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Essentials of advertising

Advertising is a specific message constructed to inform, persuade, promote, provoke or motivate people on behalf of a brand or a group. (Landa, 2010) Advertising can be in the form of an object or space. From engaging in public sevice to choosing goods and services, advertising calls people to action(Landa, 2010).

In an integrated media advertising campaign, it involves various media channels that are based on an overall advertising message. There are 4 types of drivers of Advertising, namely: Proximity, exclusivity, invisibility and unpredictability. Also, it depends on whether the message is unique, engaging, personal or memorable.

There are 8 different techniques in unconventional media, namely: intrusion, transformation, installation, illusion, infiltration, sensation, interaction and stunt (Study Guide, 2013).

The Brand idea is an idea that instills a brand with character and personality that is unique. Its idea is to identify and distinguish a brand, in turn building equity to the brand. It will gradually build relationship between the audience and the brand (Study Guide, 2013).

In order for a **brand** to be identified, it has to be constructed with the following indicators: Attribute, Functional Benefit, Emotional Benefit and Value. (Landa, 2010).

They have the following *Brand Idea* (personality):

Attributes: River Safari has a tropical rainforest setting, consisting of magnificent sea creatures, freshwater life and people can learn in depth about the whole freshwater ecosystem. It is at this only river-themed wildlife park where, 'the river is calling'.

Functional Benefit: observe the remarkable aquatic wildlife that thrives there, through underwater viewing galleries and to go up close to the wildlife through boating expedition.

Emotional Benefit: To understand how fragile freshwater systems and animals are, and to showcase these rare endangered animals, so that people will learn to care and conserve them Value: Feels that the wholesome experience of unique perspective into the new wildlife adventure with aquatic and land animal species is worth it and will consider making another trip there.

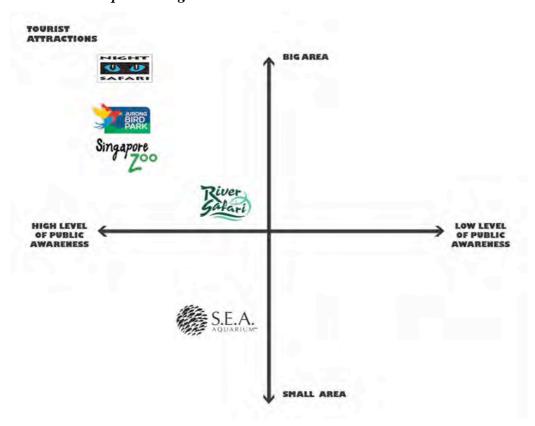
Brand Insights

In the case of River Safari, it is dedicated to foster conservation and research of aqua life in the several rainforests and importantly the world's iconic 11 river ecosystems. It aims to protect local and global biodiversity. Having taken care of the endangered animals, for example, the seven manatees, which is an endangered species, River Safari can educate the public about the threat to freshwater life and the whole freshwater ecosystem. It too, collaborated with duck tour, which is a good way to extend its publicity and awareness to the public (duck tour website). "Friends of River Safari" membership is also available, valued at S\$90.00, which allows public unlimited admission to the park year-round.

Archetype - The Explorer and The Lover

River Safari is a brand that is defined as the **The Explorer** (*core brand archetype*) and **The Lover**(*core brand archetype*). It is a new attraction that focuses on attracting people who seeks to experience new things and escapes from the hustle and bustle of city life, and for the wildlife enthusiasts (*Explorer*). It aims to convey the message and educate the public about the importance of conservation and caring of aqualife (*Lover*).

Current Brand positioning



Competitors

Singapore zoo, Night Safari, Sentosa S.E.A Aquarium, Jurong Bird Park

SWOT Analysis

Among the research we had done, the **SWOT** analysis of River Safari gave us lots of insights. *Strengths*

- Southeast Asia's largest panda exhibit, with Singapore's resident giant pandas, Kai Kai & Jia Jia
- 2. World's largest freshwater aquarium, the Amazon Flooded Forest and is a specialized area of offering unique and rare species of water specimens
- 3. Platform for us to show and educate the public that freshwater habitats are highly endangered and fragile
- 4. Has competitive advantage over Sentosa S.E.A Aquarium in terms of animal species, size and the meticulous care for the river animals.

