

Submission For PUB Splash Lab Competition:

Category: Public Campaign

Problem Statement: Dry Spell

Team Name: Our Water Conversation

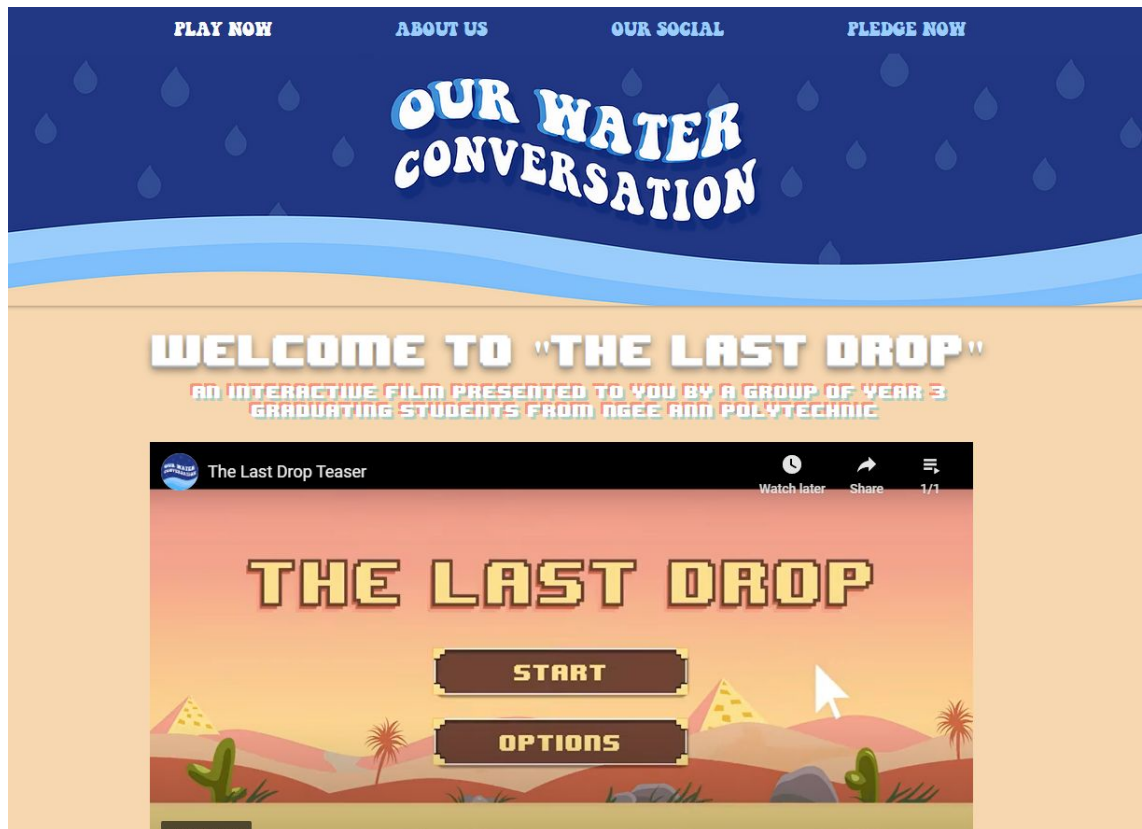
Members: Michelle Low, Isabelle Hong, Natasha Lee, Ivy Thom, Muhamad Syazriel

Institution: Diploma in Business Studies, School of Business & Accountancy, Ngee Ann Polytechnic

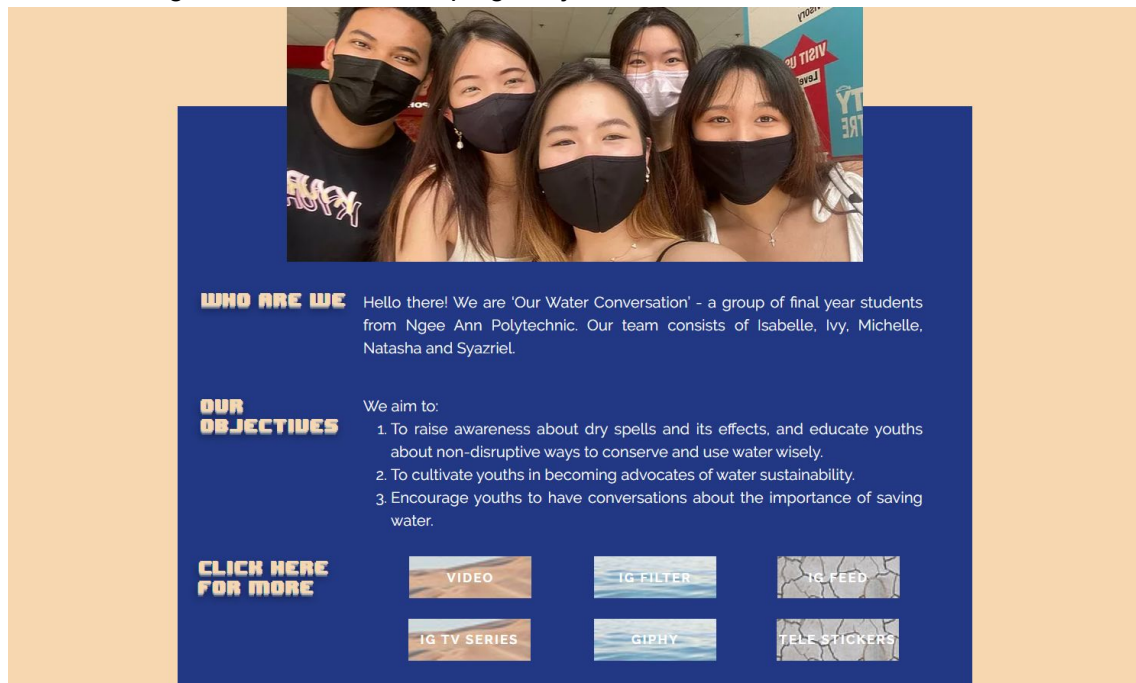
01 Set of campaign assets

a) Website: <http://ourwaterconversation.wixsite.com/home>

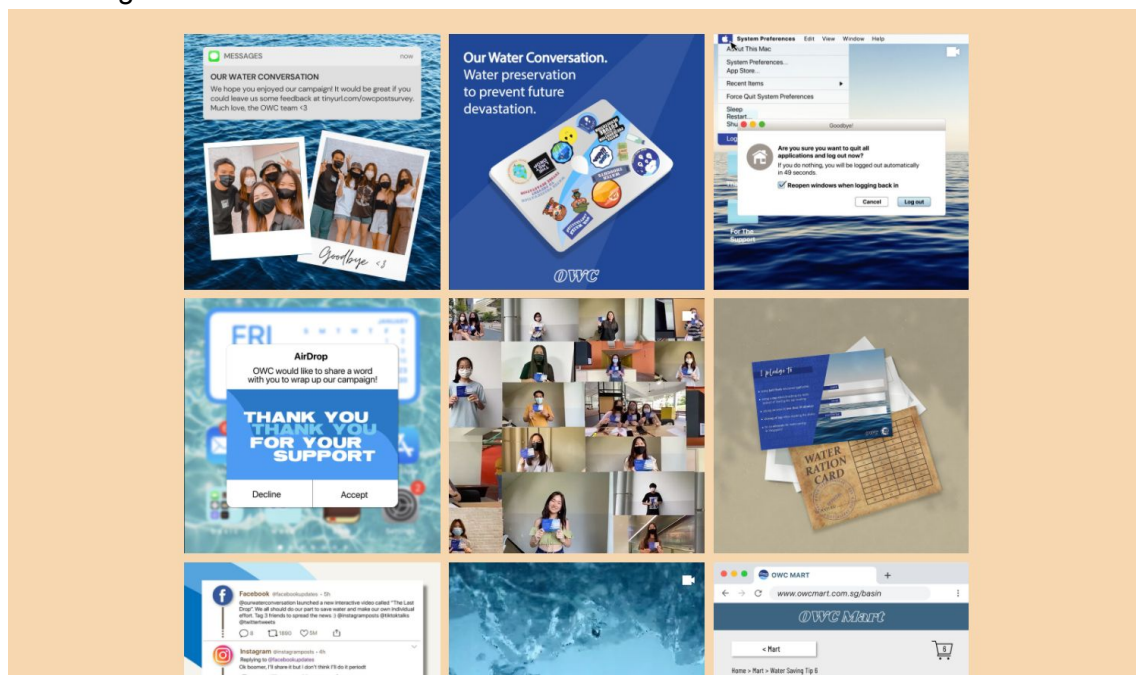
A platform to host all campaign content (i.e. social page/blog/website/app), mainly for our interactive video. This enables viewers to have the best viewing experience while they hop on their interactive adventure with OWC.



