



Behavioural Insights Marketing Campaign Proposal

December 2020 – January 2021

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Timeline

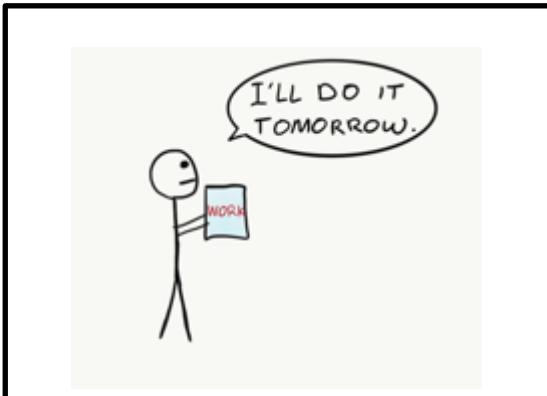
Explainer video Storyboard & Scriptboard

Video title: Behavioural Insights

Duration: 3-5 minutes

Video type: Animation

Scene 1:



Scene 1:



Scene 1:



This is Ali, Ali just got an intention to start living healthily by exercising, but instead he chose to delayed it.

A lot of times our good intentions are affected by our decision-making process.

This has important implications in a lot of areas namely public policies.

Introducing Behavioural Insights. It is a way for government to steer human behaviour through nudges.

Scene 1:



A simple policy tweak that uses the power of suggestions to influence people's decisions, rather than laws or taxes.

Scene 1:



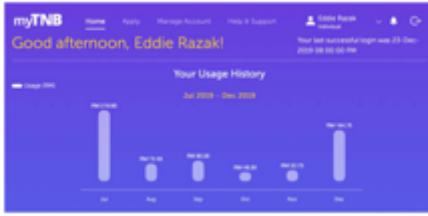
The idea is to push people to make better choices both for themselves and society, whilst still having freedom of choice.

Scene 1:



Here's a simple example. Nowadays we get our TNB bills that gives us information on our electrical consumptions in comparison to an average household.

Scene 1:



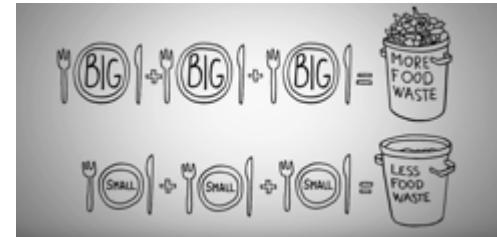
This simple useful information affects consumer behaviour to save energy.

Scene 1:



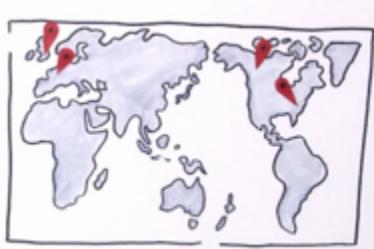
Here is another example of how Behavioural Insights can be used to educate the public on food wastage.

Scene 1:



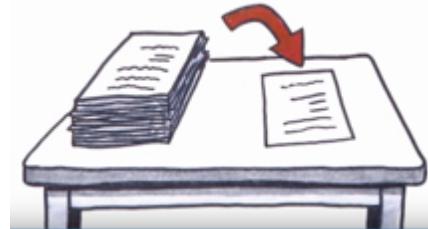
Instead of giving them information on how many Malaysians waste food, especially on festive seasons. A better way is to educate them on taking smaller portions which equals lesser wastage.

Scene 1:



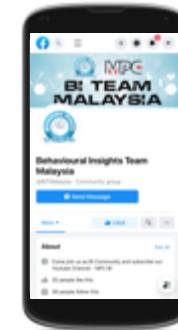
There are many governments around the world applying behavioural insights to improve and implement public policies such as the US, UK, CANADA and many more.

Scene 1:



Behavioural insights allows the government to simplify processes, removing unnecessary steps and making services more user-friendly.

Scene 1:



To find out more about Behavioural Insights team Malaysia, visit Behavioural Insights team Malaysia facebook page At fb.com/BITMalaysia

Content Poster

Campaign title: Welcome to Behavioural Insights

Objective: Simple examples on Behavioural Insights to get the public to subscribe to BITMalaysia Facebook Page

Poster 1:

Welcome to BEHAVIORAL INSIGHTS The Science of People

Which one are you?

1 for RM4.99

2 cans per buyer

Want to learn more? Follow us on [f](#) [t](#) [in](#) [G+](#)

The poster features a blue header with the text "Welcome to BEHAVIORAL INSIGHTS The Science of People" and a circular logo. Below the header, the text "Which one are you?" is displayed. Two boxes show different promotional offers for a product. The first box shows a stack of cans with the text "1 for RM4.99". The second box shows a stack of cans with the text "2 cans per buyer". At the bottom, a dark blue bar contains the text "Want to learn more? Follow us on" followed by icons for Facebook, Twitter, LinkedIn, and Google+.