Weaknesses

- 1. Not enough advertisements/ awareness or stir interest in public
- 2. Smaller in size and total animal species compared to other tourist attractions under its holding company. E.g. Zoo, Jurong Bird Park, Night Safari
- 3. Does not stand out amongst tourist attractions, tap on the reputation of zoo, bird park and night safari

Opportunities

- 1. Make accessibility to buying tickets more convenient
- 2. More room for improvement in advertising methods. E.g. collaboration with schools for promotional activities and campaigns
- 3. So far WRS (Wildlife Reserves Singapore) has learning journeys named 'Living Classrooms' for Singapore Zoo, Jurong Bird Park and Night Safari, but yet to for River Safari. They can organize enchanting learning journey for students to learn in depth of knowledge about aqua life and to learn to care and conserve them
- 4. Allow its brand presence to exist in more countries, so that tourists will be attracted to visit the River Safari when in Singapore

Threats

- 1. Other tourist attractions may come up with larger, and more attractive promotional campaigns that will attract the target audiences
- 2. Citizens in Singapore may not visit local attractions often

Creative Brief for River Safari

Background

River Safari is the newest addition to Wildlife Reserves Singapore's portfolio of award-winning parks. It is Asia's first and only river-themed wildlife park. It is located between its two counterparts, the Singapore Zoo and Night Safari, built over 12 hectares of land.

The freshwater galleries and immersive exhibits include the main attractions, the Giant Panda Forest and the world's largest freshwater aquarium at the Amazon Flooded Forest. Visitors will also be able to take boat rides down the river and get up close to the animals.

The freshwater habitats are inspired by eight of the world's iconic rivers, total of 11 ecosystems, numbering over 150 plant species, 500 species and over 5,000 animal specimens that can be found around the world.

For six months every year, seasonal rains sweep across the South American rainforest, resulting in an enormous rise in the water level of the Amazon basin. The water overflows, flooding the land and creating a water wonderland in which the forest is submerged in over 15 meters of water.

Target Audience

Primarily, families, mainly the kids. When their children are interested in something or going somewhere, their parents will try to fulfill their curiosity and interest and bring them there Secondarily, parents of families, where they will want to spend some quality family time together and to bring their kids to River Safari as part of an educational outing, and also the wildlife enthusiasts.

Objectives

It is to allow audiences in be submerged in the sea of happiness and surprises. Through it, convey message of ecological importance of River Safari to its target audiences, and for them to learn the conservation and beauty of river ecosystems with the animal & plant species, hoping to achieve competitive advantage over its competitors under the same holding company of Wildlife Reserves Singapore (WRS) like the Singapore Zoo or the Jurong Bird Park.

This could be done by featuring an advertising campaign based on the Amazon Flooded Forest eco system out of the 11, and introduce it through interesting manners, that include conventional and unconventional media.

Current Situation

It does not really stand out amongst other attractions, and its offering of river ecosystem is niche

Advertising Message / proposition

Allow targeted audience to share a common experience and for audiences to be submerged in the sea of happiness and surprises. Through it, learn the conservation and beauty of river ecosystems and the animal & plant species.

Substantiation

The threats freshwater life species are facing and some are close to extinction

Tone of Voice

To convey the facts of the vulnerabilities of the river ecosystem through a light hearted way but leaving a deep impression in the audiences' minds

Requirements

Posters

Mobile App

Unconventional Media – Ambient : Intrusion – Attention (Object) & Installation (Space)

Mandatories

River Safari logo

Images of Amazon flooded rainforest and when it is dry

Tagline

Go Wild & Be Amazed

The Advertising Idea

Idea is to inject humor and fun through the features of Amazon flooded forest. Idea is to 'see things from different perspectives. With the use of the 2 seasons of the ecosystem, we can play with the idea of being in 'two different worlds', the dry land and underwater world of Amazon flooded forest. Using the words, 'Be Amazed', to relate the adventures of the rainforest and ecosystem with this word, surprises from below and beyond the waters.

