



Behavioural Insights Marketing Campaign Proposal

December 2020 – January 2021

DISEMAK OLEH

A handwritten signature in black ink, appearing to be 'Mariatul Af-Ida Mohd Tajul Ariffin'.

Mariatul Af-Ida Mohd Tajul Ariffin
Pengurus Kanan
PCD

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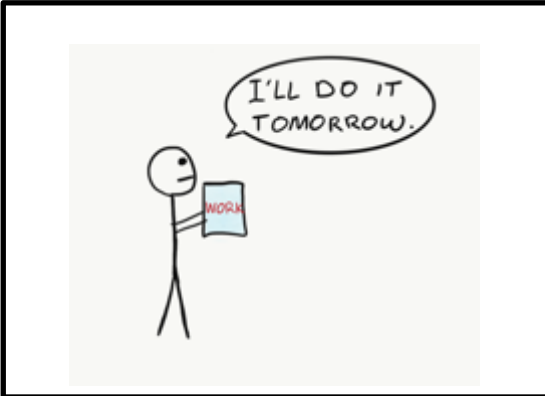
1. Timeline
2. Explainer video storyboard & scriptboard
3. Content poster
4. Facebook ad campaign

Timeline

Explainer video Storyboard & Scriptboard

Video title: Behavioural Insights
Duration: 3-5 minutes
Video type: Animation

Scene 1:



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

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

Scene 1:



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

Scene 1:

**BEHAVIOURAL
INSIGHTS**

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

Scene 1:



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

Scene 1:



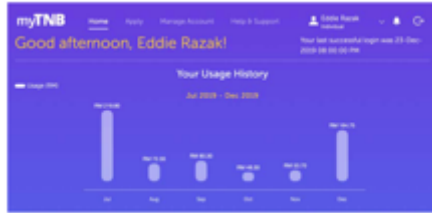
The idea is to push people to make better choices both for themselves and society, whilst still having freedom of choice.

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:



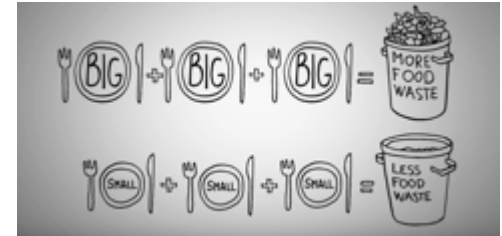
This simple useful information affects consumer behaviour to save energy.

Scene 1:



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

Scene 1:



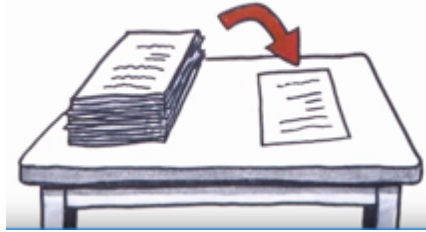
Instead of giving them information on how many Malaysians waste food, especially on festive seasons. A better way is to educate them on taking smaller portions which equals lesser wastage.

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:



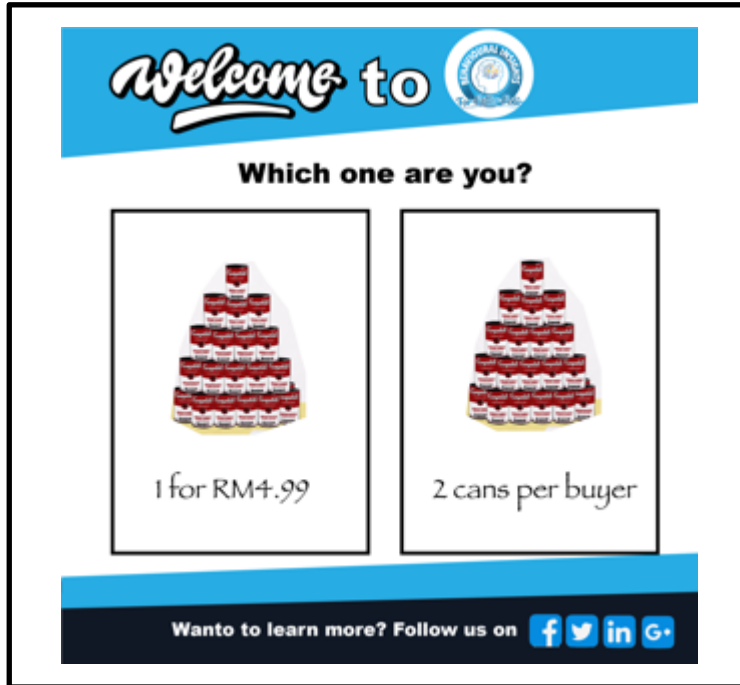
To find out more about Behavioural Insights team Malaysia, visit Behavioural Insights team Malaysia facebook page At fb.com/BITMalaysia

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:



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Poster 1:

The poster features a blue header with the text "Welcome to" in a stylized font, followed by the "BEHAVIOURAL INSIGHTS" logo. Below the header, the question "Which one are you?" is posed. Two options are presented in separate frames:

- Option 1:** A frame with a blue background showing a trash can overflowing with food. The text "DON'T WASTE FOOD" is written in yellow and white.
- Option 2:** A frame with a light blue background showing a yellow trash can and a blue crane lifting a basket of food. The text "#SeasonYourEx" is written in orange. Below the crane, it says "S\$70" and "S\$100m".

Below the options, the text "Which messaging would affect you most to reduce food wastage?" is displayed. At the bottom, a blue banner contains the text "Want to learn more? Follow us on" followed by social media icons for Facebook, Twitter, LinkedIn, and Google+.

The Behavioural Insights Team (BIT) is a leading global organization using behavioural science to help governments, businesses and organisations improve the way they work and the lives of their citizens.

Each household in Singapore wastes about 100kg of food each year. That's about 100kg of food that could be used to feed 100 people.

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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



THANK YOU