



**Bright Lights Media
Simply Money
Marketing Pitch**

The Situation

The Situation

Everyone deals with money.

As kids we first learn that pocket money helps gratify our wants for ice cream during recess.

If we wanted that fancy pencil case in the bookshop we will probably learn how to budget and save to get it.

As we get older we often forget our initial aspirations. Most of us get an education which helps us find a career to earn a decent salary.

The Situation

At least one third of our day is spent at work for remuneration. And that goes on for about 40 years.

During which we accumulate assets.
Get a car. A home. Set up a family.

Most of our lives are spent in the pursuit for money.

We pride ourselves for it.
We lose sleep over it.
We sometimes lost our dignity over it
We work hard for it.

So why do so many neglect it?
Or at least the management of it.

The Situation

Singapore is often seen as the regional financial hub.

Does that mean that we should be more savvy about our finances?

Recent reports say otherwise.

There are also many institutions and financial channels at our disposal but they are mainly catered to professionals.

They are often peppered with jargon and may often prove more confusing and less relevant to general public.

The Situation

So there is this gap in content.

There is a need for personal finance information that is RELEVANT to the everyday man.

LOCALISED to suit their lives and CONCERNS that matters

EASY to UNDERSTAND and ADOPT.

ENTERTAINING such that it ENGAGES yet it doesn't trivialize their worries.

And this is where SIMPLY MONEY comes in.

Campaign Objectives

Campaign Objectives

- INTRODUCE the Simply Money brand to the masses
 - POSITION the brand as the first Personal Finance Lifestyle Channel
 - Through relevant INFORMATION, get people more INTERESTED in personal finance
 - ENGAGE them and help change their PERCEPTION that personal finance is an alien and daunting subject
- INSPIRE them to take control of their personal finances.

Concept 1

Concept 1

As kids we learnt how to budget creatively, even (or rather especially) with our meager pocket money.

Some of us invested our time and energy to help with chores for some extra allowance.

Some traded stamps, erasers or marbles with their classmates.

And some went a little hungry, scrimped and saved to accumulate wealth

Concept 1

With the same principle in mind, we have created a concept that goes back to inculcate the basics:

To INVEST

To TRADE

To SAVE

Concept 1

As kids we learn best through play. That doesn't mean we lose that ability when we are adults

One of the best ways for public engagement is creating an atmosphere that is engaging, fun and conducive for learning and of course with a few incentives.

Hence we've created a SIMPLY MONEY game for the public to relearn how to manage their personal finances.

Concept 1

We are proposing to rent an event space to hold a roadshow to INTRODUCE the Simply Money brand to the public by ENGAGING them through the game.

It gets them interested in personal finance while:

- Encouraging viewership
- Sharing with them of the channel offerings
- Informing them of the original and syndicated content
- Highlighting the various platforms Simply Money is available on
- As well as encouraging sign-ups

Event Visuals

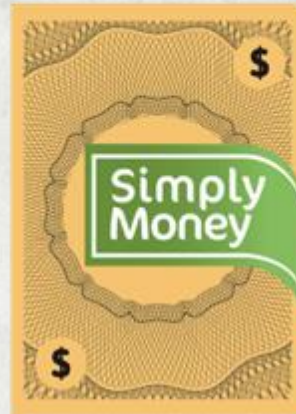
Stage Backdrop



How the Game is played:

We invite 6 participants to join us up on stage

Occupation Cards



How the Game is played:

Through spinning the wheel each of them is assigned an occupation.

How the Game is played:

Drawing inspiration from the saying, “**Don’t put all your eggs in one basket**”.

