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ROCKEFELLER FOUNDATION

100



CITIES

CELEBRATING THE RESILIENCE OF ASIA PACIFIC

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Addressing 100 Resilient Cities communications brief to galvanise APAC leaders across city-relevant industries and development banks to invest in the resilience of the communities they serve and work within.

Insight

To consider investing in a Resilient City, APAC leaders in industries with city interests need to see what the human impact of a comprehensive urban resilience partnership with 100RC would be.

65%

of consumers in the region believe large corporations have a responsibility to help the community

\$45.3B

Smart city spending in APAC by 2021

83%

APAC consumers feel it is 'extremely' or 'very important' that companies implement programs to improve the environment

Context

Increasingly APAC leaders have a stake in the social responsibility and the holistic wellbeing of the communities they serve and work in. This has led to a general awareness around the implications of urbanisation, globalisation and climate change on our cities, placing prominence on urban resilience solutions – particularly when it comes to disaster relief or sustainability.

Despite general awareness, APAC leaders still **lack an in-depth understanding** of what the impact of a comprehensive urban resilience partnership with 100RC would on the wellbeing of people in the cities they serve and work in.

Narrative

The impact of urban resilience is deeply human. It has the power to transform the lives of our entire communities. Not just the lives of future generations, but that of our loved ones, and ourselves, right now.

Urban resilience doesn't just help us to feel safe, or secure, or that we are merely surviving. It is more than keeping the lights on, easing traffic burdens, protecting the vulnerable or preventing disaster. It enables us to *thrive* – to innovate, create, grow, and *come alive*.

It is the beating heart of a city that picks itself back up and never lets its' spirit flag. It is a celebration of where a city is today, and where it can be tomorrow.

A Resilient City, is a Spirited City.





Phase I: Excite

Industry leaders are reactive to APAC consumer needs and trends. To establish 100RC's initiative squarely in the minds of our key stakeholders, we will employ the media and the public to celebrate the results thus far, and explore where the movement can go next.

Key message: Urban resilience allows communities in the region not just to survive but to thrive

Phase II: Engage

Once 100RC is top of mind engage key stakeholders directly to dig into individual city concerns, drive lead generation, and continue engaging consumers as a key influencer of our stakeholders.

Key message: Urban resilience is critical in transforming the lives of entire communities across the region today and in the future.

Phase III: Extend

Maximise our campaign sentiment and extend our lead generation efforts with an ongoing content marketing strategy that continues to celebrate how the spirit of existing Resilient Cities are coming to life.

Key message: 100RC is the leader in working with cities on the ground to establish tangible urban resilience solutions.

Phase I: Excite

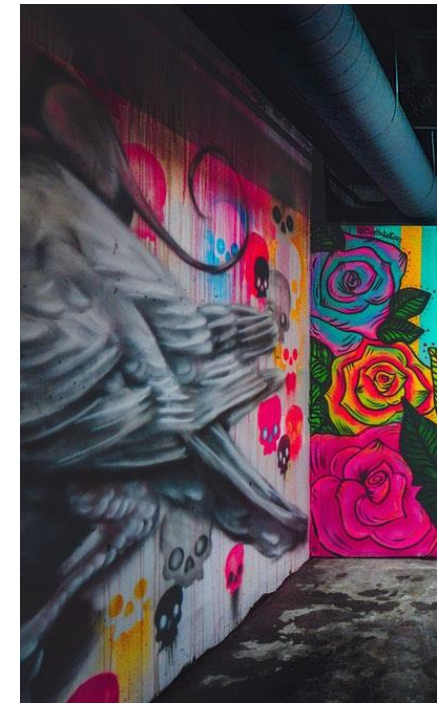
#SpiritedCities Come Alive

When a city thrives, its people and culture flourish. We will celebrate the spirit of our Resilient Cities with an augmented reality art walk in five of our APAC cities, that will demonstrate how the city “comes alive” when resilient. The activation will inspire sister cities in each country to advocate for a sponsor so that 100RC will partner with their city next.

