

THE CONTEXT

100 Resilient Cities has been in market for six years running and has impacted an astonishing number of cities and people who call those cities home. Amidst the brand's successes, a key challenge identified is explaining the impact and benefits of your work in tangible ways. Essentially, you do everything but it's hard to put a finger on what you do.

Through this proposal, our goal is to:

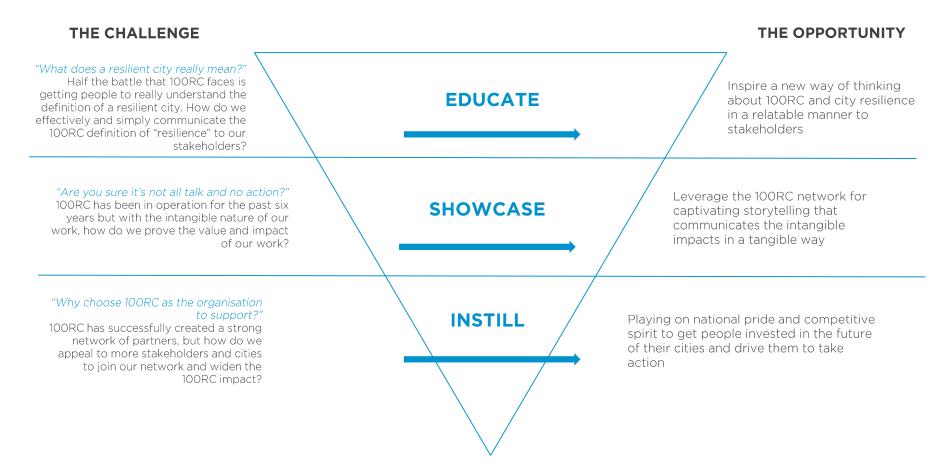
Forge the next chapter in your story



A tale of 100 cities. What will your story be?

We're going to package up our myriad stories of success, demonstrating impact to the lives of those who inhabit our cities. Then we'll ask our prospective leaders what they want their story to be. Their city, their legacy, their future. Will they be wavemakers or will they stand still?

STRATEGIC APPROACH



EDUCATE

Inspire a new way of thinking about 100RC and city resilience in a relatable manner to stakeholders

The Idea

Breaking things down - We develop a narrative and visual concept that creatively and effectively articulates 100RC's role and holistic definition of resilience.

How It Works

- Craft a relatable narrative that cuts across all stakeholders.
- Design an impactful key visual that communicates the narrative and manifesto
- Package the content into a toolkit to educate internal and external parties about the role of 100RC and the meaning of resilience. Kit to include:
 - Short film content to bring the narrative to life and unveil the logo, with the manifesto read as a VO
 - A short deck to introduce 100RC, explain the City Resilience Framework and showcase case studies of cities within the network that share the same problem (similar to website user journey from "our cities" page)
 - An infographic showcasing the network of partners from the private, public and NGO sectors

Why it Works

- A simple and visually-led articulation of 100RC's commulity, its role and impact
- Provides internal and external stakeholders with powerful tools to tell the 100RC story and expand its partner community

NARRATIVE

Equipping the leaders of today to prepare for and adapt to changes that impact our tomorrow.

100 Resilient Cities equips leaders of today with the resources and insights required to lead and support their people through the challenges of tomorrow. We enable cities to stand up against external shocks and internal stresses, to mitigate through the social, economical, civil, psychological impacts on the people. From buildings to the mental wellbeing of people worldwide, we are there to give cities the resources they need to stand strong in the face of tomorrow's challenges.



MANIFESTO

The world is changing at a faster rate than ever before.

From global warming to the fourth industrial revolution, from technology to politics, there is no predicting what changes come next and when.

We can't stand still and we can't just cruise along.

So, we evolve.

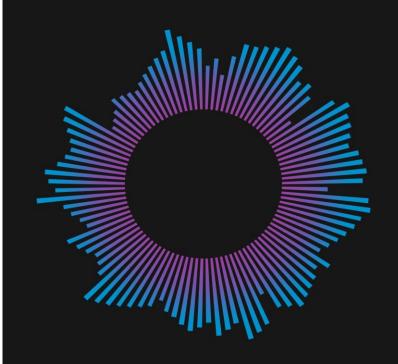
Like a soundwave, we can affect emotions, people, buildings. We are fluid and full of energy; we adapt where there is pressure and we pass through every medium.

We reach every height and depth and corner of the earth.

We create an impact - an impact that reverberates, that bounces, that creates ripples.

You can't see us, you can't touch us, but we are all around you - supporting you, your city, your home.

We make a difference, one city at a time.



100 RESILIENT CITIES

A TALE OF 100 CITIES, WHAT WILL YOUR STORY BE?

SHOWCASE

Leverage the 100RC network for captivating storytelling that communicates the intangible impacts in a tangible way

Debuting 100 stories from 100 cities

Short films showcasing success stories from 100 Resilient Cities which come to life through touching the city pin on the interactive video wall map. Films feature Chief Resilience Office, donor / partner and citizen, and begin with a look at the shock / stress, mapped against one of the quadrants in the RC Framework.