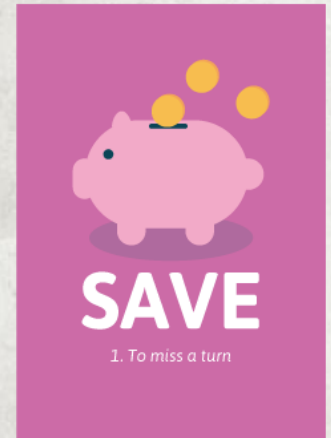
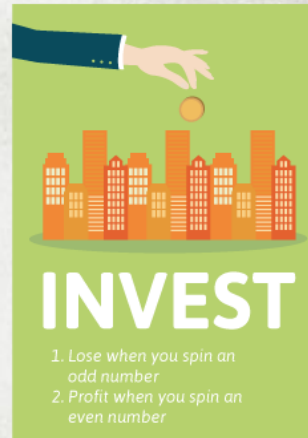
Every participant is given a basket of eggs at the start of the game.



Basket Tags



Game Cards



How the Game is played:

Each participant gets to choose from three cards.

Invest

Trade

Save

Game Cards

How the Game is played:

If INVEST is chosen.

They LOSE eggs when the spin on an ODD number

They PROFIT when they spin on an EVEN number



How the Game is played:

If TRADE is chosen.

They spin to find out who amongst them they should TRADE with.

Both players spin again to decide the number of eggs they have to trade with one another.

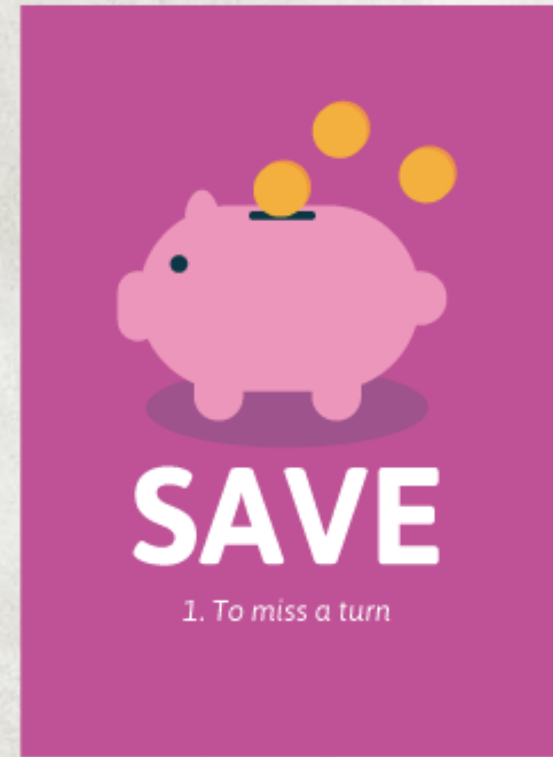
Game Cards



Game Cards

How the Game is played:

If **SAVE** is chosen.
They will skip a turn



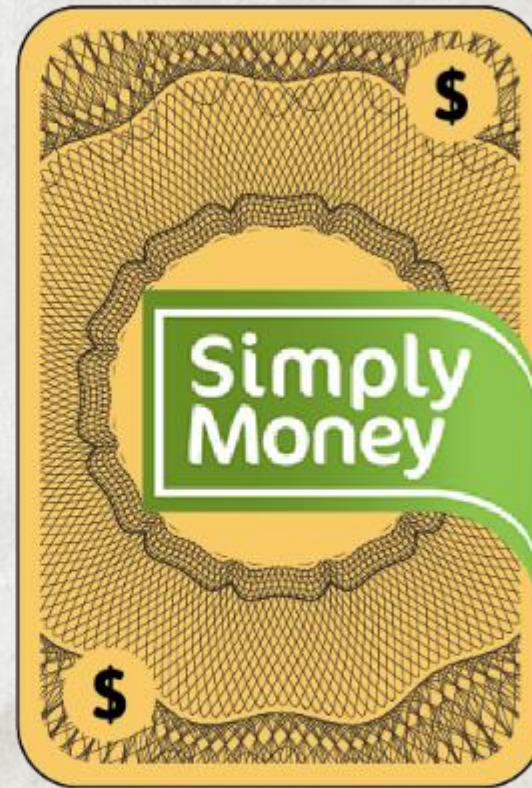
The participant with the most eggs left in their baskets after THREE ROUNDS wins the game.