About Us Page - Includes our campaign objectives and links to our other contents.



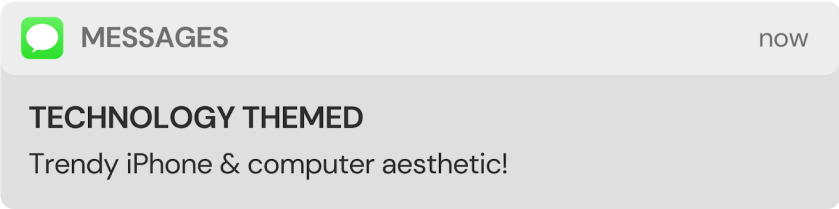
Our Social Page - Showcases all our infographics and social media contents that was posted on our Instagram.



b) Instagram: <https://instagram.com/ourwaterconversation>

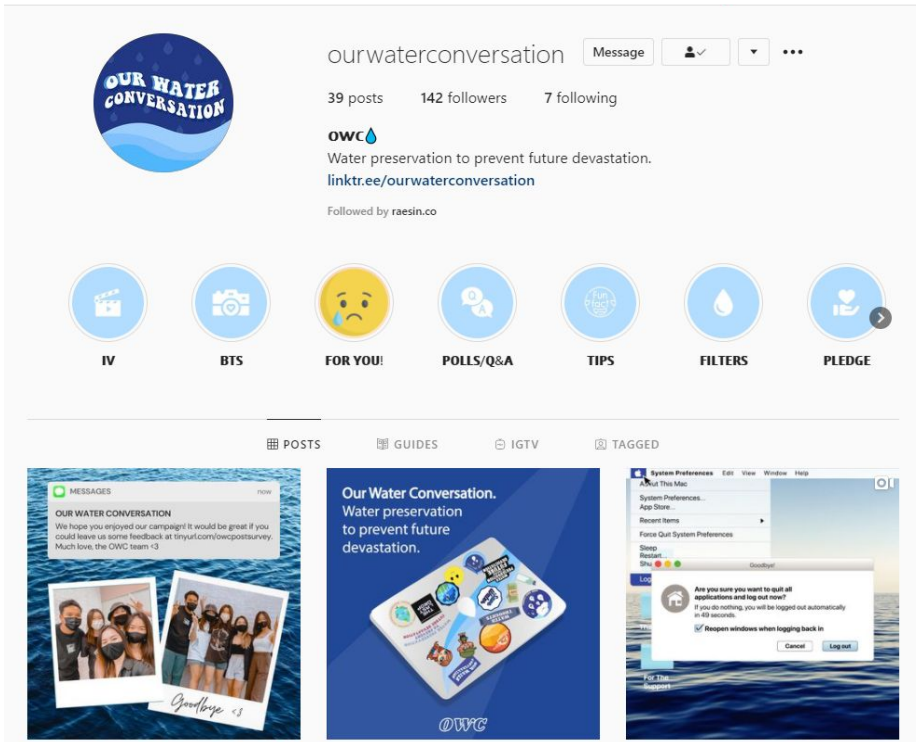
General Instagram Feed: Technology Themed - Incorporating the iPhone and Computer aesthetic which is popular and trendy among youths.

- Eg.



General Insights of our Instagram Account (As of 27 December to 27 January)

Peak Followers	150
Total Number of Posts	39
Average Likes	30-45 per post
Total Accounts Reached	3739
Content Interactions	1759



c) 5 Static Posts (Please refer to Instagram for full list of assets)

1. Social Post 1 (Content on Dry Spells)

- Introduction to Dry Spells
- Occurrences of Dry Spells
- Consequences of Dry Spells

Our first series of postings contain bite size educational information about everything that youths have to know about dry spells for easy digestion. Our content flows from 'Introduction to Dry Spells', 'Occurrences of Dry Spells' to 'Consequences of Dry Spells'.



2. Social Post 2 (Content on Water Awareness)

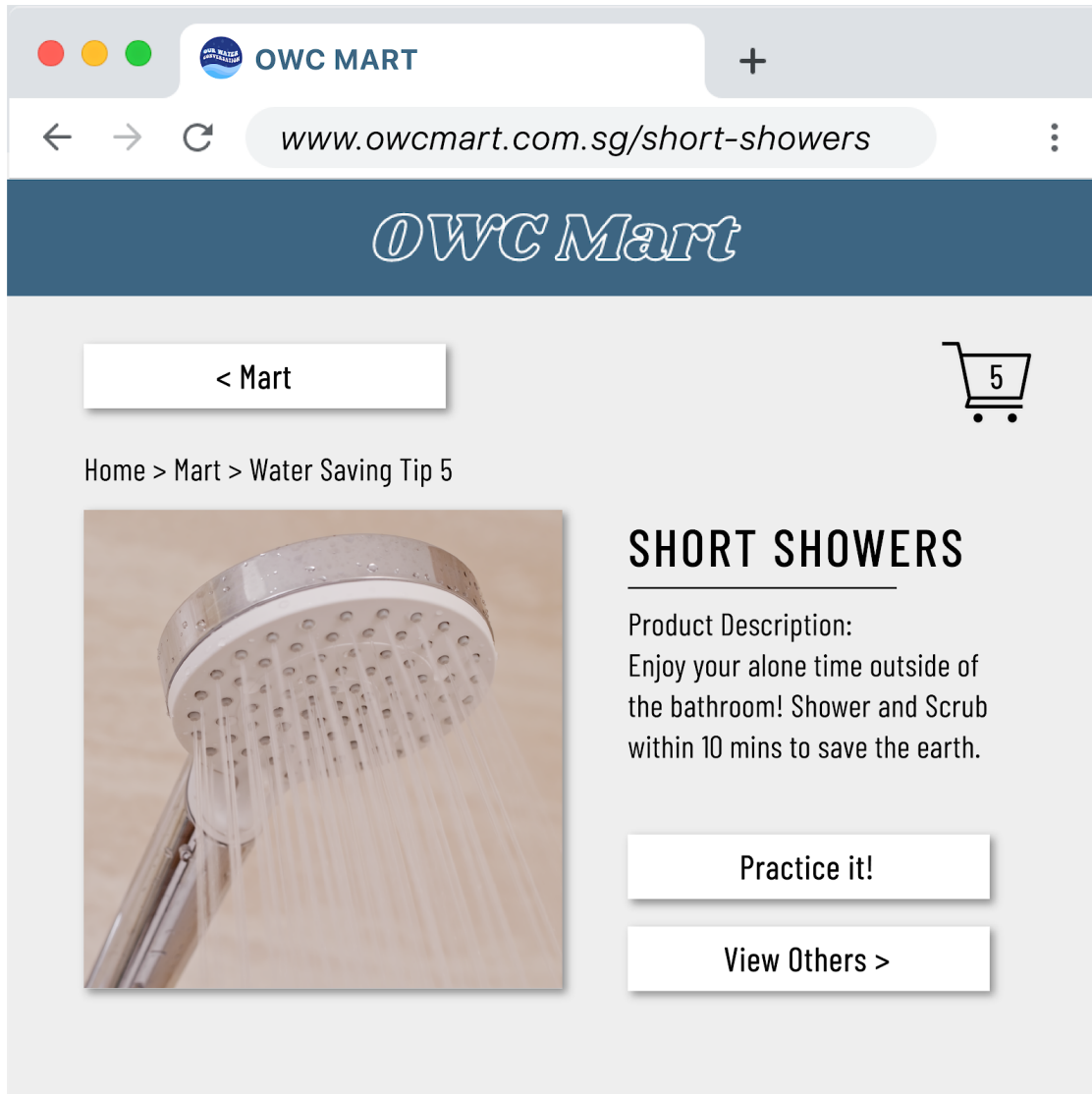
- Introduction to Singapore's 4 National Taps
- Linkage between Dry Spells and Our National Taps
- Consequences of Water Wastage

The main aim of our second series of postings is to educate youths about how their actions closely affect Singapore's water supply, and gives rise to climate change. Our content flows from 'Introduction to Singapore's 4 national taps', 'Linkage between Dry Spells and Our National Taps' to 'Consequences of Water Wastage'.