- Local artisans create signature pieces from their industry (mural, fashion, sculpture etc.) that are hidden throughout the city. With AR technology, these hidden gems “come alive” with special effects designed to be ‘Instagrammable’ and visually convey the benefits of a resilient, thriving city to potential new and existing partners directly from one of their key stakeholders: the public.
- The art walk content will be amplified on social via consumer content, the local artisan’s own channels and 100RCs channels with the hashtag #SpiritedCities.
- We’ll elevate the conversation for mainstream and tier 1 metro media with an exclusive first look at the art walk, hosted by that city’s Chief Resilience Office who can discuss the impact of their city’s resilience efforts to date, and exclusive interviews with the artists themselves about capturing the spirit of their city, and what urban resilience has done for their community.



***We joined 100RC's
#SpiritedCities to explore
the beauty of urban
resilience in Sydney***



Phase I: Excite (cont.)

2019 APAC Resilience Barometer

To further contextualise the concept of Urban Resilience for tier 1 metro media consumed by our target stakeholders, we will launch the art walk in the top 5 most resilient cities in APAC, as determined by an expansion of the APAC Resilience Prospectus - a “Resiliency Score” for every city in APAC.

The Resilience Barometer will rank cities from most to least resilient, with helpful, educational advice to cities ranking lower on why it is never too late to improve the resilience of their city, and what benefits they can expect to see from such a process.

The city-specific data will enable us to:

- Achieve widespread media coverage in key major metro cities across APAC ready by our key stakeholders
- Establish 100RC as the thought leader in urban resilience, including climate change and social resilience
- Conduct targeted social Ads by region designed to encourage key stakeholders to reach out
- Create localisable assets based on findings: infographics, media pitches, bylines, speaking opportunities, and social posts



Where your city stands in terms of resiliency – and what you can do about it.

These are the top 5 most resilient cities in Asia Pacific – and the least.