Idea Generation

The Amazon Flooded Forest has a unique phenomenon and transformation every 6 months in the year. Playing with words, words association, working around the idea of the time frame, as well as above and under, the idea is the split between the ecosystem into distinct wet and dry seasons. The Amazon wild forest will be 6 months dry and the remaining months flooded.

Spider-Map

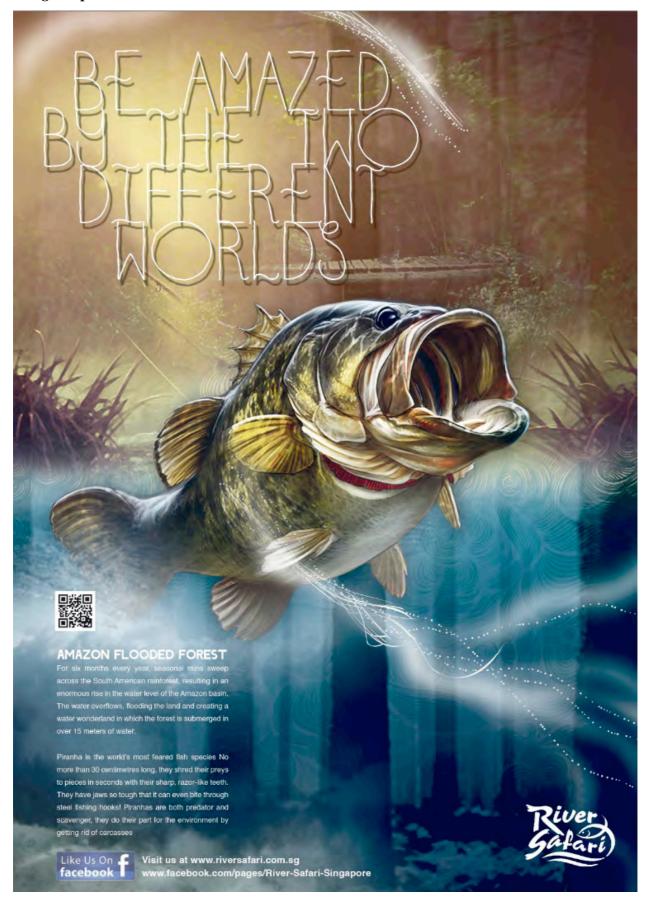
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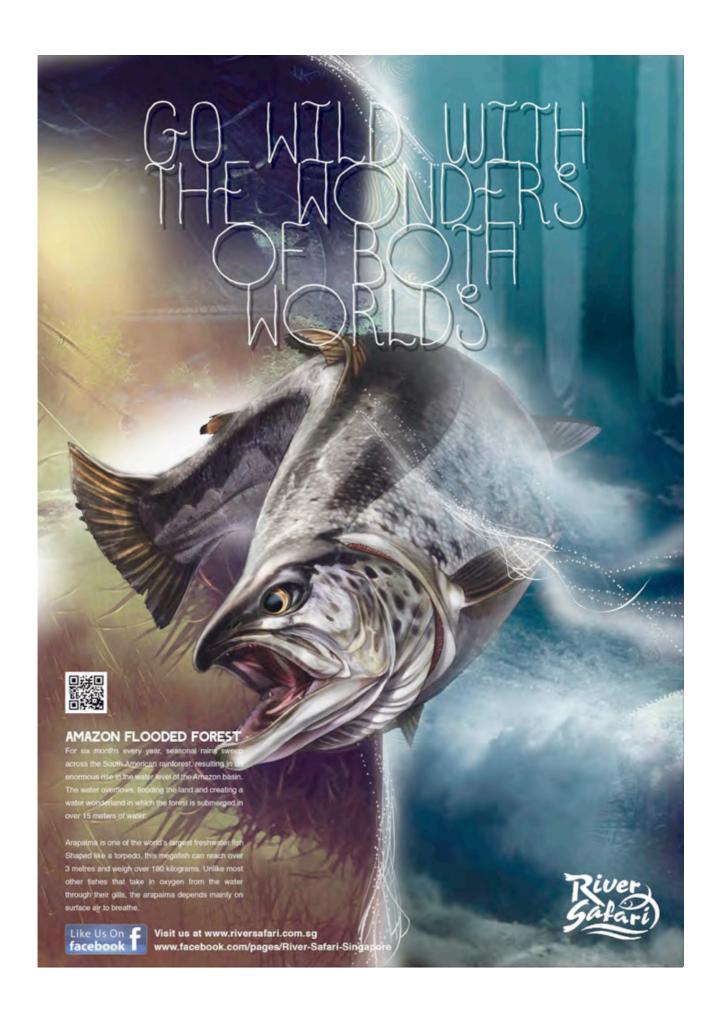