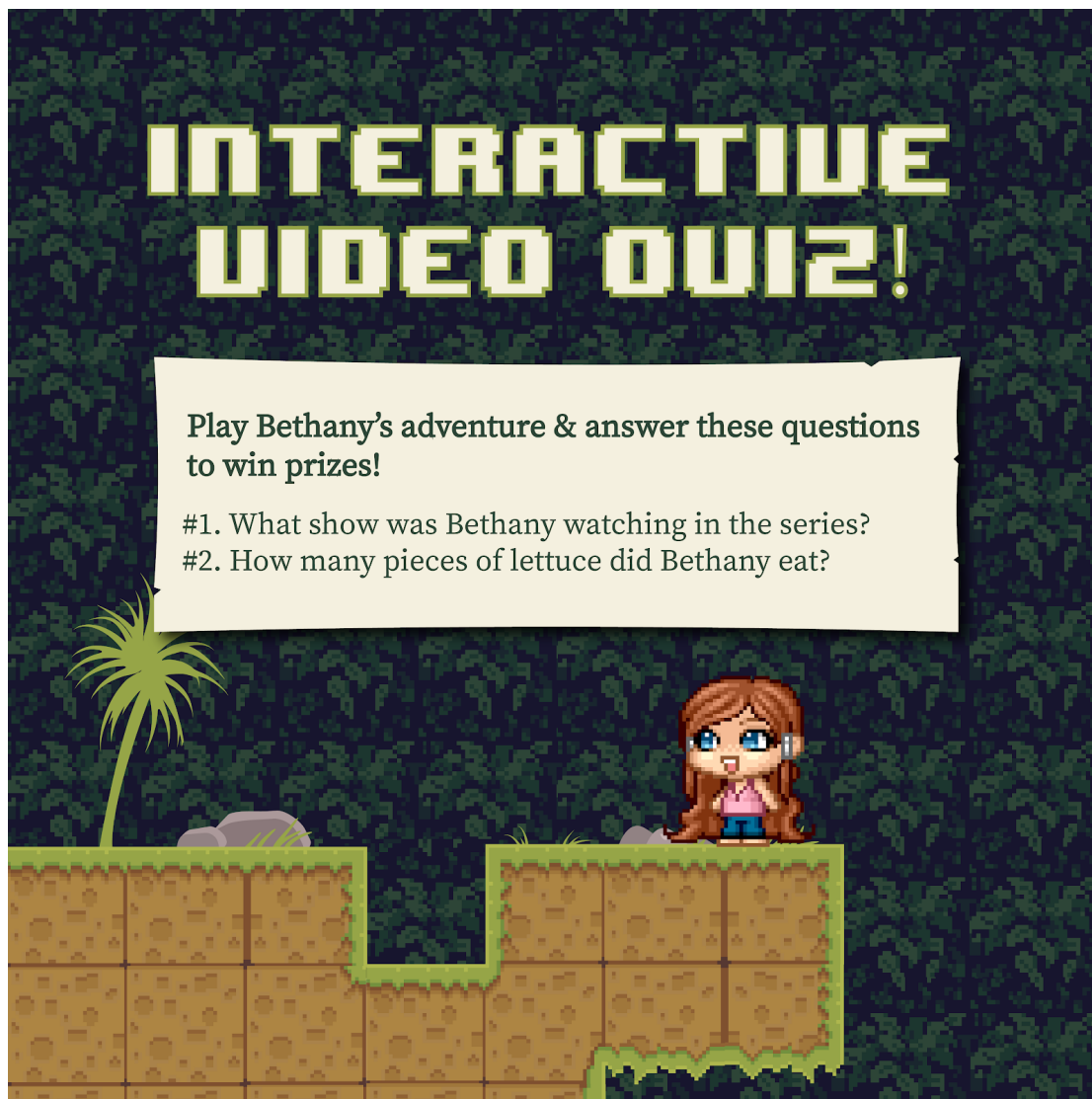
3. Social Post 3 (6 Water Saving Tips)

In our third series of postings, we shared 6 easy water saving tips that can be easily incorporated into the youths' daily lives. The 6 water saving tips include: Using recycled water to water plants, Using a cup while brushing teeth, Using half-flush, Filling up washing machines' to full-load, Taking shorter showers and Using a basin when washing vegetables.



4. Social Post 4 (Giveaway Quiz)

We then launch a giveaway to encourage our followers to watch our interactive video and engage with us in the comments. This is to increase views of our interactive video as well as our engagement level. It consists of 2 Quizzes (1 for each character) and 2 lucky winners would receive a \$10 Starbucks Gift Card. Youths will have to find the answers to the quiz by watching our interactive video.



5. Social Post 5 (Engagement Post)

We personify social media platforms as people with different water-saving habits, with the different platforms in the post commenting on our interactive video, as well as their thoughts on water-saving. This is to drive engagement on the post by encouraging our followers to reply who they relate to best in the comments below. At the same time, it is a way to promote our interactive video.



c) Interactive Campaign Video:

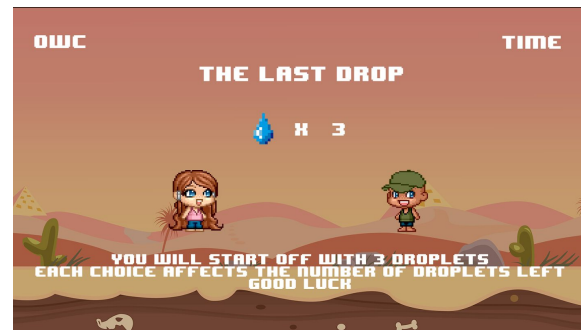
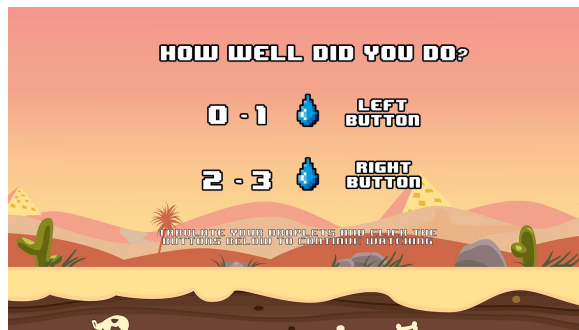
Introduction to our Interactive Video

'The Last Drop' is an interactive video created by OWC, where viewers embark on an interactive journey, with choices to be made every step of the way. Through this video, OWC wishes to instil the mindset that every decision - *every drop* - is essential and would ultimately lead to the ending the viewer deserves. We aim to encourage youths to save water by showcasing the detrimental consequences & benefits of wasting and saving water. With this, we also share non-disruptive water saving tips that can be easily adopted based on their daily routines and hobbies.

Our interactive video consists of a total of 16 videos (8 for each character), where every decision made by the viewer will lead them to a respective video which is a result of that very decision. Participants would start off with 3 water droplets, where they will be met with decisions along the way that would either result in losing or saving a water droplet.

