



Ministry of Communications
and Information



SOCIAL INTEGRATION CAMPAIGN

submission by

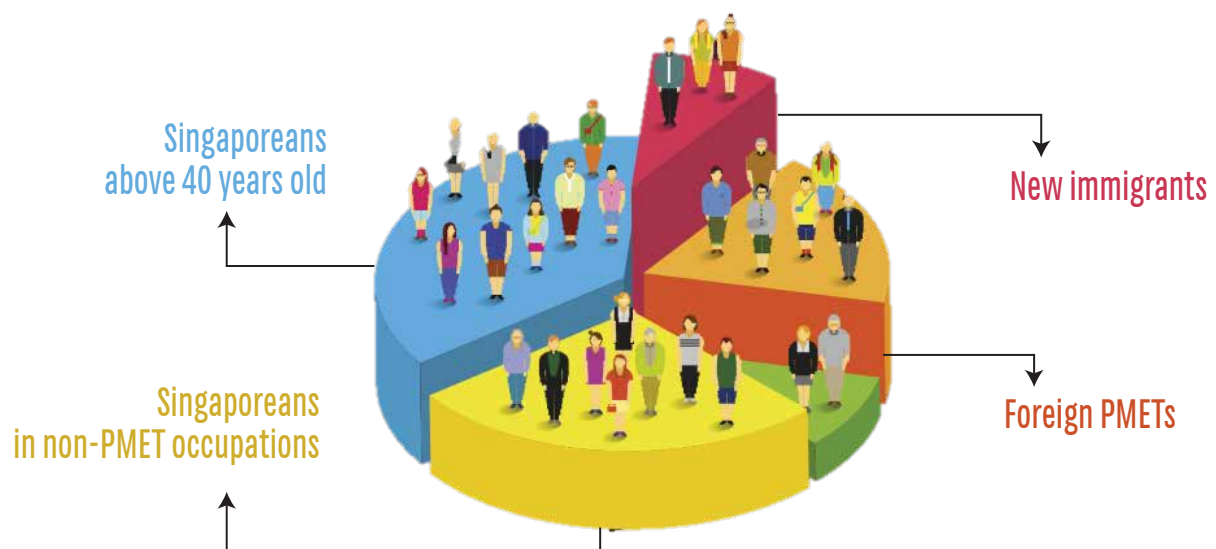
gosh!

brief recap

- To **increase positive attitudes and sentiments toward foreigners by locals, and vice versa** and
- To **highlight how being an open society** (welcoming companies from abroad, and welcoming people who are keen to make Singapore their home) has benefitted Singaporeans at the personal level
 - **New job and career opportunities**
 - **Learning opportunities & skills transfer**
 - **Enriched working environment (with more workplace diversity)**

target audience

Singaporeans and foreigners living in Singapore, with a closer focus on:



listening to our target

To better understand the issues, the agency conducted a street survey along with an online survey for both the defined local and foreign targets. Using the following methodology:

LOCAL

We wanted to understand the social integration barriers with regard to

- JOBS/WORKPLACES
- NEIGHBOURHOOD
- SINGAPORE/NATIONAL ECONOMY

FOREIGN

Similarly, we wanted to go beyond the hearsay and take it direct from their mouths

- WORKPLACE
- SOCIAL CIRCLES
- CULTURE
- NEIGHBOURHOOD

From the findings, we would then be able to do three things

1. GAIN USEFUL INSIGHTS

Gain the right insights for communication that can effectively engage the target in issues that they can relate to, and craft the messaging for the desired mindset change

2. FRAME MESSAGES EFFECTIVELY

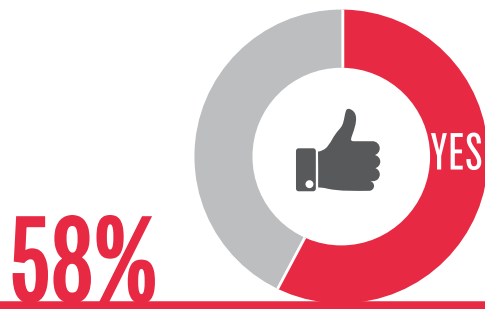
Identify the right setting for framing the messages, be it workplace, social, culture, neighbourhood, national level

3. CHOOSE THE RIGHT TOUCHPOINTS

Skew the messaging to effectively drive the point home at the right touchpoints and the right media

survey results – local target audience

JOB



of the Singaporean target surveyed,
believe that with falling birth rates,
Singapore needs skilled foreigners



52%

of Singaporeans surveyed are
worried about their future

While **63%** believe that skilled foreigners **can help improve** Singapore's economy,
only **49%** do believe that the **contribution of foreigners can provide more jobs for locals**

