



CROWBAR CHALLENGE 2019

MEET THE MONGRELS

Presenters: Arisa Lim, Tan Wan Ann, Lim Chia Wei, Soh Pei Xuan

CONTENTS



What is the public saying?



Target Audience Profile



Insight + Big Idea



Our Campaign



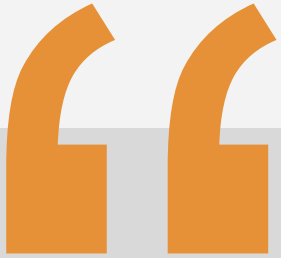
Evaluation

What is the public saying?



Observations from
secondary research + Interviews

What the public is saying...



**Mongrels are big, aggressive and cannot be tamed.
Since they were born on the streets, they are dirty.
How can they be adopted into homes?**



Interviews



We interviewed pet shelters and mongrel owners.



PurelyAdoptions



Interviews

WITH MONGREL OWNERS



“Many Singaporeans fear mongrels because of their **size**, and assume they are aggressive **without actually interacting with them**. Star loves children though!

Lee Ke Ting, owner of 5-years-old mongrel, Star



“With **proper training and care**, mongrels are sweet and loving companions **just like for any other dog!**”

Adeline, owner of 3-years-old mongrel, Noby

“Many Singaporeans **fail to notice** that beyond their appearance, **mongrels are dogs that can be tamed**, just like pedigree dogs.

Hong Jun, owner of 4-years-old mongrel, Bear Bear

Interviews

WITH PET ADOPTION CENTRES

PurelyAdoptions

“Many Singaporeans **fail to notice** that beyond their appearance, **mongrels are dogs that can be tamed**, just like pedigree dogs.”

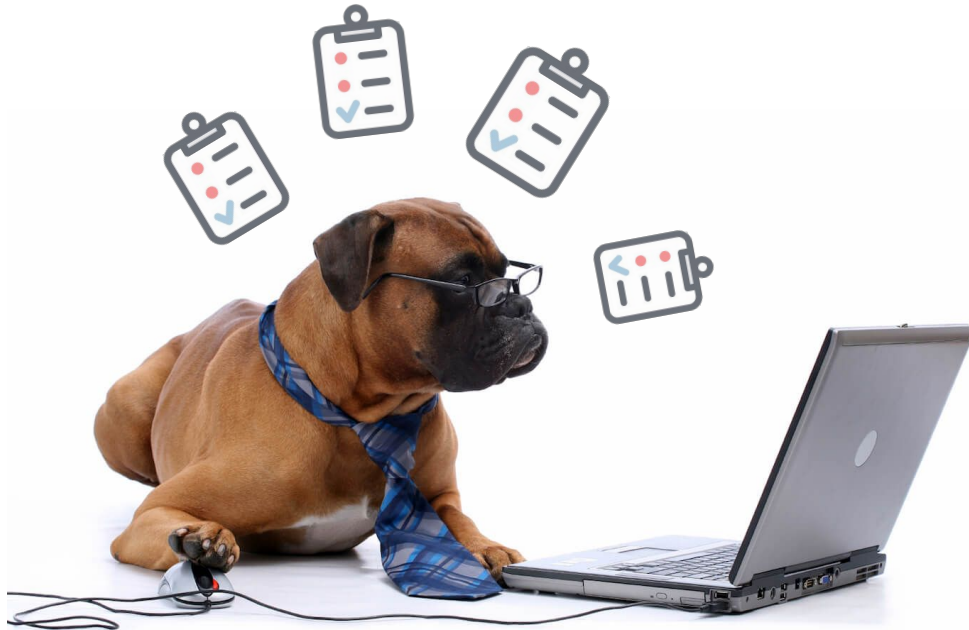
Pamela, Volunteer at Purely Adoptions



“**30s to 40 year olds**, usually the decision makers in their families, are often receptive to adopting mongrels. The problem is that many Singaporeans **do not even know that mongrels can be adopted and tamed.**”

Elsa, Volunteer at MercyLight

Online survey



ONLINE SURVEY

128 Respondents

Age 17-35

Interested in having
dogs in the future

Key findings

1. 58% of our respondents are unaware of the existence of mongrels

2. 70% did not know about project ADORE

Common misconception our respondents have about mongrels

“Barks loudly at night”

“Prone to many health issues”

“Aggressive.”





Who will we target?