Score Tabulation Board & Ending

Towards the end of the video, they would have to tabulate their scores. According to the scoreboard, they would click on the button that leads them to the ending their character receives based on their score.



We have 2 endings - a positive and negative one. If they have 2-3 water droplets left, the positive ending will play, depicting a stress-free and peaceful outcome. In this ending, the viewer does not have to worry about facing water scarcity but instead learns about the impact of water wastage and the importance of cherishing water.

Contrastingly, if they are left with 0-1 water droplets, the negative ending would play, showing the harsh reality and consequences of not cherishing and saving water, resulting in the need to water ration, which is used to instil fear in viewers.



Introduction to main characters

The 2 main characters of 'The Last Drop' are Bethany & Shafiq. As not everyone would relate to 1 main character, with youths being in different stages of life & of differing gender, we have come up with 2 characters to allow viewers to choose the one they better relate to.



BETHANY

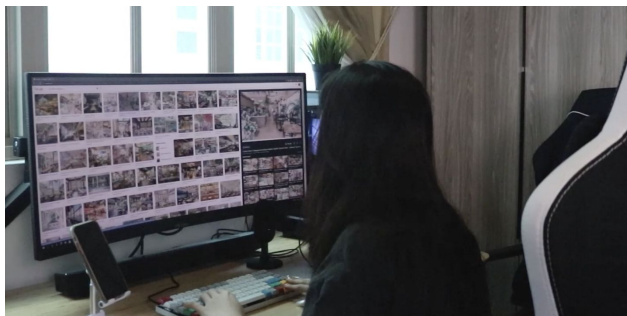
- **STUDENT**
- **INSTAGRAMMER**
- **YOGA ENTHUSIAST**
- **HEALTHY LIVING**
- **WORK OUT LOVER**
- **NARCISSISTIC**



SHAFIQ

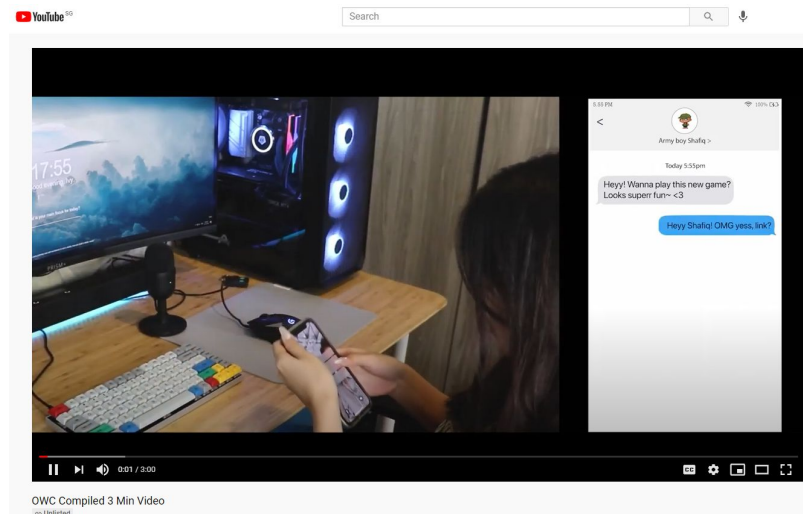
- **PLANT LOVER**
- **ARMY BOY**
- **GAMER**
- **MUMMY'S BOY**
- **LAI D BACK AND CHILL**
- **COUCH POTATO**

For the decisions in our interactive video, we made use of the results in our google survey as well as decisions often made in our daily routines, giving both characters 3 water-saving decisions each. We will also be using both the first and third POV concept, with first POV for a more personal touch and third POV for better understanding of the situation.



Compiled 3-min video - key highlights of Bethany, whom is the most viewed character for “The Last Drop”

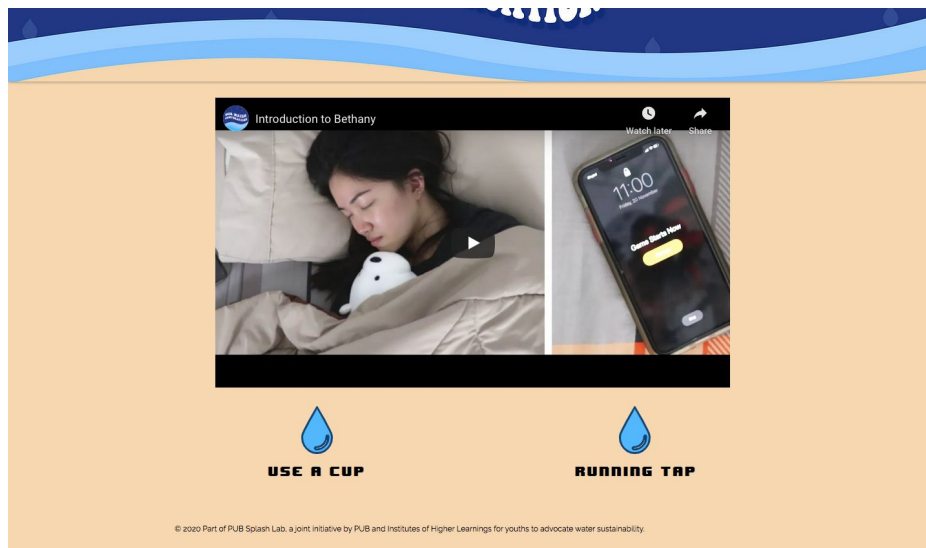
Link to our 3-Min Compiled Video: <https://www.youtube.com/watch?v=Xf4knpSvuUo>



Interactive Video (Website) - Kindly view this video on your desktop for the best viewing experience

To play our interactive video and make your own choices, please head to our website

Link to Play our Interactive video: <https://ourwaterconversation.wixsite.com/home>

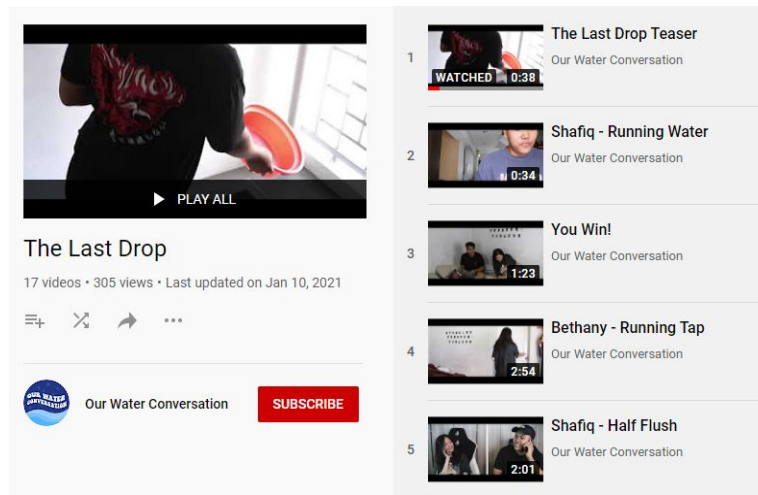


YouTube Playlist (Interactive Video) - View this for the specific views:

To tackle the challenge of tabulating the views. Due to the embedding of youtube, the number of times our video was played in our website was not recorded in our youtube, thus we analysed both youtube and website view.