Campaign title: Welcome to Behavioural Insights

Objective: Simple examples on Behavioural Insights to get the public to subscribe to BITMalaysia Facebook Page

Poster 1:

Welcome to BEHAVIOURAL INSIGHTS THE MALAYSIA

Which one are you?

DON'T WASTE FOOD

#SeasonYourEx

Which messaging would affect you most to reduce food wastage?

Want to learn more? Follow us on

Campaign title: Welcome to Behavioural Insights

Objective: Simple examples on Behavioural Insights to get the public to subscribe to BITMalaysia Facebook Page

Poster 1:



Which one are you?



Did you switch off
your plug when you
read this message?

Want to learn more? Follow us on [f](#) [t](#) [in](#) [G+](#)

Campaign title: Welcome to Behavioural Insights

Objective: Simple examples on Behavioural Insights to get the public to subscribe to BITMalaysia Facebook Page

Poster 1:

Welcome to
BITMalaysia

Which one are you?

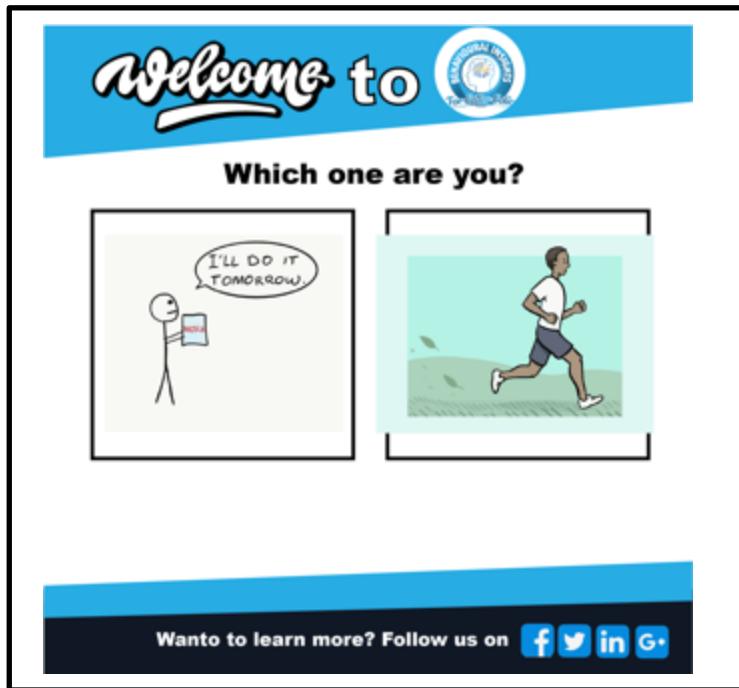
 

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Campaign title: Welcome to Behavioural Insights

Objective: Simple examples on Behavioural Insights to get the public to subscribe to BITMalaysia Facebook Page

Poster 1:



Timeline

Timeline

No	Details	December				January	
		Wk3	Wk4	Wk5	Wk1	Wk2	Wk3
1	Video production	x					
2	1st draft	x					
3	2nd draft	x					
4	final		x				
5	Poster design	x					
6	1st draft	x					
7	2nd draft	x					
8	final		x				
9	Facebook Ads						

INVESTMENT

Entitlement(s)	Description	Impressions	Media Value (RM)
Digital Deliverables			
Malay Digital Package			
Harian Metro	Facebook Post & MREC Banner	100,000	28,000
HotFM	Facebook Post	50,000	
Oh Bulan	Facebook Post & MREC Banner	100,000	
Vocket	Facebook Post & MREC Banner	100,000	
Sirap Limau	Facebook Post & MREC Banner	100,000	
Chinese Digital Package			
8TV	Facebook Post	50,000	
Ntv7 Chinese	Facebook Post	50,000	
OneFM	Facebook Post	50,000	
ViralCham	Facebook Post & MREC Banner	100,000	
Rojaklah	Facebook Post & MREC Banner	100,000	
Tantan News	Facebook Post & MREC Banner	100,000	
TechNave Chinese	Facebook Post & MREC Banner	100,000	
Total Media Value		1,000,000	
Gross Media Investment (RM)			28,000
6% SST			1,680
Grand Total (RM)			29,680

The background of the image is a nighttime aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and buildings. A vibrant, horizontal color gradient overlay is applied across the entire image, transitioning from red on the left to blue in the center, and then to green on the right. The text 'THANK YOU' is centered in the middle of the image.

THANK YOU