Brochure Covers

FRONT COVER



BACK COVER



A brand new personal-finance lifestyle channel dedicated to **ENGAGE, INFORM & INSPIRE** the everyman.

Now On
StarHub Ch 488



AVAILABLE ON:



TV LISTINGS

TIMING	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 am to 9:00 am	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias
9:00 am to 10:00 am		Donac pede Justo Kultricias		Donac pede Justo Kultricias		Donac pede Justo Kultricias	Donac pede Justo Kultricias
11:00 am to 12:00 pm	Donac pede Justo Kultricias		Donac pede Justo Kultricias		Donac pede Justo Kultricias		
12:00 pm to 1:00 pm	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias
1:00 pm to 2:00 pm				Donac pede Justo Kultricias			
2:00 pm to 3:00 pm		Donac pede Justo Kultricias	Donac pede Justo Kultricias	Donac pede Justo Kultricias		Donac pede Justo Kultricias	Donac pede Justo Kultricias
3:00 pm to 4:00 pm	Donac pede Justo Kultricias			Donac pede Justo Kultricias	Donac pede Justo Kultricias		
4:00 pm to 5:00 pm		Donac pede Justo Kultricias	Donac pede Justo Kultricias			Donac pede Justo Kultricias	Donac pede Justo Kultricias
5:00 pm to 6:00 pm	Donac pede Justo Kultricias			Donac pede Justo Kultricias			
6:00 pm to 7:00 pm		Donac pede Justo Kultricias	Donac pede Justo Kultricias			Donac pede Justo Kultricias	Donac pede Justo Kultricias
7:00 pm to 8:00 pm	Donac pede Justo Kultricias			Donac pede Justo Kultricias	Donac pede Justo Kultricias		
8:00 pm to 9:00 pm		Donac pede Justo Kultricias	Donac pede Justo Kultricias			Donac pede Justo Kultricias	Donac pede Justo Kultricias
9:00 pm to 10:00 pm		Donac pede Justo Kultricias		Donac pede Justo Kultricias		Donac pede Justo Kultricias	
10:00 pm to 11:00 pm	Donac pede Justo Kultricias		Donac pede Justo Kultricias				Donac pede Justo Kultricias
11:00 pm to 12:00 am		Donac pede Justo Kultricias		Donac pede Justo Kultricias		Donac pede Justo Kultricias	



E.g. Contents include:
TV Listings
Platforms available: Channel Number,
Website, Application details