Link to our youtube playlist for "The Last Drop":

https://www.youtube.com/playlist?list=PLbL3GclpOGx_1q0BWPXGLxLVnCEGiP3sh

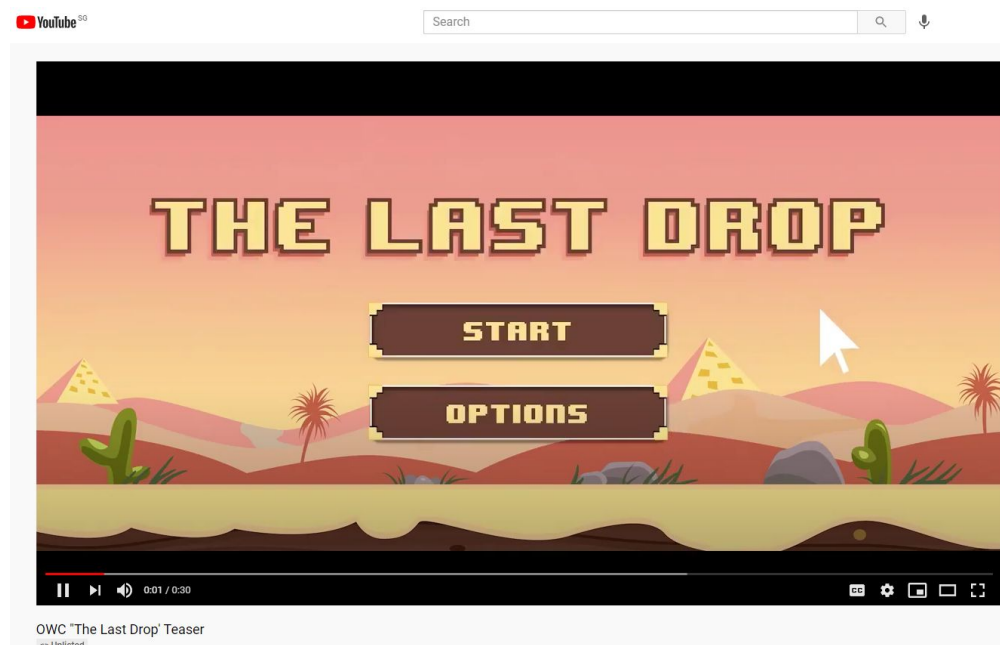


d) 30-Sec Teaser Video

Link to our 30 Sec Teaser:

Instagram: <https://www.instagram.com/p/CJlCKd6HVJ5>

Youtube: https://www.youtube.com/watch?v=L_H-hANxb-0



e) Promotional poster

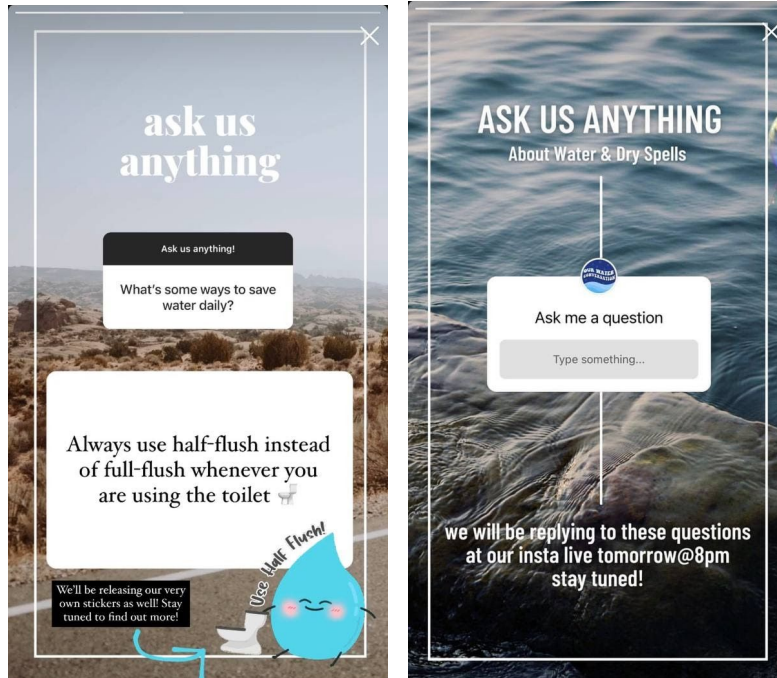


f) Additional Assets

Instagram Stories

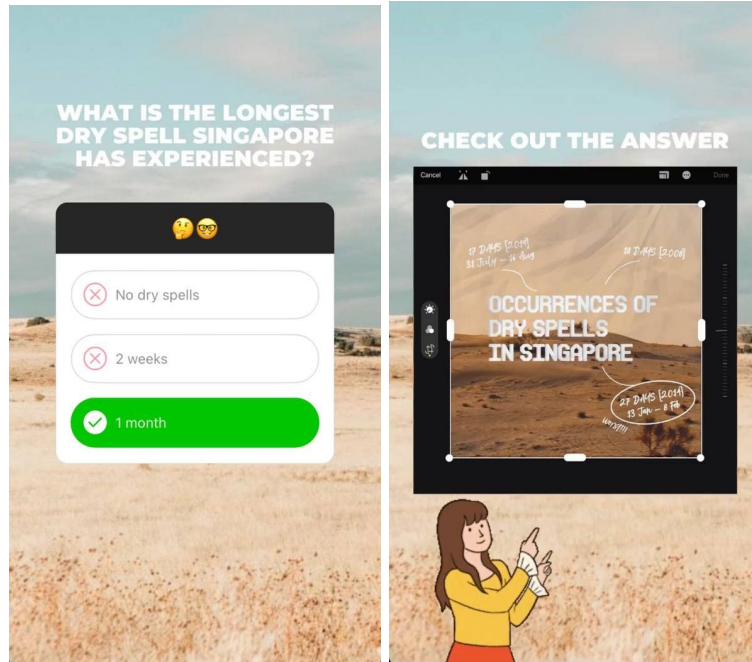
1. Q&A

The aim of this series of posts is to encourage our audience to actively participate in our campaign and their learning process by asking questions that we would research and answer to. This is also to increase 2 way interaction between OWC and our audience and facilitate a deeper learning process.



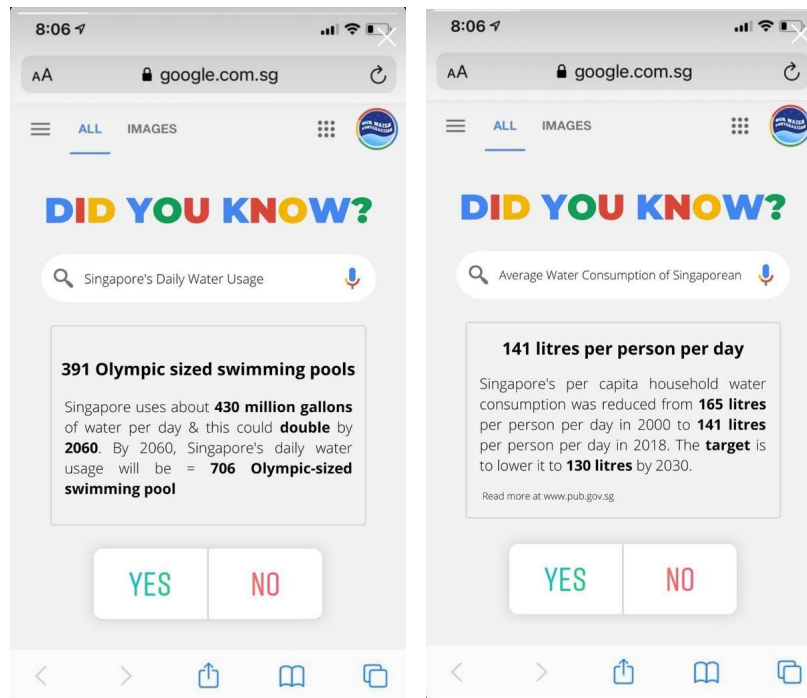
2. Test Your Knowledge Polls

The aim of these stories is to reach out to audiences who may prefer viewing short stories rather than postings. It also helps us to increase audience engagement while educating them. Furthermore, after every question answered, we would lead them to our main post so that they can learn more about the answers to the quiz.



3. 'Did You Know' Polls

The aim of these polls are to provide additional interesting bite-sized educational information and increase audience engagement while educating them.