The Guardian

Phase II: Engage

#SpiritedCities Microsite

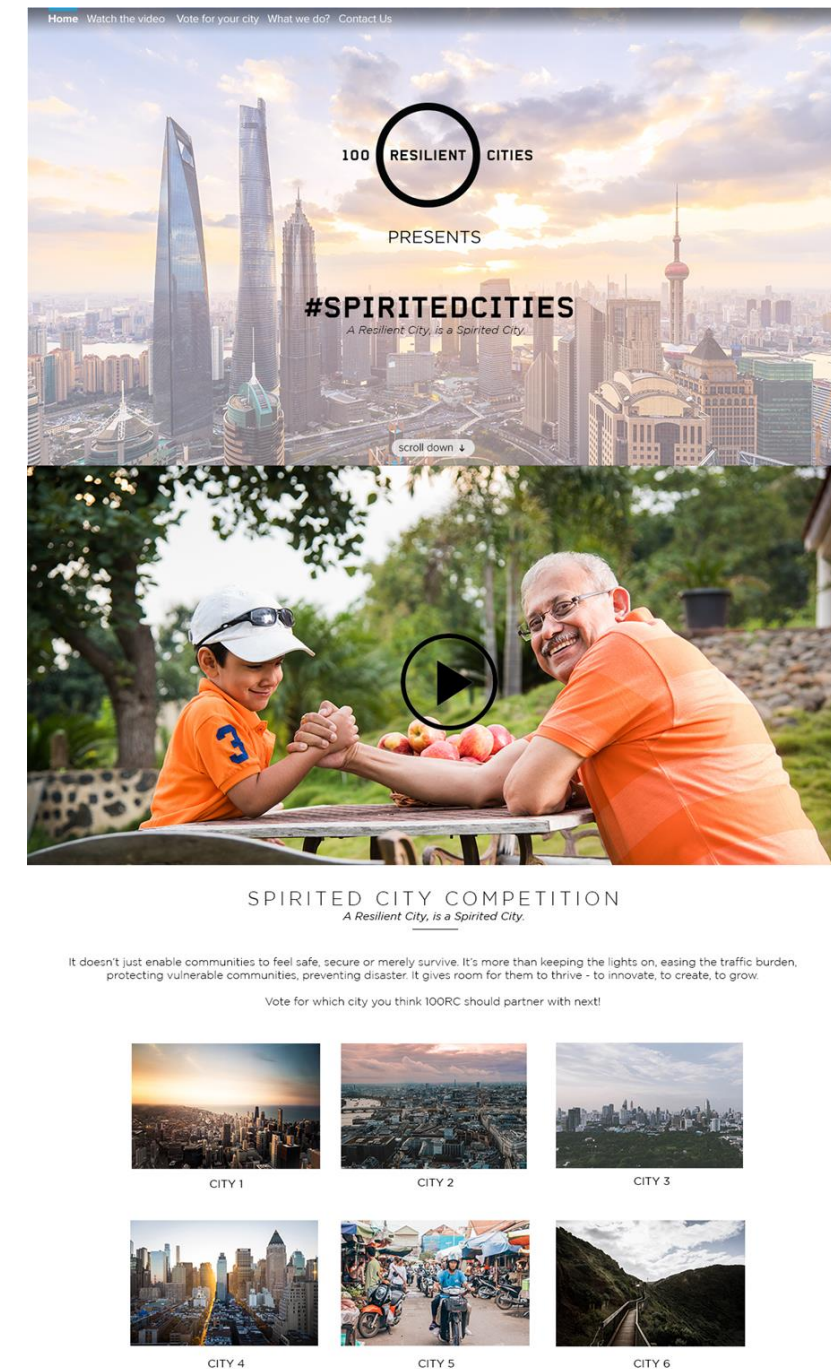
After the Excite phase, we'll drive deeper understanding and interest in Urban Resilience by continuing to engage consumers, and beginning to engage key stakeholders directly with rich, digital content that celebrates the spirit of Resilient Cities, and brings the human impact of resilience to life in a deeply emotional way.

'Resilient Spirits' Video Series articulates impact on current and future generations

- Five senior citizens share memories of growing up in their city, and the changes they've noticed since becoming a Resilient City, as well as what resiliency means to them and their family
- Five five-year-olds share what they think urban resilience is, and their hopes for their city growing up in an age where a resilience strategy is coming to life – both the whimsical (*"More rollercoasters!"*) or poignant (*"Safe route to school"*)
- Videos will live on the microsite, and pushed out on social channels with paid targeting toward relevant industry, government and banking executives.

#SpiritedCities competition galvanises citizens to advocate to key stakeholders

- The microsite will feature a competition to tweet out a vote for the city you want to see 100RC partner with next (be it your own or otherwise), and share the reason why, for the chance to win a prize, generating potentially very emotional content and sentiment in the social sphere.



Phase III: Elevate

#SpiritedCities APAC Listening Tour

Once we've engaged stakeholders via their public and channel influences, we'll connect with them directly to deeply establish 100RC as the leader in comprehensive, urban resilience, driving direct consideration from potential partners. It will also set the stage for what cities can expect from the partnership, encourage stakeholders to consider urban resilience strategies, and explicitly communicate 100RC's value.

- Media or closed-door session roundtables with key stakeholders from priority areas: newly elected city officials, regional government, potential partner brands and multi-lateral development bank decision-makers, established 100RC network and local advocacy groups
- The roundtable discussion will leverage insights from the independent evaluation report and the results of the APAC Resilience Barometer, as well as be an open dialogue about what makes our cities unique, and how to foster the spirit and culture of cities from the ground up
- Phased roll-out: ANZ and India (highest opportunity for new partners); followed by Indonesia, Malaysia and Vietnam
- Interactive data visualisations of the APAC Resilience Barometer will also live available for download on the microsite as a further lead generation tool and follow-up opportunity from the listening tour.