JOB - FINDINGS

Majority of **non-PMETs** surveyed did not say that they lost their jobs to foreigners directly

The job competition between locals and foreign talents seems to be at the PMET level

Based on the findings under JOB, one of the key aspects we need to deliver in this campaign is **diversity means opportunities for all**

Based on our survey of a random sample of 200 Singaporean locals aged 40 and above and Singaporean non-PMETs.



neighbourhood & social circles

50% of foreign PMETs surveyed do not know their Singapore neighbours

35% of them do not have any Singaporean friends in their social circles

30% of them have **never** invited any Singaporean to their home for festive celebration or been invited vice versa

15% do not believe it is important to have a mix of locals in their work team

15% mix only with people of the own nationalities



For those with kids here, **1 out of 4** respondents admitted that their kids do not mix with Singapore kids

35% of them **are not even aware** that there are low income families in Singapore

heartland living

- A town council in the East at length on social integration problems at the HDB heartlands
- From records, there are multiple complaints from certain blocks where there is a concentration of a certain nationality
- **Two things stood out:**
 1. Families with young children huddle together at playgrounds and create excessive noise to be continued in the homes of one of them; defiant even after police reports. Such kids do not play with local kids in the playground too.
 2. Foreign PRs who rent out their flat to well over 10 tenants, often work permit holders – come home late, shower, cook into the night – with excessive noise

Based on our survey of a random sample of 100 foreign PMETs living and working in Singapore.



framing the communication

LOCAL TARGET:



Jobs/General acceptance
of foreign PMETs

FOREIGN TARGET:



Neighbourhood/Social Circles

- To integrate the two key target audiences, we would develop one single, united platform
- Diversity is the overarching message
- But we need to help both targets have a relook at diversity
- On both sides, some of our target audience cannot embrace diversity, as shown in our survey
- They may see the negativity for themselves, coming from diversity

Hence, we need to articulate a simple,
straightforward and believable outcome of diversity

DIVERSITY = OPPORTUNITIES

- Opportunities can mean many things to different people
- Opportunities to learn something new
- Beyond a job skill, learning could be in the form of new ideas, new cultures, new food, new friends, new experiences, anything new and positive
- Opportunities is definitely something positive in the offing



Most importantly, as our desired outcome is economic benefits for everyone, especially for Singaporeans, this would also mean

Opportunities for **more jobs** • Opportunities for a **better future** • Opportunities for **all**

DIVERSITY = OPPORTUNITIES

From the positioning comes the tagline:

DIVERSITY ADDS UP TO OPPORTUNITIES

(is the sum of everyone and for everyone in SG)