4. Additional Insights

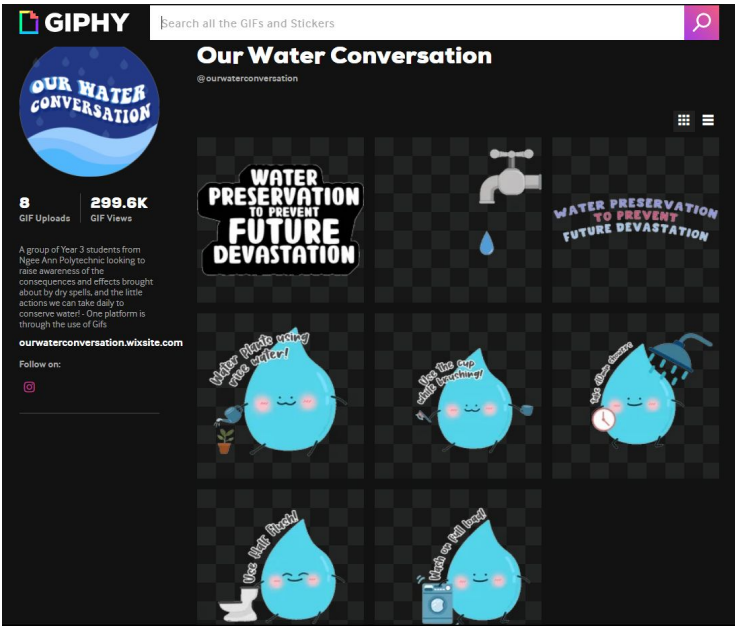
The aim of these are to provide additional insights to our existing postings. For example, we have come out with a series of stories to showcase the amount of water youths can save from each water saving tip.



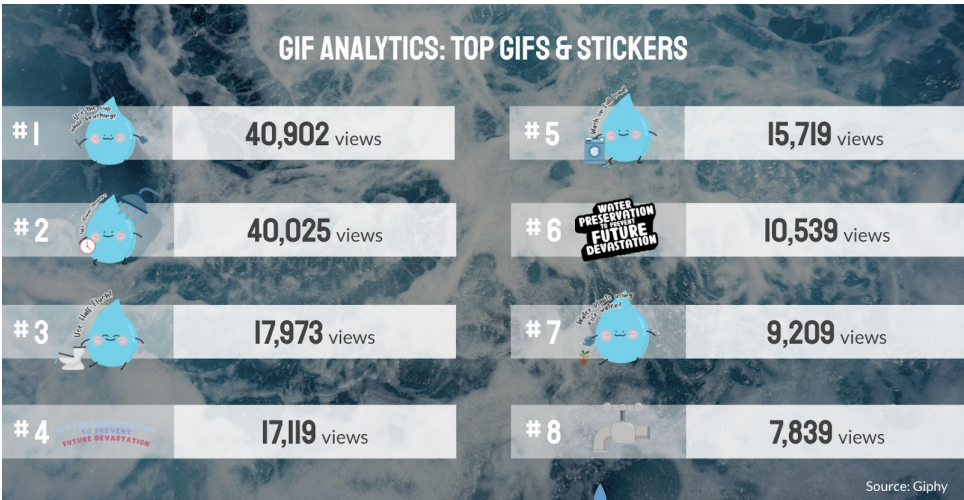
Digital Creations

1. GIFs (Approved as an Artist Channel): <https://giphy.com/channel/ourwaterconversation>

On 5th January, we successfully launched our Giphy-approved GIFs onto Instagram. By searching tags such as “owc”, “brush teeth”, “save water”, “preserve water” and “dry spells” in IG’s GIF function, anyone can have access to our GIFS (available to everyone, worldwide!). It enables us to spread awareness of our campaign as GIFs are easily shareable on stories.



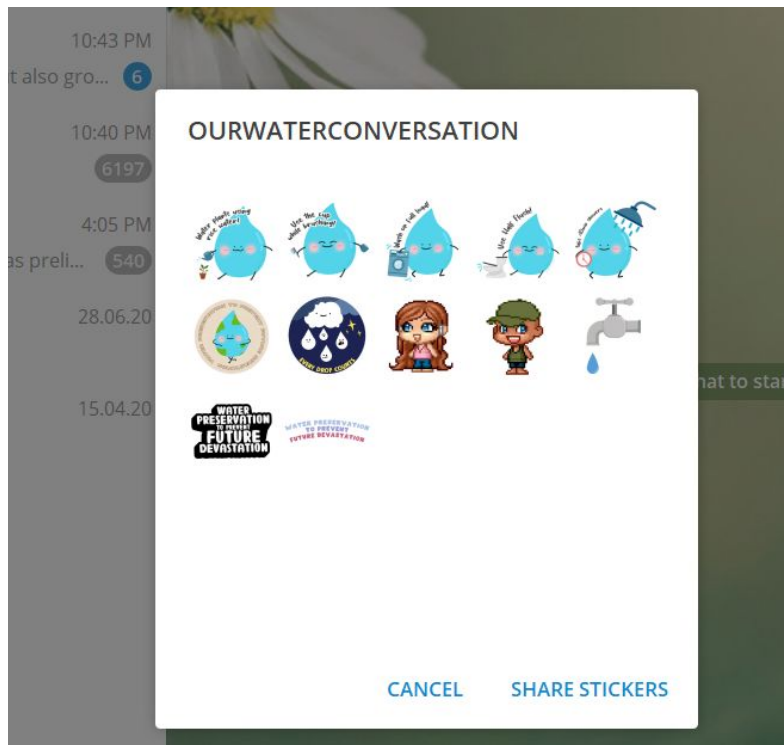
This is an in-depth analysis of our GIFs and stickers, with our brushing teeth tip having the highest amount of **views** of **40,902**, and an **engagement rate** of **14.29%**, meaning that an approximate of **5,845 viewers** had engaged with the GIF - which is by selecting our GIF to use and share. Thus, overall our gifs had been relatively successful in raising awareness through its shareability.



Source: Giphy

2. Telegram Sticker Pack: <https://t.me/addstickers/ourwaterconversation>

We also converted our GIFs to stickers which are available for download on Telegram (popular chat application) to be used during daily conversations as reminders to save water.



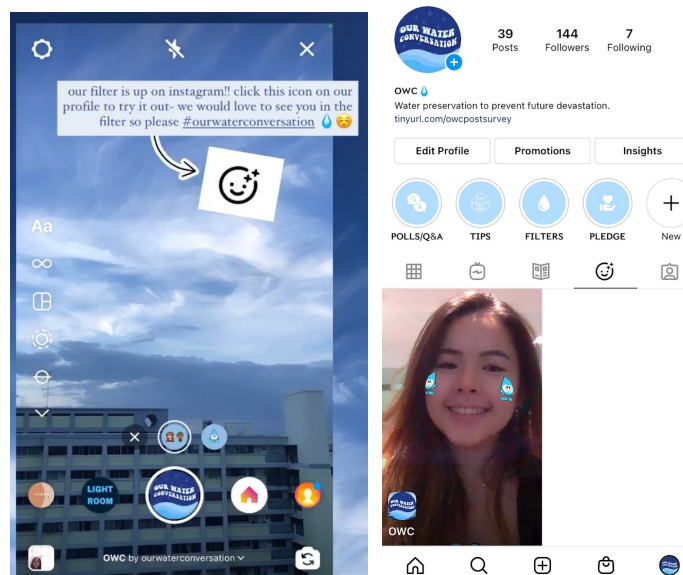
3. IG Filters featuring Bethany, Shafiq and Water Wally

We came up with a filter which consists of 2 different designs. This was to allow us to spread and market's OWC presence, attracting more youths to visit our Instagram page once it has been shared by their following. These filters serve as light-hearted content, which aids us in connecting better with the youths.



Focusing more on the concept, we have 2 different designs. Firstly, Bethany & Shafiq on cheeks. This enables us to promote our very own OWC's characters, creating anticipation. Secondly, Water Wally on cheeks. This is to fully utilize PUB's iconic ambassador and also the most impactful past campaigns as voted by youths in our Google survey.