Target audience profile

Meet Alexandria!

OUR PRIMARY TARGET AUDIENCE, 17-24 years old

19 years old, polytechnic student, opinion leader



Supports social issues that they are passionate about

Dog-loving!
But uninformed about adoption processes



Takes both trains and buses to get around

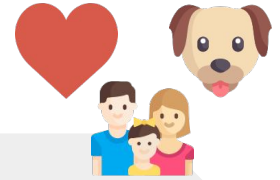
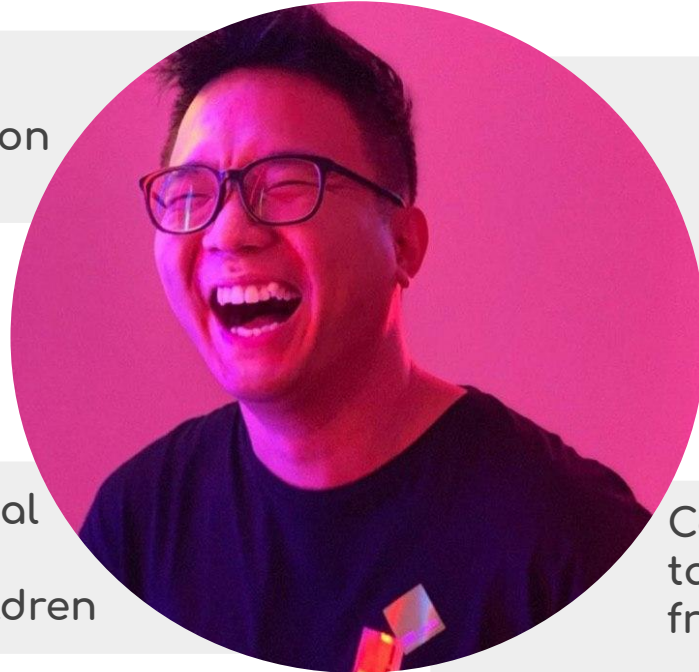


Meet Andrew!

OUR SECONDARY TARGET AUDIENCE, 25 - 35 years old



34 years old, young working adult, decision maker in the family



Dog-loving!
Looking for a dog but uninformed about his options



Able to support social issues as a form of education for his children




Can afford taxi fares, takes bus and MRT frequently to work

Insight & Big Idea



How our campaign came about

Insight



Singaporeans are unaware of the possibility of adopting mongrels.



Unaware that they can be tamed and adopted



Lack of interactions with mongrels



Snowballing misconceptions against mongrels

Big Idea



Meet the **Mongrels.**



Our Campaign



How we utilize Moove Media ad spaces to relay to relay our message

Introducing...

Ruffolution



CAMPAIGN MESSAGE

Integrating the idea of Mongrel adoption into Singaporeans' lifestyle.

CAMPAIGN SLOGAN

“It’s a Ruffolution”

Introducing...

Ruffolution



A CHANGE IN TONE AS CAMPAIGN PROGRESSES

Tongue-in-cheek, light-hearted, emotional



Consistent Key Visuals

Colour Scheme



Campaign Assets



Meet the pawsome band...

Ruffolution



Betty
The Intellectual



Russell
The Friendly



Hulk
The Fit





PHASE 1

PHASE 2

PHASE 3

DEBUT OF RUFFOLUTION



 NOW PLAYING

Wall of Truth



WHERE

DTL stations: Beauty World, Botanic Garden, Bugis, Newton, Rochor



NEL stations: Serangoon, Dhoby Ghaut



WHAT

The wall will be filled with pictures of Mongrels up for adoption.

A board will be set up in the middle of the wall for participants to peel the sheets off, revealing the true message (Mongrels being tamed and loving) behind it.

Each sheet that is peeled off is an infographic brochure that one can take home.



NOW PLAYING

Wall of Truth

Before peeling

Negative stereotypes of mongrels made up of many individual stickers in the silhouette of a mongrel



After peeling

A warm, loving looking mongrel (Member of Ruffolution)





NOW PLAYING

Wall of Truth

Each individual sticker

Each negative stereotyped is written on individual stickers



Infographic

On the inside of the sticker

THAT IS NOT TRUE!



WHAT IS A MONGREL?
Often referred to as Singapore Special, they are mixed-breeds bred locally in Singapore. Adorable just like any other dog.