creative campaign: think again

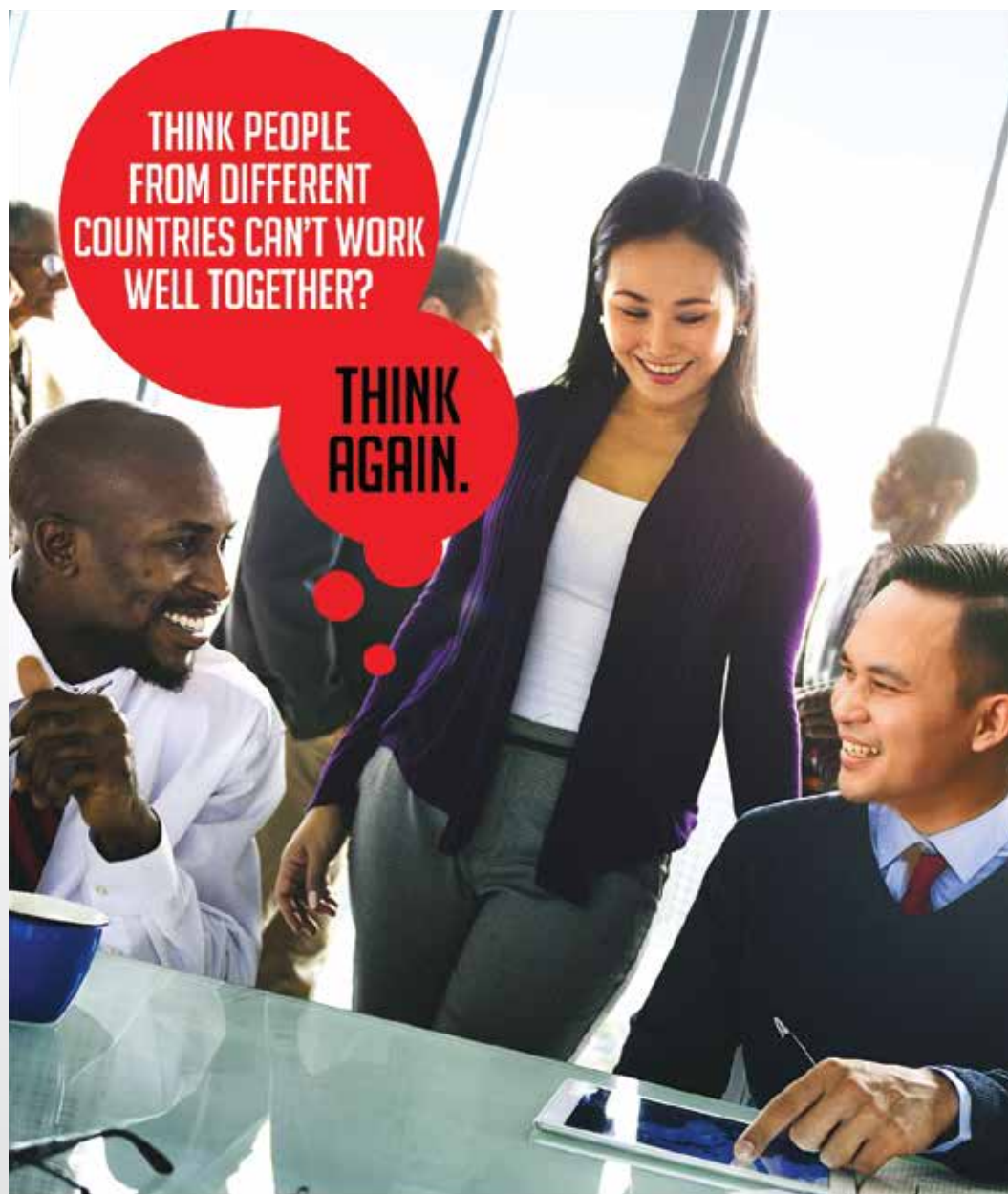
INSIGHTS:

Singaporeans have many social and economic concerns about foreigners that could be at times distorted, magnified and blown out of proportion

Similarly, the flip side is true – foreigners are often biased against local attitudes at work, in their neighbourhoods and in public areas