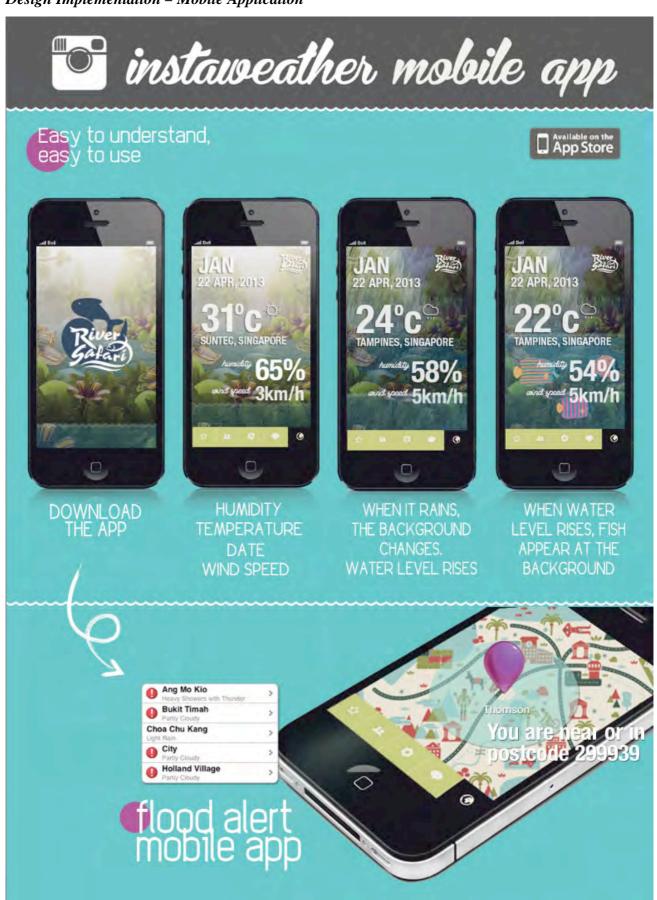
Creative Approach

The teaser advertisement at the beginning will be in the form of 'water graphics flowing unpredictably into users' mobile phones when they log on to search engines, keeping the public guessing why is that so. In the middle part of the campaign, we will introduce the usage of lights at the bus shelters to depict the dry and wet seasons of the iconic Amazon Flooded Forest. Finally we will do an installation with exaggeration of water flooding out from the ad space.

Design Implementation – Posters







Design Implementation – Billboard



Design Implementation – Unconventional Media

Ambient
 Intrusion – Attention (Object)
 Installation (Space)