SO... CAN YOU ADOPT MONGRELS? HOW IS THE PROCESS LIKE?
Definitely, yes. Many of them are waiting for a forever home. Mongrels are given mandatory training by their adoption centres before they can settle in with you.

HOW DIFFERENT ARE THEY FROM PEDIGREE?
Unlike many pedigree, most mongrels are short-haired - so grooming will not be as troublesome for you.

As most of these pups used to be strays, they may take a while longer to adapt into your family. However, with constant love and support from the family, they will blend into your family before you know it!

\$\$\$

WHAT ARE THE COSTS TO EXPECT?
To adopt a mongrel, it costs around \$250. For most shelters, this is inclusive of microchipping, licensing, vaccination, sterilization and deworming. On the other hand, it will cost you \$1,000 to \$8,000 to buy a pedigree dog from the pet shop. Unlike adoption, this fee may not include the above processes.





NOW PLAYING

Did You Know?



WHERE

DTL stations: Beauty World, Botanic Garden, Bugis, Newton, Rochor



NEL stations: Serangoon, Dhoby Ghaut



WHAT

Platform station doors concept.

To complement the Wall of Truth, MRT platform station doors will have posters sharing bite-sized facts about mongrels, in the form of “Did You Know?” posters.



DID YOU KNOW?

Mongrels, though bred from the streets, can be **trained and adopted** into homes.



Give Max a home **today**.



DID YOU KNOW?

Mongrels that are under 50 cm in height and 15 kg in weight are **HDB approved**.

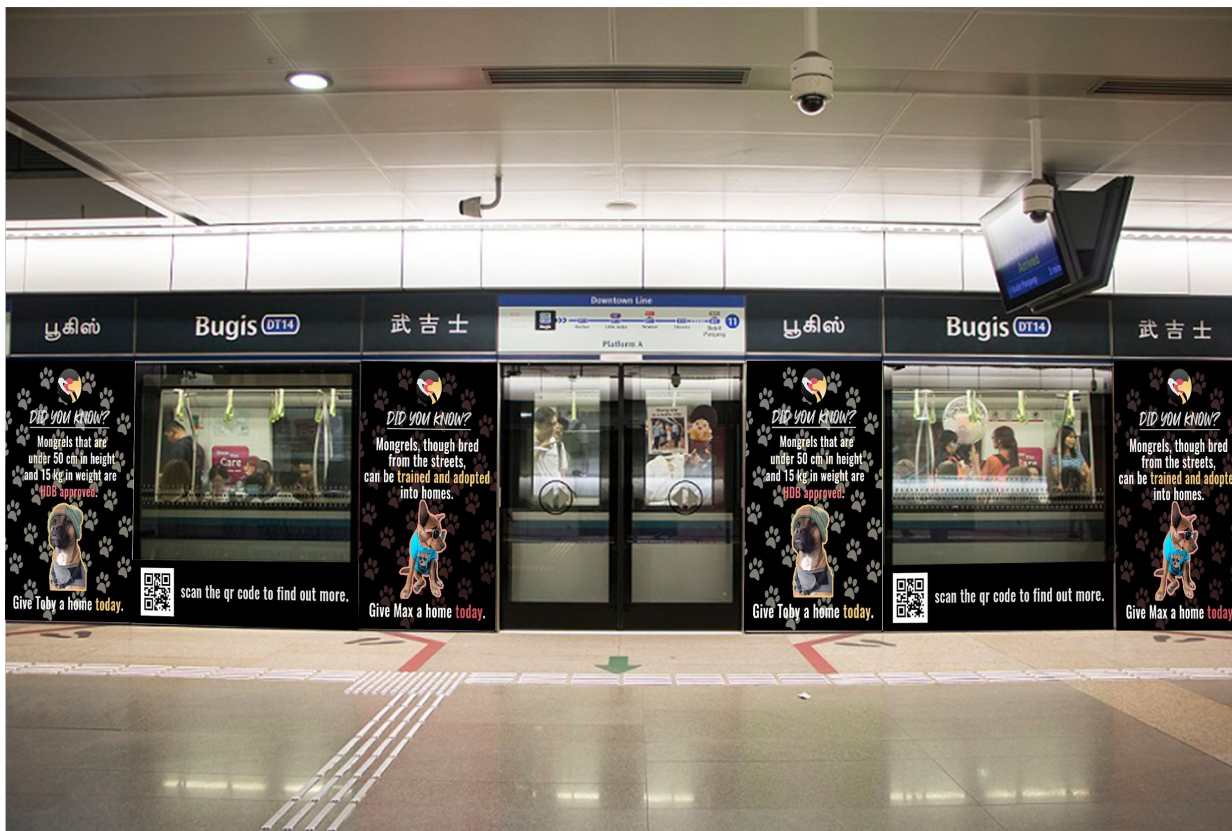


Give Toby a home **today**.