Link to our Filter: <https://www.instagram.com/ar/2791978014356207/>



Physical Creations

1. Pledge Card, Water Ration Card



The front design of the pledge card contains various water saving tips, whilst the back design is a design which mimics an old water rationing card. This helps to spark interest and conversations among youths who have never experienced water rationing before. Additionally, as youths often share items they find aesthetic and insta-worthy, we made the design as such. This is to encourage our audience to post it on their socials and help to spread awareness about our campaign.

2. Stickers



Stickers given out during our offline rally can be kept as a souvenir and also acts as a constant reminder for people to save water.

02 Campaign rallying ideas and efforts

Rallying Efforts

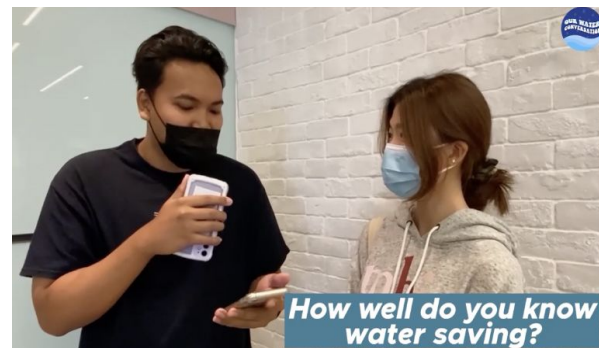
1. Offline - Water Talks (Rallied: 15 participants)

In this series, we went down to the streets of Orchard Road, as well as other places to quiz youths about their knowledge on Dry Spells and Water. With each question, we would also accompany it with a fun fact, thus allowing the participants to also learn in the process. We then ended off by encouraging them to pledge to be a water saving advocate, with the pledge cards that we had passed at the beginning.

In addition, we also added an incentive (free bubble tea voucher for all correct answers) to encourage youths to take part in the quiz. This incentive thus relates back to our survey results, whereby incentives were a driver for saving water. The 2 main reasons for creating Water Talk is to raise awareness about our campaign, as well as educate youths more on water saving & dry spells in a fun and interesting way. The **average views** for the 3 videos are **221**, and has an average of **43.6 likes**.

Link to our 3 Water Talk:

1. <https://www.instagram.com/tv/CJ5-jtcHKYW>
2. <https://www.instagram.com/tv/CJ8UFINnW48>
3. <https://www.instagram.com/tv/CJ-yO0tnmcr>

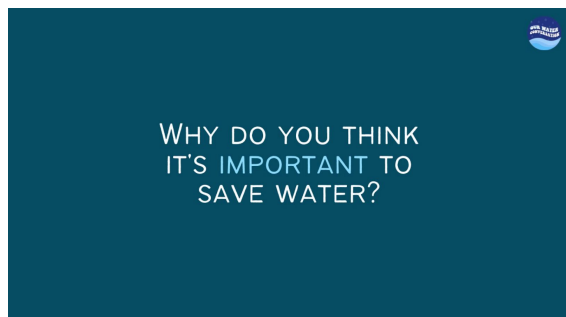
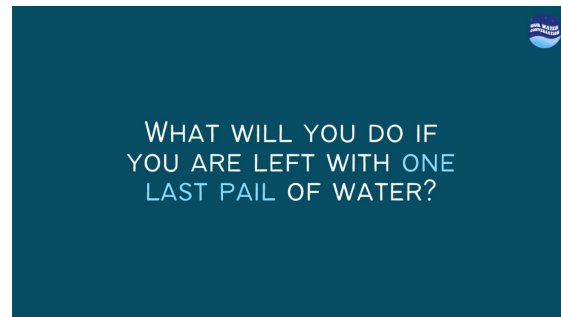


2. Online - Water Thoughts (Rallied: 10 participants)

Water Thoughts is a series for participants to share their thoughts and feelings. This allows us to gain more interesting insights about their thoughts on various water and dry spells topics. On average, we have gained **196 views**, and **41 likes** for both videos. Through various videos, we have realised that many youths actually do realise the importance of saving water, stating detrimental consequences of water wastage, such as climate change and water rationing, which might occur if they do not change their ways. However, many commented that they do not put it into practice as it is out of the norm for them. Therefore, we hope that through this series (word of mouth), they would be able to influence their friends and family to save water. This thus relates back to one of the main drivers of water saving which is influence from family and peers.

Link to our 2 Water Thoughts videos:

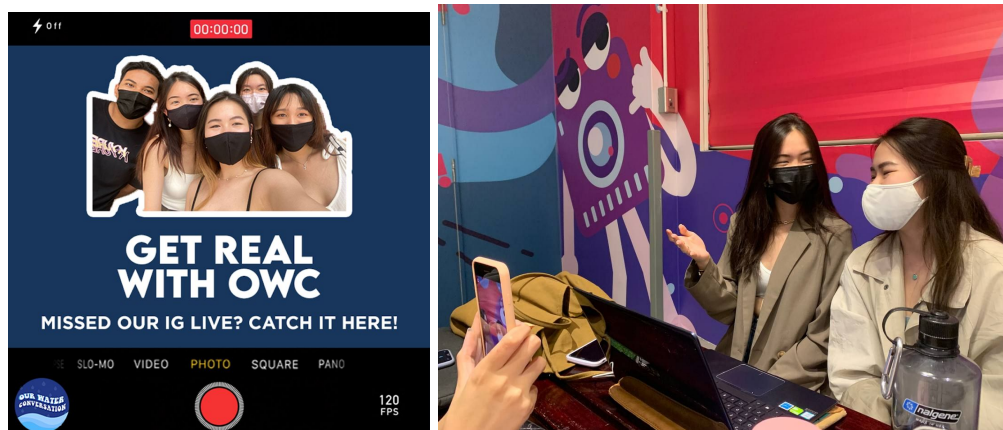
1. <https://www.instagram.com/tv/CKBXrjAn95r>
2. https://www.instagram.com/tv/CKD9YnvnEyx/?utm_source=ig_web_copy_link



3. Online - Instagram Live (Rallied: 48 Participants)

The main purpose of conducting this live was to engage with our followers, as well as answer any questions they had in regards to dry spells and water. By conducting this, it would enable us to connect further with the audience, whilst allowing them to learn in a fun way. Our highest number of **views** was **18**, and reached a **total number of viewers** at about **48**. We also received **15 to 17 questions in total**. In the event that some had missed our live, we also decided to post it as an IGTV on our account, which garnered a total of **142 views**, and **39 likes**.

Link to IG Live: <https://www.instagram.com/tv/CKBojpQJW1K>



4. Offline & Online - Pledge (Rallied: 135 participants)

In order to further reach out to youths. We embarked on a mission to invite youths to join us in being water saving advocates. By simply pledging in being a water-saving advocate and exercising water saving practices, we all can make a difference together. We utilise both offline and online efforts. We also compiled a “I Pledge” video to showcase youths participants and presented to them our customized pledge card as well as a sticker as a token of appreciation

Link to our pledge video: <https://www.instagram.com/p/CKTgh7oH-NI>



4a) Online Pledge:

Pledge on website (<https://ourwaterconversation.wixsite.com/home/pledge-now>)

I PLEDGE TO

- using **half flush** whenever applicable
- using a **cup** when brushing my teeth instead of leaving the tap running
- taking showers in **less than 10 minutes**
- **closing of the tap** when washing the dishes
- be an **advocate** for water-saving in Singapore!

PLEDGE NOW

Full Name*

Email*

Institution*

☐ I pledge to save water by practicing water conservation effort.