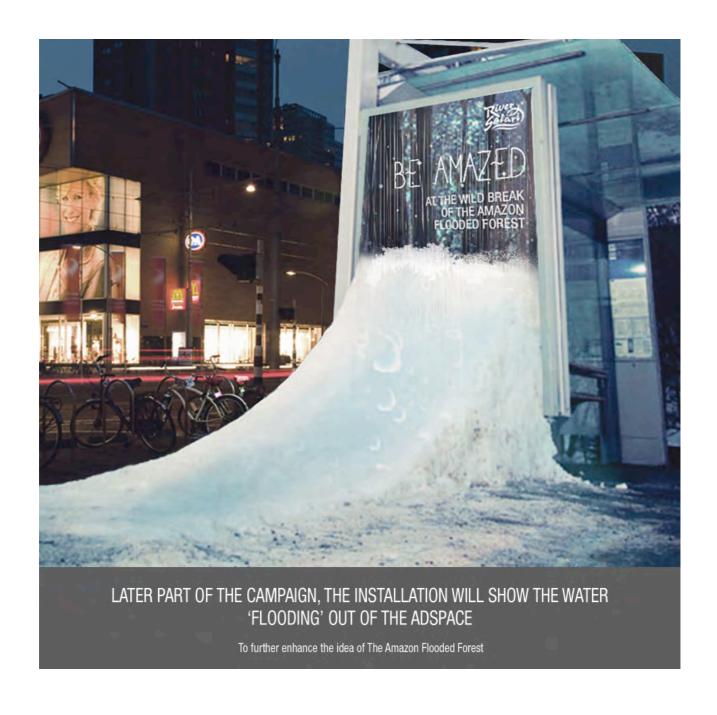
HOW INSTALLATION AT BUS SHELTER LOOKS LIKE ON A SUNNY DAY

It appears normal with an image of the rainforest

HOW INSTALLATION AT BUS SHELTER LOOKS LIKE ON A RAINY DAY

The sensor sensed the rain and changes colour and displays. The bus shelter is then lit up with 3D LED images of water and fish. The idea is to convey the message that 2 different worlds exist in the same space





Timeline

(Better viewed in 300%)



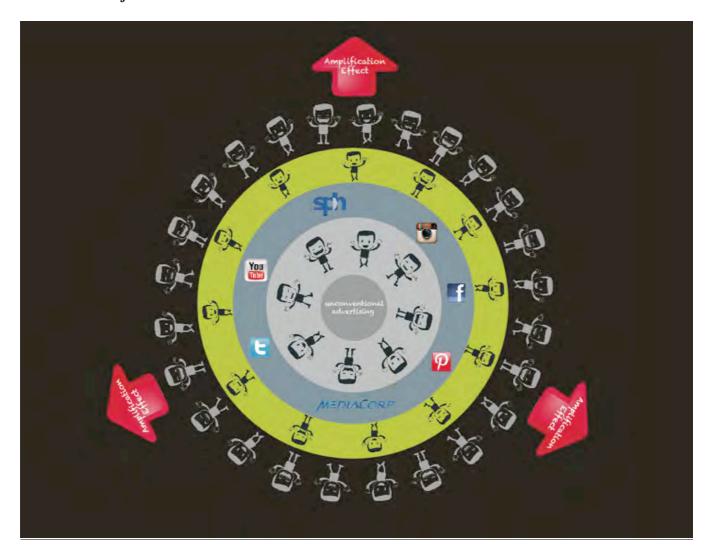
This campaign will stretch on for 6 months with the beginning of the ad campaign as a teaser on the mobile phones and posters, prompting people to scan the QR code for the download of the mobile weather insta-application. Gradually the 2D posters are replaced with transformation of 3-D bus stop ads with LED displays. Lastly the ultimate 'break' for the campaign by using 3-D installations can be used to enhance the impact of conveying the advertising message.

Reactions from Target Audiences



The target audiences may be surprised at the teaser ads and it will continue to escalate into an engaging campaign when the campaign becomes 'part of their daily lives', whether rain or shine at the selected bus stops. This and the last phase of the campaign where the water is flooding out are expected to create an 'Ah-ha!' effect on our target audiences.

Measurement of success



The campaign is expected to go viral with the use of social media or even a simple upload and tagging of photos to applications like instagram or pinterest will garner attention and words are expected to spread online and by word of mouth. Sharing of photos or statuses on facebook will also aid in the publicity. The campaign message can also be passed through print medias, radio or TV, through Singapore's broadcasters and publishers, MediaCorp Pte Ltd and the Singapore Press Holdings. Parents will be intrigued to bring their curious kids to visit the River Safari. The advertisement campaign will also leave an impression on the people in Singapore as the interactive and engaging one.

Total word count: 1886 words (excluding references)

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