Media Kit

Media Invite



Concept 1

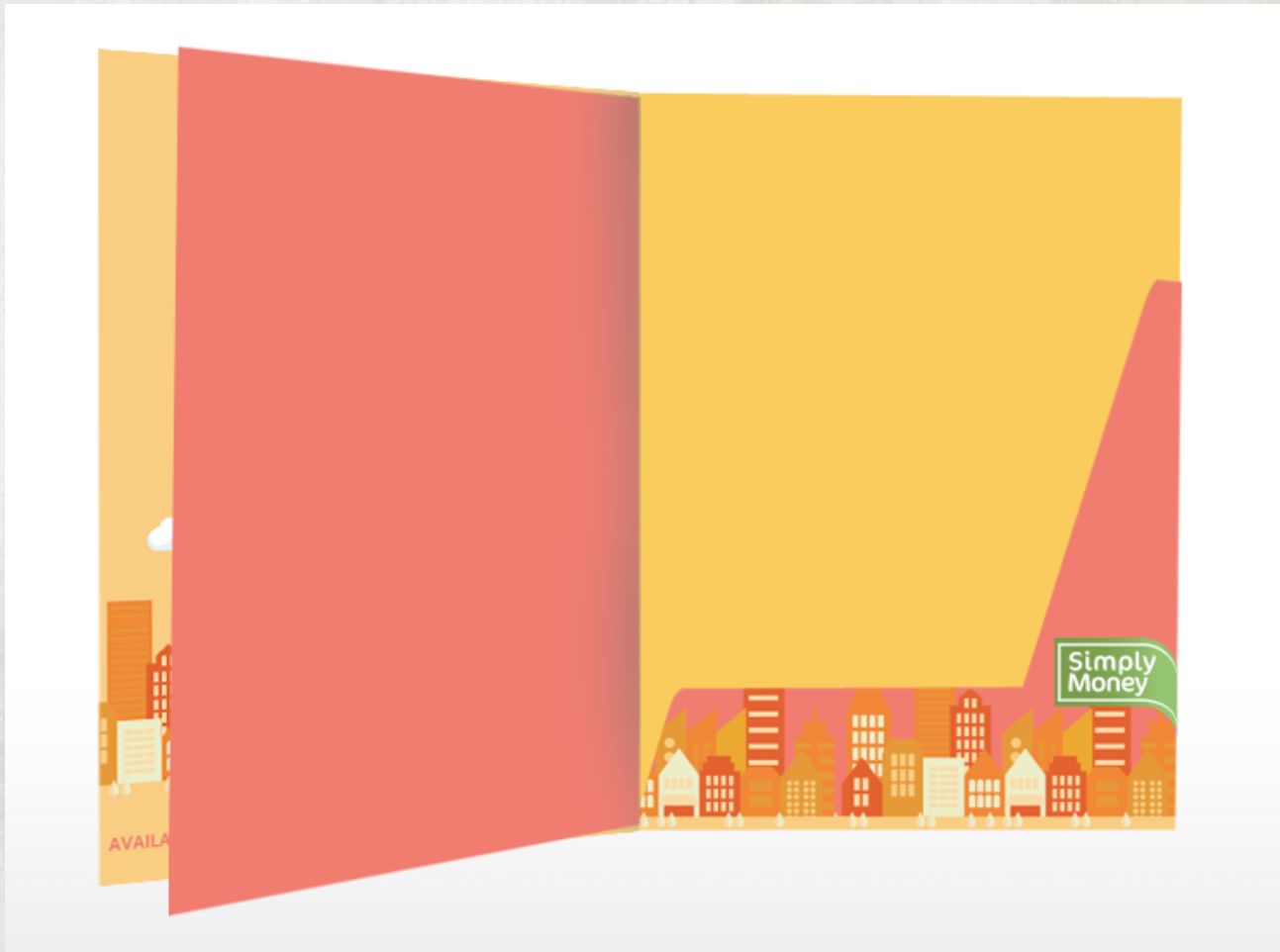
To announce the official airing of the channel proposing to hold a Media Launch at HATCHED.

Media Kit



Thematically inline with the invite, the Media Kit will take the form of a menu

Media Kit



Media Kit Back with Folder Slot

Premiums

Concept 1

A good way to engage the target audience would be customizing a real board game suitable for the whole family while inculcating the principles of personal finance.

This Simply Money boardgame can also be given to contest winners or media.

It can also be a limited edition store merchandise.

Concept 2

Concept 2

Keith just got a promotion at work.

Julia's son is now a partner in a law firm.

Richard's daughter got married and migrated to NZ.

Olivia is having dinner at yet another Michelin Star Restaurant in Paris.

Mary went to Japan a few months ago, and she's now

on a Yoga retreat in India.

Jamie got the latest IT clutch from Chanel.

Everyone's Life is Perfect.

Except yours.

Concept 2

With the proliferation of Social Media, everyone keeps tabs on their friends and relatives, and get a glimpse of their glamorous, picture perfect lives.

Some desperately try to keep up with the Jones'

Some get devastatingly depressed.

The Envy Effect makes you covet.

It drives consumerism and as a result you may rack up a lot of debt.

Concept 2

But in the first place, are these seemingly perfect lives really all that perfect?

