but its use is limited due to the restriction of certain exhibits
- bring back immersive experiences that can be paired w community exhibits/installations; can also better utilise pre-existing app

9. lenticular posters



before & after

- to show the past & present within the same poster
- visual illusion that happens very quickly
- signifies the rapid change in environment

CAMPAIGN
- NAME -
& theme

forget me not

- play on flower name, brings out the message of being conscious of biodiversity
- aims to highlight the role of biodiversity: forget me not

feedback from PJ:

- quite uninspiring, should try to really bring out the idea of time.

'preserving time'

- better relates to our concept of time, how time seems to be frozen in LKCNHM
- has a double meaning:
 - 1: preserving aged specimens from the past
 - 2: it's preserving time! (time to do your part to preserve biodiversity)
 ↓ activity

our campaign theme: time capsule

- heavily inspired by the glass exhibits in LKCNHM, making specimens look frozen in time
- the past is shown when a time capsule is opened, giving people an idea of the past → LKCNHM is about natural history; gives singaporeans a better idea of nature's past.
- nature in the past has a lot to show the future (aka us in the present), but how much do we have to show the future?

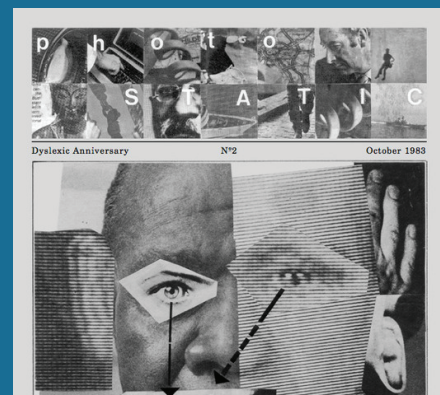
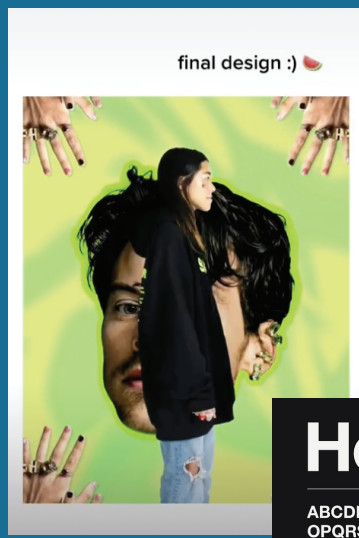
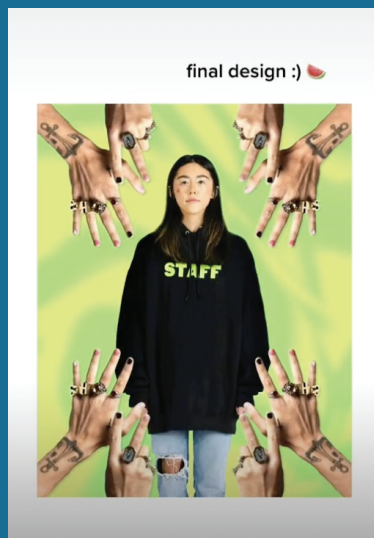


tone of voice ••DID YOU KNOW?••

- friendly & informative
- providing a fun fact to link back to biodiversity

☆ my ideas
 ☆ upon finalising
 the group's
 concept! ☆

I was in charge of the social media work, which I wanted to give a more pop, trendy style to. I didn't want to make the posts look minimalistic because I wanted the posts to represent the lush forests that we still kind of have, and the diversity of biodiversity within our atmosphere.