Submit

4b) Offline Pledge: Pledge with Us

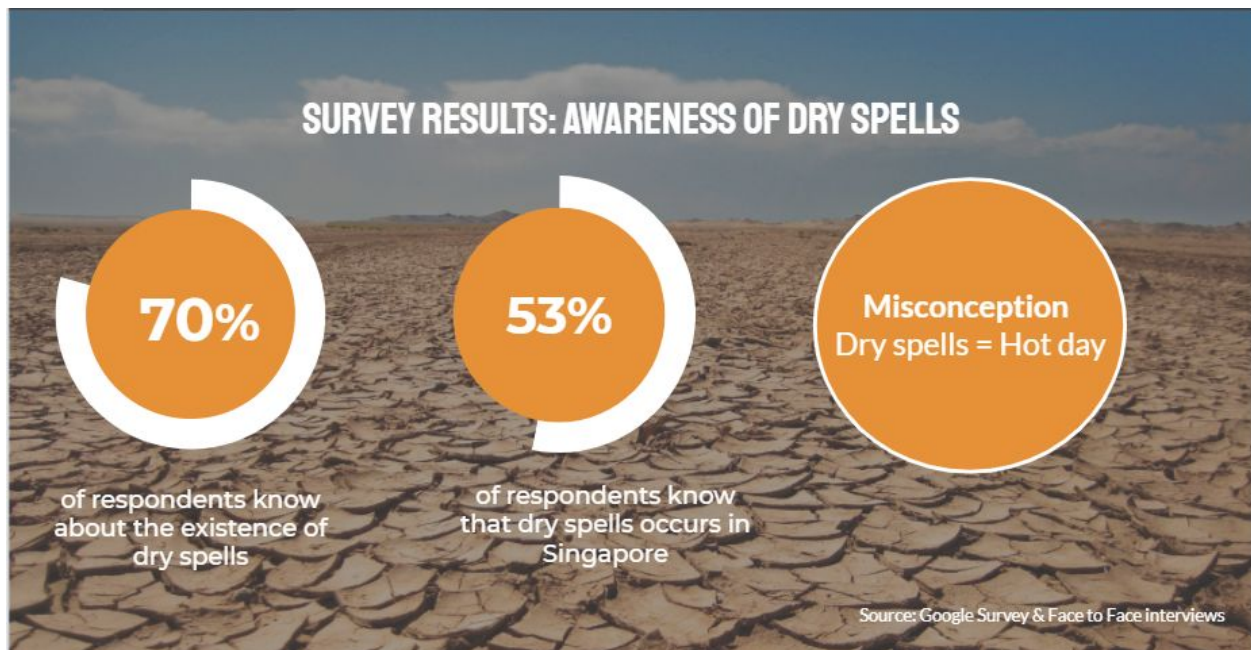


Campaign Results: (Compiled into a table)

Channel	Content	Metrics					
IGTV		Views	Like	Comments	Rallied		
	Water Talks 1	319	55	7	7		
	Water Talks 2	190	39	6	4		
	Water Talks 3	162	37	2	4		
	Water Thoughts 1	214	36	1	5		
	Water Thoughts 2	180	46	5	5		
	IG Live	142	39	0	48		
	Pledge Video	154	55	5	26		
		Saves	Impressions	Opens	Shares	Captures	
IG Filter	Filter	26	4428	668	45	215	
IG GIFs	GIFs	Views					
	Use the cup while brushing	40902					
	Take <10 minutes shower	40025					
	Use half flush	17973					
	Wash on full load	15719					
	Water plant using rice water	9209					
	Slogan 1 (Rainbow Text)	17119					
	Slogan 2 (Black and White)	10539					
	Running Tap	7839					
IG Post		Average Likes	Average Comments	Average Reach	Profile Visits	Website Visits	
	Dry Spells Series	40	4	217	84		
	Water Awareness Series	40	1	196	23	1	
	Water Saving Tips Series	34	8	163	60	11	
	Quiz Giveaway Content	43	16	198	40	12	
	Engagement Content	41	13	165	13		
IG Story		Average reach	Impressions	Others			
	Test your Knowledge Polls	100-150	120-130				
	Did you Know Polls	90-100	100-110	2-5 Profile Visits			
	Q&A	110-130	120-130	6 Questions			
	Additional Insights	70-80	75-85				
Channel	Content	Youtube Views	Website Views	Instagram Views			
Interactive Video	Teaser	25	23	440			
	Ending Insights - You Lose	16	19				
	Ending Insights - You Win	18	33				
	Character Insights - Shafiq	139	86				
	Character Insights - Bethany	148	259				
	InDepth Character Insights - Shafiq						
	1. Introduction	36	27				
	2. Half flush	16	14				
	3. Full Flush	17	10				
	4. Half Load	17	11				
	5. Full Load	20	8				
	6. Running Tap	19	5				
	7. Rice Water	14	11				
	InDepth Character Insights - Bethany						
	1. Introduction	35	92				
	2. Running Tap	18	15				
	3. Use a Cup	21	53				
	4. Running Tap	20	14				
	5. Use a Basin	19	40				
	6. Shower With Phone	18	22				
	7. Shower Without Phone	17	23				

Pledge Demographic		
Total Pledges: 109		
Breakdown	Number	Percentage
Secondary	17	15.60%
ITE	4	3.67%
Polytechnic	58	53.21%
JC	8	7.34%
University	14	12.84%
National Service	6	5.50%
Others	2	1.83%

Campaign Results (Post-Campaign Survey via Google Forms)



As seen from our pre-campaign survey, a majority of respondents knew about the existence of dry spells. However, only half know that it occurs in Singapore, with a majority of them having this misconception that a hot day is equivalent to dry spells.



Through our campaign, we managed to effectively reach out to our target audience, as well as educate them further about dry spells, as well as water saving. These were some of the main takeaways our respondents mentioned in our post-campaign survey. This thus shows that we were successful in meeting our objectives of raising awareness, as well as educating youths.

03 Project Journey Videos and Photos



Group Photo



First call and brainstorming



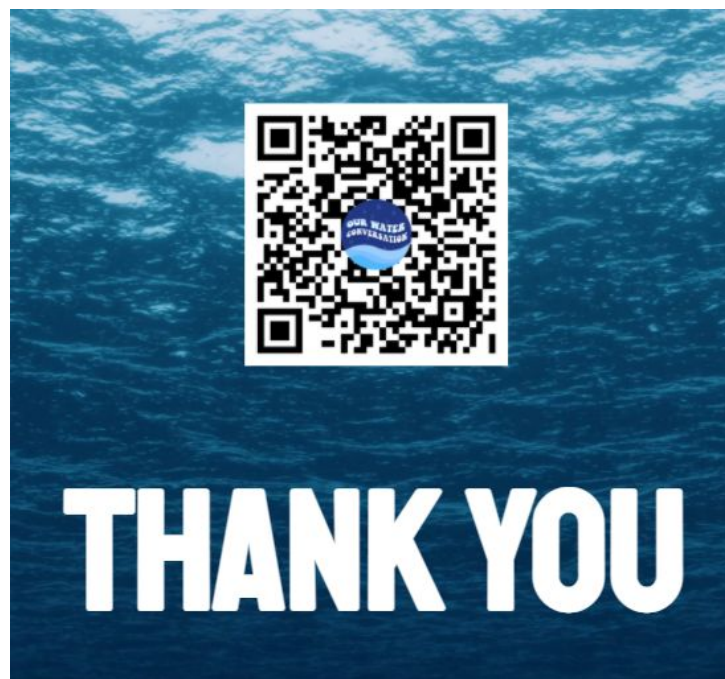
Phase 2 & 3 Presentation



IGTV Filming Day 1 - 3

QR Code as end page:

- QR code for easy scanning to visit @ourwaterconversation Instagram page



[illegible]

Our Water Conversation - an interactive marketing campaign targeted at youths aged 15-24. We aim to raise awareness, engage and spark conversations about dry spells and water sustainability with our wide variety of content. With an extra touch of interactivity, we want to add a little fun and revitalise these important messages to make it more relatable and shareable to youths. We believe that nothing beats the strong impact of word of mouth. Hence, we introduced sharing sessions, interviews and Q&A to influence youths to become water advocates and to actively share about water sustainability.