Why:

- Demonstrates the global to local impact of 100RC through meaningful storytelling
- Credits the stakeholders involved
- Showcases the inspiring impact of 100RC to a captive audience of existing and potential stakeholders at the Urban Resilience Summit, a milestone event
- Humanises 100RC and builds emotional connections whilst showcasing the holistic meaning of city resilience

Amplification:

- Showcase the interactive video wall at key events and conferences
- Content will be repurposed (cut / turned to infographics) for traditional and social media channels.



INSPIRE

Playing on national pride and competitive spirit to get leaders invested in the future of their cities and drive them to take action

The Idea #1

Play on the competitive spirit of cities around the world to rank the most resilient cities, similar to the "World Happiness Report" and the "Michelin Star Guide".

How It Works

- Leverage the existing partnership with Arup to build on the City Resilience Index with:
 - A ranking of the top 5 resilient cities in Asia Pacific within the 100RC network("The 100RC List").
 - An additional section to the City Resilience Index to list the top 10 cities who
 are not in the 100RC network, with most potential to enter the 100RC list.
- The assessment criteria will be based on the seven defining characteristics of a resilient city and the city's corresponding performance in each, and the five most resilient cities of the year will be awarded 100RC plague.
- With the list of "Top 5 Future Resilient Cities", 100RC can identify and approach homegrown establishments within the listed cities (Eg. Tata Communications in India)

Why it Works

- Elevates 100RC to an aspirational brand that cities want to be associated with to enhance their country branding.
- Creates a strong APAC relevance and key source of content for media opportunities and creative story telling.
- Anchors 100RC's position as a thought leader on resilient cities and equipping leaders
 of cities worldwide to future-proof their city

Amplification

 A key source of data and insights that can be repurposed for content targeted at both citizens and governments: Media opportunities (Story pitches, bylines and interviews), webinar content, speech and presentation content at global conferences and social media content.

INSPIRE

Playing on national pride and competitive spirit to get leaders invested in the future of their cities and drive them to take action

The Idea #2

A targeted partnership drive focused on getting homegrown wave makers in cities to join us as ambassadors who join the 100RC cause and drive the charge towards creating a resilient city.

How It Works

- Identifying and working with key network service providers in cities, like SingTel
 in Singapore and Tata Communications in India, with a call-to-action on making
 true difference in their city
- With the 4th industrial revolution, technology and telecommunication companies are the key driving forces of change in cities worldwide. Resilience is critical to the core of their business as they provide the key infrastructure future-proofing cities of today for tomorrow.
- Our pitch to them would be to demonstrate how their partnership with us would position them as a leader in national resilience efforts, and be the brand that invests in meaningful change their fellow city dwellers

Why it Works

- Strong affinity between the functions and values of 100RCs and identified partners that adds credibility to their work
- Taps on the existing network and resources of identified partners to create a tangible connection with people

Amplification

 The work of brands with cities can be documented into case studies and used to entice more partners to jump onboard the resilience bandwagon

REACH:

Are we driving awareness at scale to the right audience? High impact coverage measured in terms of quality and quantity that transcends platforms, featured in relevant titles and highlights a call-to-action.

MEASUREMENT

IMPACT: Delivery of key messages

Are we reaching the right people and landing the right messages? Clear delivery of the creative platform with resulting changed brand perception.

ENGAGEMENT

Are we driving conversations on social?

Positive brand affinity with the goal of inciting long-term brand consideration.

PLAN ON A PAGE summary slide

THE CHALLENGE

THE OPPORTUNITY

THE IDEA

"What does a resilient city really mean?"

Half the battle that 100RC faces is getting people to really understand the definition of a resilient city. How do we effectively and simply communicate the 100RC definition of "resilience" to our stakeholders?



Inspire a new way of thinking about 100RC and city resilience in a relatable manner to stakeholders



Breaking things down

We develop a narrative and visual concept that creatively and effectively articulates 100RC's role and holistic definition of resilience.

"Are you sure it's not all talk and no action?"

100RC has been in operation for the past six years but with the intangible nature of our work, how do we prove the value and impact of our work?



Leverage the 100RC network for captivating storytelling that communicates the intangible impacts in a tangible way



Debuting 100 stories from 100 cities

Short films showcasing success stories from 100 Resilient Cities which come to life through touching the city pin on the interactive video wall map.

"Why choose 100RC as the organisation to support?"

100RC has successfully created a strong network of partners, but how do we appeal to more stakeholders and cities to join our network and widen the 100RC impact?



Playing on national pride and competitive spirit to get people invested in the future of their cities and drive them to take action



Ranking the cities

Play on the competitive spirit of cities around the world to rank the most resilient cities, similar to the "World Happiness Report" and the "Michelin Star Guide".



Partnering wavemakers

A targeted partnership drive focused on getting homegrown wave makers in cities to join us as ambassadors who join the 100RC cause and drive the charge towards creating a resilient city.