^ my personal moodboard!

here's my social media development process!



the number of artboards made my ai very laggy :/



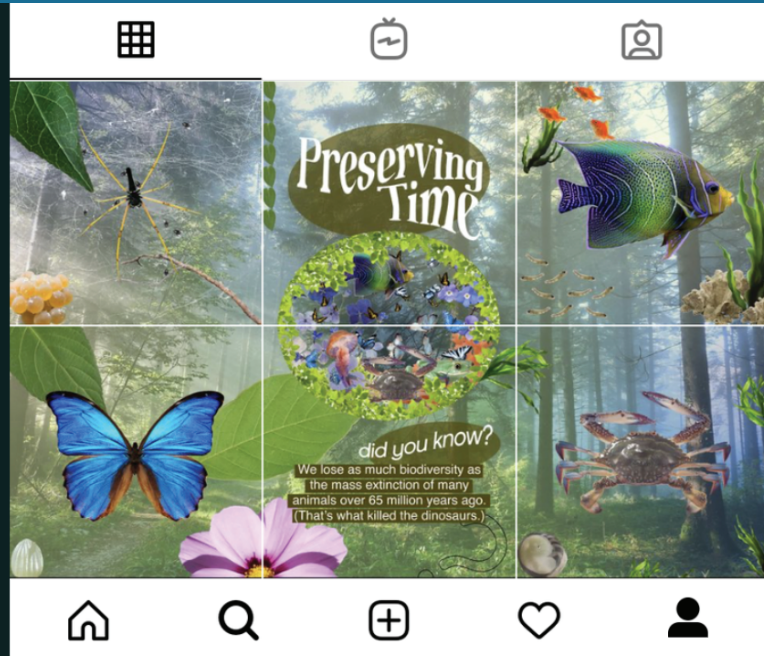
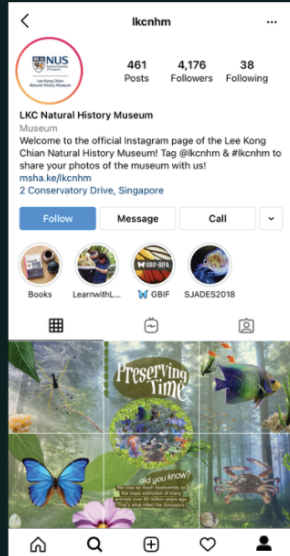
feedback:

visually nice, but a bit hard to see relation.

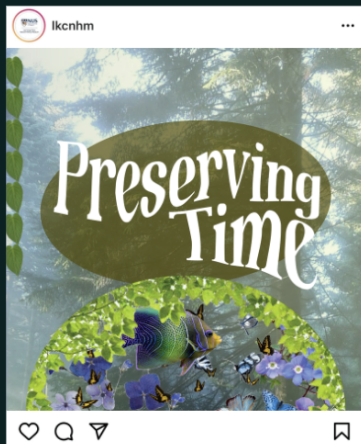
body text needs to stand out more.

try to incorporate glass box

Social Media Posts



Social Media Posts



final

The extended meaning of 'Preserving Time':

- LKCNHM preserves animal species, which shows various species that either are extinct, endangered or still alive.
- Can also be a call to action: '(It's) Preserving Time' to spur Singaporeans into caring about biodiversity.
- Each post is accompanied with individual facts about the species relating to biodiversity.

Caption:

PRESERVING TIME 🌿

Did you know? Biodiversity affects us more than we think. 🌿 Can you imagine a world without the trees 🌳, fishes 🐟, butterflies 🦋 and flowers 🌸? These shocking numbers are definitely something for us to take notice of, and it takes all of us to preserve the forests and animals around us to take care of the biodiversity in the world.



over the course of this module...

I've learnt so many things from PJ and my groupmates. There's so many insights I got from their creativity, and I really appreciate the teamwork we had through this project. Everyone was always so willing to offer feedback and ideas, and jump in to lend a helping hand. I really felt very in awe of their creativity and never-say-die spirit, even when the going got tough. They were always very nice to me, but were able to provide constructive feedback which I was able to learn from. I also appreciated the fun activities we did at the start of every Integrated Campaign lesson, and I think that this really helped me to enjoy the lessons and internalise the content better - thank you PJ!!!!

As for my work, I think that I definitely have a lot to improve on, and I'd like to expand on this more during the holidays maybe (?) or at least think about it more. I'd like to try to think of how to better incorporate each idea into the campaign and create a cohesive campaign where everything is effective and can correlate. For social media specifically, I'd like to branch out into the AR filters PJ was talking about that I did not have the chance to fully do for this project.

Overall, Integrated Campaign was really very insightful and my brain is expanding. I just hope to be able to apply everything I've learnt effectively.