They may be further than reality.

Amidst all that envy these people inspire, they may be facing problems they don't show.

Personal financial issues are more commonplace than we think, just that they are less shared.

Concept 2

Think Their

LIFE'S PERFECT ?

The copy is also deliberately treated such that from far, it will be read as LIFE'S PERFECT, but on closer inspection, we will see the full message.

This concept also shares some glaring financial facts and information.

Concept 2

It also serves to encourage the public to

:

- Look beyond the Picture
- Be more aware of financial issues that impacts their lives
- Take more initiative with regards to personal finance so they can:

LIVE THE LIFE THEY DESERVE

Campaign Visuals

Train Ads

People are usually on FaceBook, Instagram and Twitter when they are commuting.

In order to catch their attention while at the same time encouraging them to find out more about Simply Money, we will have both side panels ads as well as customised lenticular Train Hangers.

The lenticular design helps to reinforce the notion of looking at two sides of a situation.

Train Ads

We can share different financial facts with the public that will intrigue and inform.

This helps to educate the public that with *Simply Money*, we will

INFORM

ENGAGE

INSPIRE you to help you manage

YOUR MONEY

YOUR LIFE

YOUR DREAMS

Some examples of local financial facts:

VISUALS FEATURING THE ELDERLY

**2 of 3 Singaporeans
Unprepared For Retirement***

<http://sbr.com.sg/economy/news/wrinkled-worry-2-out-3-singaporeans-unprepared-retirement>

VISUALS FEATURING A YOUNG FAMILY

**50% of Singaporean Households
Live From Paycheck To Paycheck***

<https://sg.finance.yahoo.com/news/living-without-money-nearly-half-082400100.html>

Some examples of local financial facts:

VISUAL FEATURING A FAMILY ON HOLIDAY

**30% of Singaporean Households
Save Less Than 10% Of Their Income
14% Have No Savings At All***

<https://sg.finance.yahoo.com/news/living-without-money-nearly-half-082400100.html>

VISUAL FEATURING PARENTS AND CHILDREN

**At least
\$600,000
To raise a child in Singapore***

http://www.cpf.gov.sg/imsavvy/infohub_article.asp?readid={891993905-16153-6409876345}

Campaign Visuals



Train Panel Ads



Capitalising on the placement of the ads, we will have the two contrasting statements on the same panel, on different sides to strengthen the campaign message.

Lenticular Train Hanger



With a clear call to action for people to download the app or subscribe to the channel.

We can also work on a Facebook campaign to encourage Singaporeans to share their stories anonymously.

Activation

Everyone has thoughts and concerns that they rarely share.

We are proposing to have people walk around town as well as hop on public transport with visible thoughts above their heads.

These huge customised balloons capture attention while directing them to Simply Money.

Activation



For more impact we are proposing to have large scale movable lenticular boards make their rounds around town.

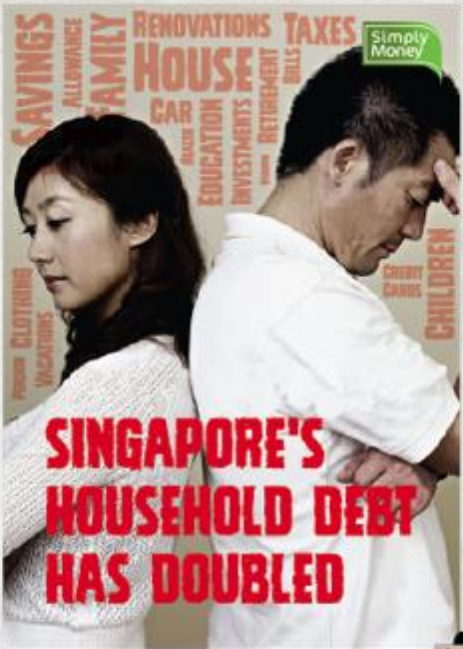
Alongside these roving boards, we will engage *Simply Money Channel* ambassadors in sandwich boards to share with the public more information on the channel.