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key visuals/print ads

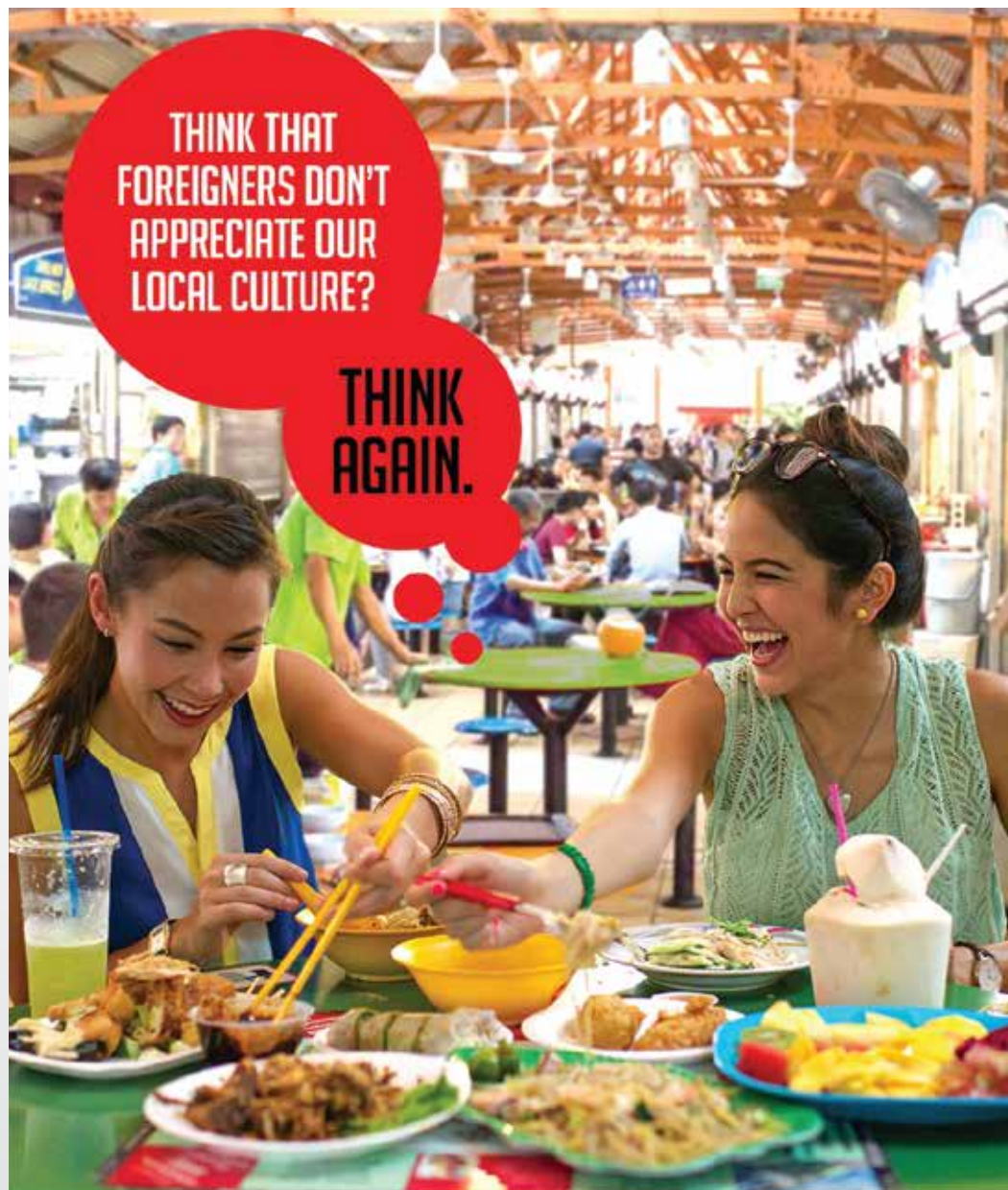


Studies show that businesses with cultural diversity are more innovative, more creative, more productive and more profitable. Diversity benefits us all, as individuals, as businesses and as a nation. So let's embrace our differences, thrive together, and celebrate our achievements together.

DIVERSITY ADDS UP TO OPPORTUNITIES!



