

YOUNG LIONS
COMPETITIONS



SEA PR COMPETITION

**RESPONSE PREPARED BY
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MARCH 2019

aka.

THE OBJECTIVE

**Demonstrate the impact and value of 100 Resilient Cities
to attract new donors and new cities**

THE CENTRAL QUESTION

HOW DO WE GET PEOPLE TO CARE ABOUT SOMETHING THEY CAN'T SEE?

The beautiful thing about 100 Resilient Cities is it's all about making a city better, in both good times and bad, for the benefit of all its citizens, particularly the poor and vulnerable. But how can you showcase the impact when the impact is **preventing** shocks and **healing** chronic stresses?

This proposal is not a typical PR response. It is a content strategy. This is because we've been mindful about the key communications objectives, target audience and budget available, and understand that media coverage is not a priority at this time.

We made a strategic decision to strip down the brief completely and just focus on the core issue of educating our key stakeholders on the value of 100RC's work, and its impact on the cities and communities that surround them. Educating stakeholders is a crucial first step in our mission to expand our network of member cities.

AUDIENCE INSIGHTS



CITY GOVERNMENTS

Segregated into silos and departments embroiled in a matrix of complex issues, city governments often simply don't have the foresight on integrating the different systems. This makes it hard for them to offer ready-to-go resilience projects for funding.



BANKS & GRANT ORGANISATIONS

Banks and grant organisations struggle to assess the risk of something they can't define or see. There are just too many disparate deals that make it difficult for them to invest in something they believe in.

We need to paint them the bigger picture of how everything can be connected to build a resilient, future-ready city.

THE CREATIVE PLATFORM

CONNECTING THE UNEXPECTED.

Demonstrate the tangible impact on individuals, communities, institutions, businesses, and systems within a city through the unexpected and valuable connections made by a Chief Resilience Officer.

In short, roll out a targeted content strategy that showcases our success stories in a tangible way.



THE 30 SECOND ELEVATOR PITCH

PRESS PLAY → 

100RC was created to help cities like yours implement tangible solutions that promote a more secure and balanced future.

From addressing ongoing issues like high unemployment and chronic food shortage, to sudden shocks like earthquakes and disease outbreaks, we provide Chief Resilience Officers - expert consultants, who help governments change the way they think, plan and act.

They are the conductors of an orchestra, unifying beat, bass and melody to bring to life a harmonious, beautiful symphony. They see the unexpected and connect the unrelated to protect the city you call home.

THE TACTICS – PITCHING TOOLKIT

The 100RC pitch toolkit is everything you need in a new business meeting. Whether you're pitching to a prospective lead or communicating to an existing stakeholder, the toolkit articulates, visually and informatively, the value and impact of what 100RC does.

THE BROCHURE

The never-ending brochure that opens up into multiple layouts with information on how 100RC actively supports city governments, connecting all the information through both the copy and physical design itself. It demonstrates all the different facets of what it means to be resilient ([click here for reference](#))

THE EDM

A visually arresting eDM blasted out in 100RC's newsletters



THE TACTICS – PITCHING TOOLKIT

THE VIDEO

A campaign video that alludes to the value of a CRO and the impact of 100 Resilient Cities on communities



1. What do you see...



2. A roundabout?



3. Connecting roads to keep the traffic moving?



4. We see an elevated road that acts as a flood barrier during summer rains



5. A well lit street for people to walk around safely at night



6. A shortcut for the farmer who delivers milk every morning



7. A path between villages and the city's best healthcare



8. We see...Connections
#100RC
[Fade to animated key visual of circle shaped connections]

THE TACTICS – ONLINE CONTENT

AMPING UP TWITTER

A content series of split images on the @100ResCes feed, that slowly reveals a myriad of connections between seemingly obvious objects in member cities where we've already made an impact.

Each tweet will be linked to one another through the circular key visual that represents our CRO's ability to connect the unexpected.