* Large scale roving lenticular boards and truck are subjected to production availability.

Lenticular Roving Board



Lenticular Sandwich Boards



To create more awareness islandwide we are also proposing to have advertising trucks ply the streets to announce the launch of the new channel.

This can also work alongside installation where we will have Rotating Boards featuring people with seemingly perfect lives while sharing glaring financial facts.

These scenarios showcase possible situations where people maybe extremely happy yet these same situations can get into personal financial fixes.

Front: **Young Couple having a overseas wedding**

Back: Overspending on a lavish wedding

Front: **Happy Family in a well furnished home**

Back: Buying all their new furnishing on an installment basis

Front: **Young Professionals partying with their friends nightly decked in branded wares**

Back: Being overly indulgent and living from paycheck to paycheck

Front: **Large Extended Family going on a vacation**

Back: Over-stretching their credit card bills

Front: **Young Adult on his graduation day**

Back: Unable to find a job with a huge education loan

Lenticular Roving Truck



Lenticular Rotating Boards



Lenticular Rotating Boards



Concept 3

Concept 3

Singaporeans are a worried lot.
And many of these worries stem from money.

We wanted to create a campaign in which
Simply Money could OWN specific research data
to help sell and promote the channel.

Hence we decided that it was necessary to do a
poll.

Concept 3

We are proposing to have Poll Booths constructed for people to cast their votes on what they were worried about.

From these polls the results can be also used for Public Relation and Investment purposes.

It also gives the channel to engage the man-on-the street, while educating them more about the channel offerings and content through engagement and printed collaterals like brochures.

Concept 3

The headline *Money Matters* plays with the idea of highlighting that the channel deals with financial issues at the same time it **alludes that Money does Matter to everyone.**

Other than polls during the day, we are also proposing to have a poll at various night-spots in Singapore.

Concept 3

Many party animals run the risk of over-excessive behaviour and might be choosing partying as an escape from their worries.

Hence the subhead:

“WHAT KEEPS YOU AWAKE AT NIGHT”

This plays on two levels, what leads them to this lifestyle choice while at the same time highlighting the anxiety of many, that worry keeps them awake.

Campaign Visuals







Poll Booth

Simply Money

MONEY MATTERS

WHAT ARE YOU WORRIED ABOUT?

DROP THE BALL INTO THE TUBE THAT WORRIES YOU THE MOST

-  HOUSING
-  RETIREMENT
-  CREDIT CARD DEBT
-  DAILY EXPENSES
-  SAVINGS
-  EDUCATION COSTS

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Category	Percentage of Responses (Approximate)
Housing	45%
Retirement	10%
Credit Card Debt	25%
Daily Expenses	15%
Savings	20%
Education Costs	10%

Night Poll Booth

The graphic features a dark background with a city skyline and a banner at the top. The banner reads 'MONEY MATTERS' in large, bold letters, with 'MONEY' in purple and 'MATTERS' in white. Below the banner is the question 'WHAT KEEPS YOU AWAKE AT NIGHT?' and the instruction 'DROP THE BALL INTO THE TUBE THAT WORRIES YOU THE MOST'. There are six green icons representing financial categories: a house for Housing, a person with a cane for Retirement, a shopping cart for Credit Card Debt, a document with a dollar sign for Daily Expenses, a piggy bank for Savings, and a graduation cap for Education Costs. At the bottom, there are six vertical tubes, each containing a different amount of white beads, representing the results of the poll.

Simply Money

MONEY MATTERS

WHAT KEEPS YOU AWAKE AT NIGHT?

DROP THE BALL INTO THE TUBE THAT WORRIES YOU THE MOST

- HOUSING
- RETIREMENT
- CREDIT CARD DEBT
- DAILY EXPENSES
- SAVINGS
- EDUCATION COSTS

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Brochures



Concept 3

The activation mechanics for the polls can be tiered:

First tier:

The public gets to cast a vote by choosing what worries them most.