NOW PLAYING

Did You Know?



PHASE 1

PHASE 2

PHASE 3



*ENGAGEMENT +
BUILDUP*



NOW PLAYING

Your Perfect Match



WHERE

On in-taxi entertainment screens

1500 taxis in Singapore to garner 30,000 daily views



WHAT

1.

Personality test to find out which member of Ruffolution member is their destined soulmate

2.

Results page will show interesting facts of your “destined soulmate” and more information on Pets’ Day Out

3.

Participants can enter their email address to receive Npark’s newsletters



NOW PLAYING

Your Perfect Match

Personality quiz
walkthrough

On in-taxi
entertainment screens

How do you spend your Friday
night?

Netflix	Chill drinking with friends	Time alone	Clubbing
---------	--------------------------------	------------	----------

What's your favourite sport

Basketball	Volleyball	Soccer	Frisbee
------------	------------	--------	---------



MUSIC NOTE NOW PLAYING

Ruff Night



WHERE

DTL stations: Beauty World, Botanic Garden, Bugis, Newton, Rochor



NEL stations: Serangoon, Dhoby Ghaut



WHAT

Holographic display of the Ruffolution members.

When one steps on each step, the members of Ruffolution will open their mouths as if to “bark” and perform the jingle. A complete jingle should be played if every step is stepped on.



NOW PLAYING

Ruff Night

Set up of the
Jingle Walk





NOW PLAYING

Lyrics behind Ruff Night



WHERE

NEL station: Dhoby Ghaut



WHAT

Escalator crown concept at Dhoby Ghaut. Before walking up the stairs, one can see a teaser poster of Ruffolution's song, "Ruff Night".

At each tread, a lyric is shown with important words highlighted to show mongrels' true sentiment.



NOW PLAYING

Lyrics behind Ruff Night

What you can see
before you walk up
the stairs

Promotional poster
for Ruffolution's
song, "Ruff Night"



At each tread

Lyrics of "Ruff Night",
with important words
highlighted to show
the mongrel's true
feelings

"Ruff Night"

IT'S BEEN A ROUGH NIGHT.

ANOTHER NIGHT WITHOUT YOU,

ANOTHER NIGHT OF FEELING LONELY,

ANOTHER NIGHT OF BEING UNWANTED.

HARD GROUNDS OF THE STREETS,

COLDNESS FROM THE HUMANS.

WHEN WILL THIS MISERY END?

I AM JUST ANOTHER DOG...

ALL I WANT IS A HOME.

PHASE 1

PHASE 2

PHASE 3



DRIVING ACTION



NOW PLAYING

Take me home



WHERE

Buses in the heartland and Central Business District (CBD).



WHAT

Bus hangers will include a brochure and Ruffolution support bracelets.

If one wears the bracelet to Pets' Day Out (29 Aug 2020), they earn a free meet and greet with the members of Ruffolution.





NOW PLAYING

Take me home

Brochure

Printed on the
flip-side



Ruffolution
support
bracelets

Placed over the
brochure



NOW PLAYING

Take me home



Meet the Ruffolution at Pet's Day Out

In lieu of the National Dog Day, we are organising something special for this month's Pets' Day Out. The Ruffolution, also known as the Singapore's specials, will be coming down to Hort Park for an exclusive meet-and-greet session.

To be eligible for the session, you will need to wear our limited edition bracelets distributed across the buses in Singapore.



To adopt a mongrel in Singapore

To adopt a mongrel in Singapore

In AVS, we are currently partnering with 13 animal welfare organization in Singapore. Scan the QR code to find out more about each organization. Hope to see you there!