EXAMPLE POST:

- Frame one: Image of an urban development space with overlaid copy that says “What do you see?”
- Frame two: image of a typhoon with overlaid copy that says “We saw a weakness, and we implemented change.”

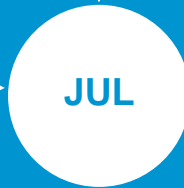


AMPLIFICATION ROLLOUT

Run a new city strategy session to prioritise strategic outreach for fundraising pitches in 2019



Official content launch of pitching toolkits including the video, brochure, EDM and Twitter content at the “Urban Resilience Summit” (plan for up to 10 toolkits)



Targeted media pitching for softer, human-led stories featuring the CRO



Create customised city toolkits that have been localised and tailored to different pitch cities in need of funding.

Include match-making pitches between home grown brands and city governments since both are equally invested in the cause, driving meaningful and ‘financially supported’ conversations

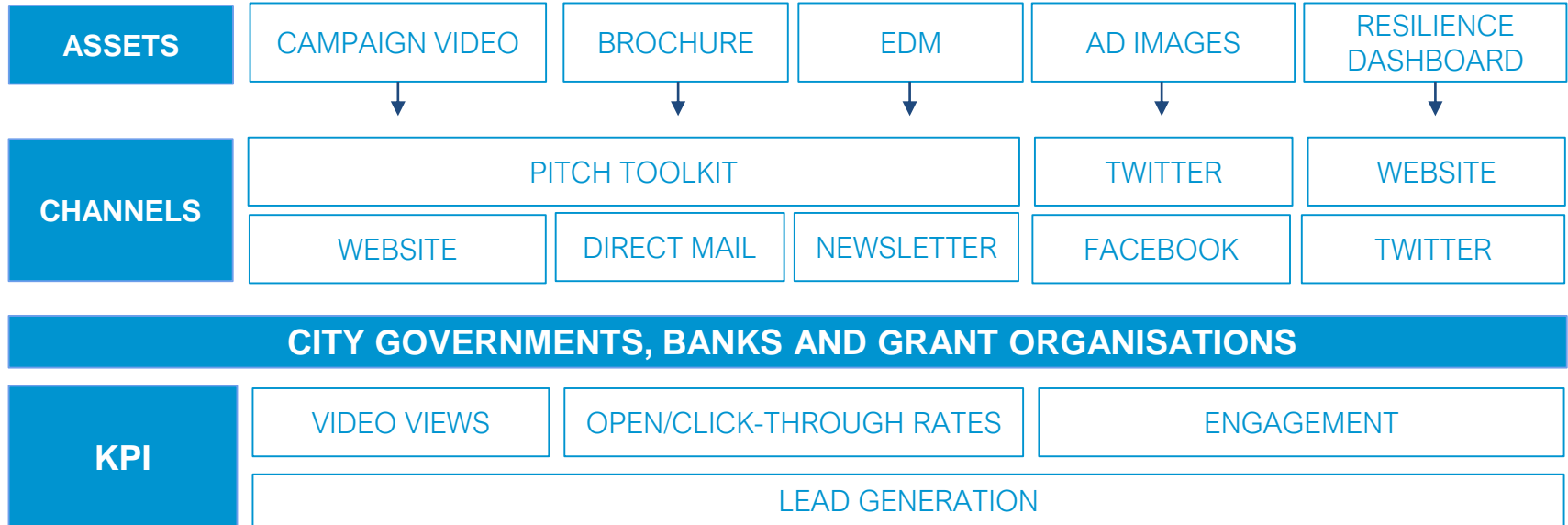
Official dashboard launch for the “City Resilience tracker” on our 100 RC website and Twitter feed (e.g. SG is 20% resilient, HK is 10% resilient)



THE CAMPAIGN BLUEPRINT

Connecting the unexpected

A targeted content strategy that effectively communicates the value and impact of 100RC to potential and existing stakeholders.





THANK YOU.

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