Phase III: Elevate (cont.)

21 Spirited City Stories in 21 Weeks

We'll continue to maximise our access to APAC CROs as well as our naturally developing partnerships with potential new city fund / donor partners to create a LinkedIn and Medium thought-leadership series targeted at our key audiences in current regions, but beginning to foray into new territories.

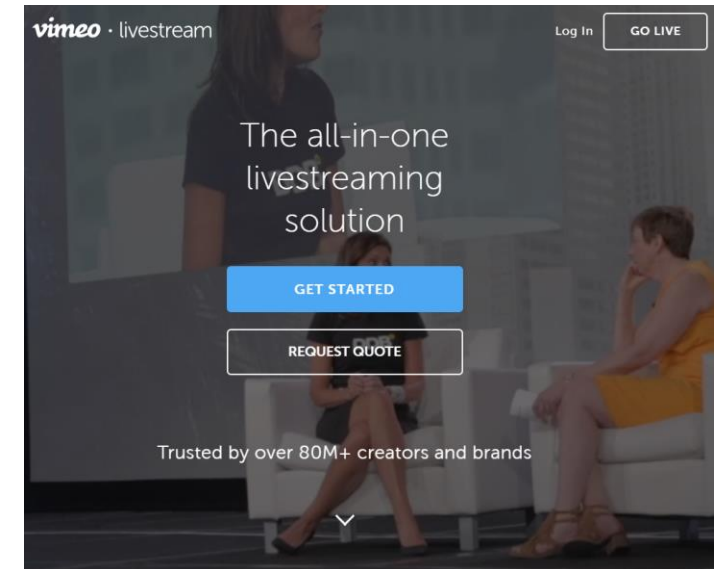
- The video series will kick-off in the 21 weeks leading up to Urban Resilience Summit 2020
- In each video we'll put the spotlight on one existing APAC CRO to share five ways in which they've seen, or will see, human impact in their city from Urban Resilience, and what they anticipate for their city in the future. Each CRO has a unique story, showcasing the diverse work accomplished across APAC and the value of 100RC's holistic approach
- We'll amplify all content via Outbrain to maximise our investment in production, and continue our highly targeted approach to reaching our key target audiences
- Spirited City Livestreams: As an option to extend the video series, we will conduct livestream Q&As via Facebook between local CROs and fellow country change makers that are not yet part of the 100RC program

#SpiritedCities Engagement Toolkit

- With insights collated over the course of the #SpiritedCities campaign, we will create an "elevator pitch" deck to empower the internal 100RC team to engage potential partners



100RC Member Cities



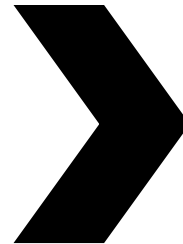
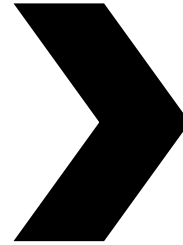
Measuring success

Education KPIs

- Media coverage volume and reach
- Media coverage quality - recommend measuring on WE Communications 16-point quality scale (tier, sentiment, focus etc.)
- Social content marketing reach and engagement
- Key message resonance - pre- vs. post-campaign evaluation

Consideration KPIs

- 100RC awareness and understanding among key stakeholders pre- vs. post-campaign
- % increase in city requests
- % increase in city sponsor leads / engagements
- % increase in city donor partner leads / engagements
- Website click-throughs and % increase in site traffic



- ✓ Articulate the emotional and rational outcomes of 100RC's resilience work in a way that is easy to understand
- ✓ Illustrate the deep, human impact of 100RC's resilience work in a creative and memorable way
- ✓ Position 100RC as the leader in working with cities on the ground to establish tangible resilience solutions
- ✓ Galvanise a wide breadth of leaders across city-relevant industries to invest in the resilience of the communities they serve and work within
- ✓ Reinforce among existing and new government stakeholders the value of being a part of the 100RC network.