Date: 29 August 2020
Time: 9am - 5pm



Timeline & Budget

Timeline of Ruffolution

JULY

AUGUST



PHASE 1 - INTRO

Wall of Truth (Wallscapes)

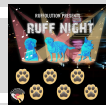
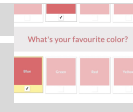


Did You Know? (MRT doors)

PHASE 2 - ENGAGE



Your Perfect Match (In-taxi ent)



Ruff Night (Holographic)

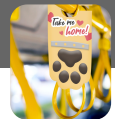
Lyrics behind Ruff Night (Escalator)



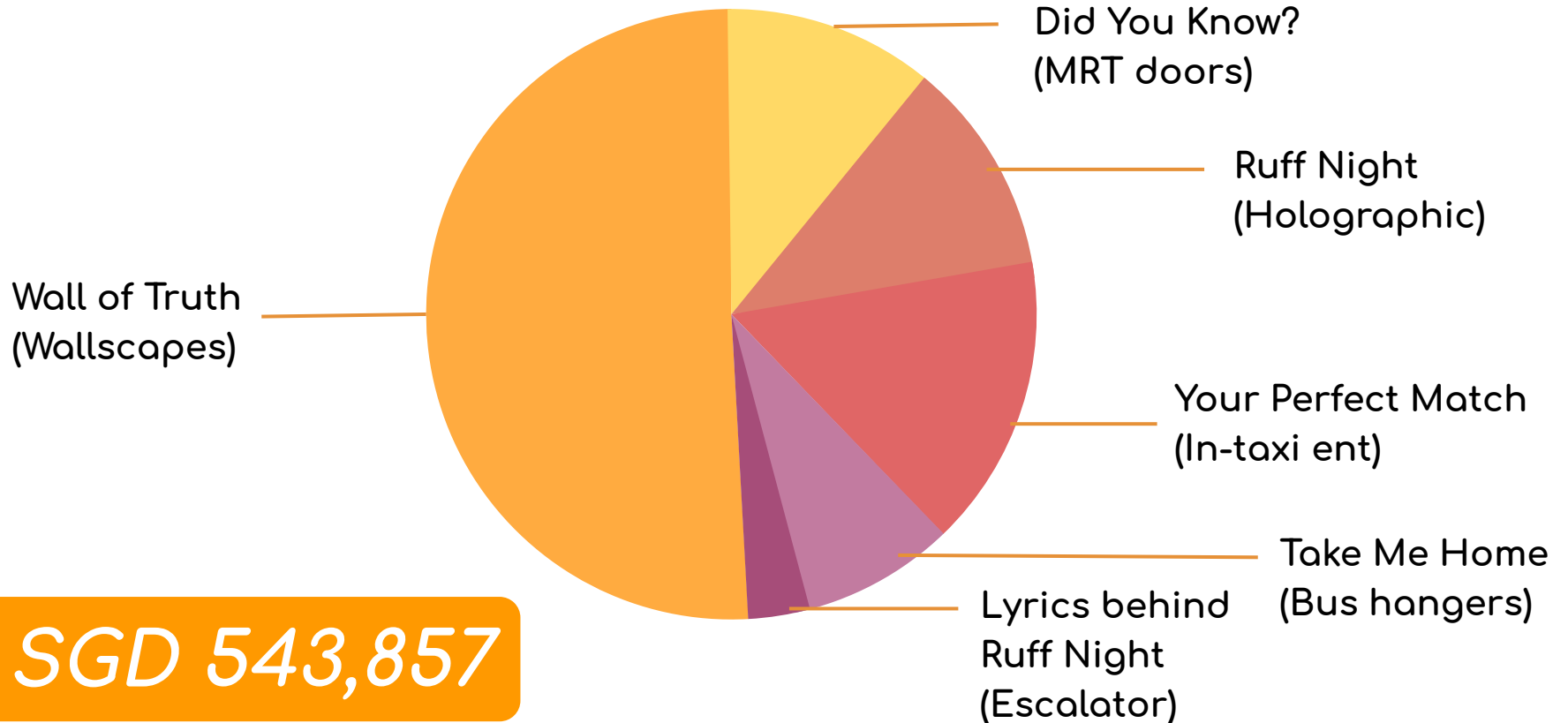
PHASE 3 - ACTION



Take Me Home (Bus hangers)



Budget



SGD 543,857

Evaluation



Communication goals, KPIs

Aims & Indicators

Aims

Indicators

To encourage potential adopters to interact with the mongrels.

To achieve a 30% increase in number of participants to the upcoming Pets' Day Outing August 2020.

To increase the public's awareness levels and improve public perception towards mongrels in Singapore.

By conducting a focus group before and after the campaign.