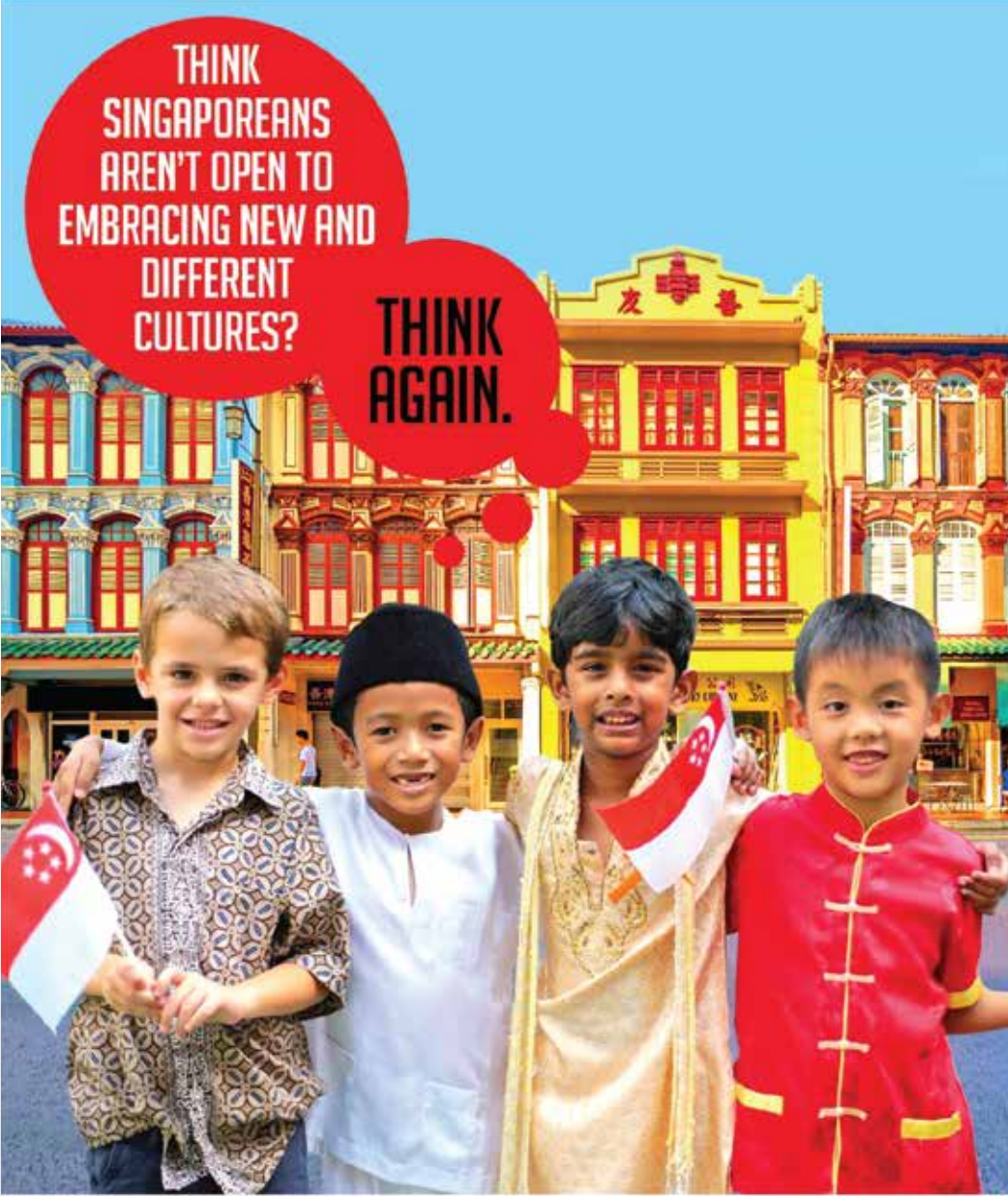
key visuals/print ads



People from all over the world are fans of Singapore, our food, our people and even our one-of-a-kind Singlish. Don't hesitate to share your favourite local experiences with your foreign friends, neighbours and colleagues!

DIVERSITY ADDS UP TO OPPORTUNITIES!

key visuals/print ads




THINK
SINGAPOREANS
AREN'T OPEN TO
EMBRACING NEW AND
DIFFERENT
CULTURES?

THINK
AGAIN.

Singapore is a vibrant and inclusive multiracial society,
with people of many different races, languages and nationalities.
Come and get to know us, and let us get to know you too!

DIVERSITY ADDS UP TO OPPORTUNITIES!


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video 1 storyboard

MCI “THINK AGAIN” VIDEO 30's



Supermarket. A big sign shows that oranges are on sale.



SG Auntie: *(thinking aloud)* Wah, got lobang! 2 big bags of oranges for only \$1!



She heads happily for the oranges.

SG Auntie: Phew, so lucky! Last two bags left!



A gaggle of China Aunties cut in front of her, chatting loudly.

SG Auntie: *(looks over, annoyed)* Aiyo, these foreigners. So noisy all the time! Don't know how to behave themselves



SG Auntie: Err... Ya...

China Auntie: 哎哟 (Aiyo), sorry, sorry! I too excited already.

She passes the oranges back to SG Auntie.



SG Auntie reaches for the last two bags of oranges, but one China Auntie grabs them up first.

China Auntie: 哇，超划算的！ / "Wow so cheap!"

SG Auntie: *(dismayed)* Aiyo...



VO: Think that foreigners are disruptive to the local way of life?



SG Auntie shakes head, sighing.

China Auntie: Oh, you want these?



VO: THINK AGAIN.



SG Auntie pauses to think for a moment.

SG Auntie: Never mind, we can share!

SG Auntie passes 1 of the 2 bags to China Auntie. Both smiling widely, they make their way to the cashier together.

**DIVERSITY ADDS UP
TO OPPORTUNITIES!**



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VO: Graciousness works both ways.
We'll all benefit when we get along.

video 2 storyboard

MCI “THINK AGAIN” VIDEO 30's



Coach: 7 minutes – not bad!



Ling is out of breath. She stops running and walks over to Coach.

Coach: Hey, why are you stopping?

Ling: (Panting) I'm tired. I want to rest!



As she takes a break, they watch the other runners zoom around the track. Three foreigners in particular are running ahead of the others.



Ling looks over at Coach, worried.

Ling: These other students are so fast. What if they win all the medals? Then I won't get anything!



VO: Think that competition is a bad thing?



Coach: Nonsense! Look at how hard they're training. If you want to be the fastest, you have to train the hardest too!



Ling's expression changes to one full of determination. She nods at Coach resolutely and runs back to the track.



VO: THINK AGAIN.



At the official race, Ling finishes the run and wins a medal. She holds it up with pride and the other runners congratulate her.



Coach: Congrats! Great job Ling! 5 minutes, 45 seconds – that's your best time ever!



VO: Healthy competition can be a good thing. It can help us push our limits and achieve great things!

**DIVERSITY ADDS UP
TO OPPORTUNITIES!**



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adaptations



for MRT platform screen doors



for taxi-seat ad



for HDB lift wraps in heartland areas

animated web banners



TARGETED AT: LOCALS



TARGETED AT: LOCALS



TARGETED AT: LOCALS/FOREIGNERS