They will get a “Don’t Worry Band”

Don't Worry Band

Research says it takes 21 Days to break a habit.

We are proposing to create a Don't Worry band which encourages people to go 21 days without worrying. Each time they worried and fretted, they would have to switch the bracelet to their other wrist and start again from Day 0.



Concept 3

Second tier:

If they wish to get more incentives, they would have to answer more specific questions in order to get a goodie bag.

Proposed Premiums include:

Umbrella or Stress Balls

Third tier:

After sharing with them on the channel, if they sign up on the spot, the participants can get a voucher for subscription discounts.

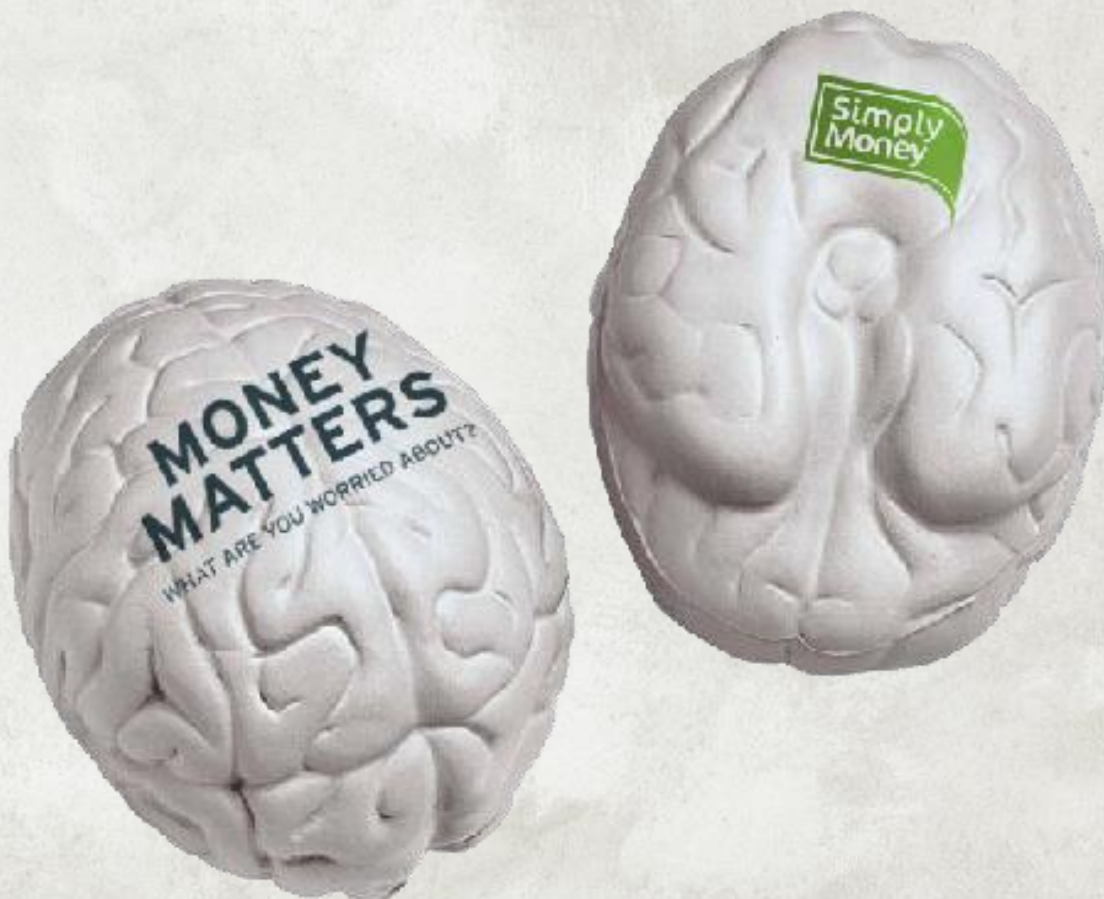
Concept 3

These premiums can also be given in a goodie bag to the media during the Media launch.

Simply Money Tote Bag



Simply Money Premiums



Simply Money Premiums



Simply Money Subscription Voucher



Affiliate Marketing

There have been government initiatives encouraging Singaporeans to drive less and commuters more on Public Transport.

We are proposing Affiliate Marketing opportunities with public transport providers like SMRT or Comfort Delgro.

We can work together to hold polls at bus stops and train stations using their panel ads where we encourage people to tap their ez-link card to vote on their top worry.

This helps us get clean data with demographics rather than have people tap indiscriminately.

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Bus Stop Advertising



Bus Stop Advertising

The advertisement features a dark background with a city skyline silhouette. At the top right is the 'Simply Money' logo. The main title 'MONEY MATTERS' is in large white letters. Below it is the question 'WHAT ARE YOU WORRIED ABOUT?' and the instruction 'TAP YOUR EZ-LINK CARD ON THE RED BUTTONS TO VOTE'. There are six categories, each with a red LED display showing the number of votes and a green icon representing the category.

Category	Votes
Housing	3166
Retirement	231
Credit Card Debt	1926
Daily Expenses	532
Savings	948
Education Costs	847

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Affiliate Marketing

Affiliate Marketing

There are many opportunities where Bright Lights can work together with various brands to inculcate better personal financial practices.

Eg: Gain City, Courts, Ikea

As excited as they are, their customers are likely to be worried as they take a big step in building their lives and furnishing their new home. With their home loans, furnishing loans etc - the stress of establishing a family is bound to be looming over their heads.

These brands also have space in their stores which gives us the opportunity to hold activation within their premises.

Affiliate Marketing

Another sector that Brightlights can consider working with are banks.

People spend hours in the queue, in an environment where Money is in the foremost in their mind.

Simply Money can work out an exclusive arrangement of airing the channel in the banks and trial subscription with their customers

Many of them have advertising opportunities on screen as well as bill inserts where their customers receive when getting their bank statements.

Affiliate Marketing

A location where people constantly worry about their mortality and bills are Healthcare Institutions

Wellness TV Network for example, runs programs in Hospitals and Clinics islandwide

Simply Money's format of simple, entertaining, financial lifestyle content would be a refreshing way of dispensing relevant content where it matters most.

Public Relations

Sample Media Relations Plan

To pitch on the launch of a brand new personal-finance lifestyle channel dedicated to ENGAGE, INFORM & INSPIRE the everyman.

Mainstream Media

- Business Times
- New Paper
- Straits Times
- Lianhe Zao Bao
- Shin Min
- Berita Harian
- Tamil Murasu
- Expat Living
- Channel News Asia
- Livewell

Lifestyle & Female Magazines

- Lifestyle
- Simply Her
- Singapore Women's Weekly
- Style
- NuYou
- Cita Bella

Parenting Magazines (Both online and printed)
To pitch on cost of living, raising a child related articles and how Simply Money helps parents get more savvy financially.

Many of these readers are also at the age where they have to be more responsible than before with their financial matters hence would be more receptive.

- Young Parents SPH
www.youngparents.com.sg/
- Motherhood Eastern Publishing
www.motherhood.com.sg/
- Today's Motherhood
www.todaysmotherhood.com/
- thenewageparents.com/
- The Asian Parent
- Singapore Motherhood
- www.mumcentre.com
- Mother and Baby Magazine
- Kids Company
- Livewell Baby

Sample Media Relations Plan

Radio

Class 95, 93.8, 90.5

Kiss 92FM (Women Oriented Radio Station)

Target: Mentions on Financial Talk Shows, Lifestyle, Family Oriented programmes

TV

- AM Singapore
- Good Morning Singapore
- Okto Children's' Event

Other possible media outreach targets

- Lifestyle Bloggers
- Luxury Bloggers
- Blogger Mums