

THE BRIEF

“Urban resilience as “the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience.” - 100 Resilience Cities (100RC)

Urban Resilience is a vital concept for cities around the world, as they deal with challenges of the 21st century urbanism. However, the concept takes a long time to explain. It is also a challenge to explain the benefits of 100RC's work in tangible ways.

Therefore, it will be critical to demonstrate the impact of 100RC's work and the ways in which the initiatives laid out in city resilience strategies are positively impacting people's lives.

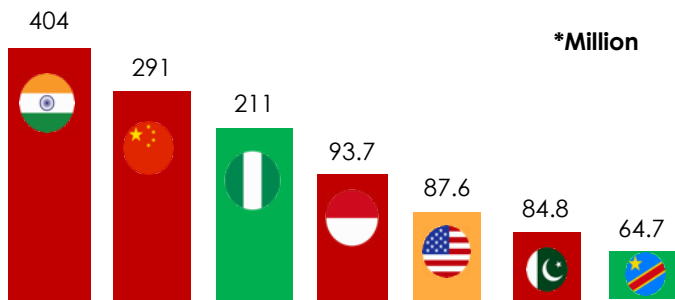
OBJECTIVE

- Develop a creative and memorable way to articulate the impact of 100RC's work
- Make the value of our 100RC's work easy to understand and explain

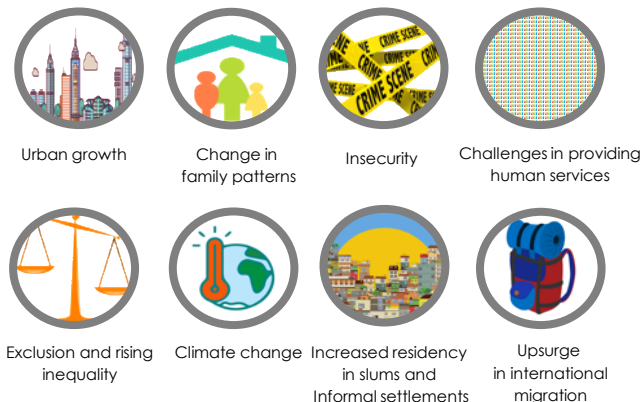
Challenge Accepted. Let's do this.

Countries Contributing The Most To Urban Population Growth Until 2050

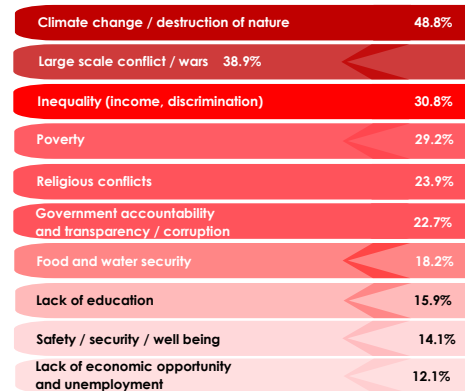
The global population increase between 2014 and 2050 is forecast to be 2.5 billion



Eight Most Pressing Urban Challenges According to UN



Eight Major Concerns Of Millennials Around The World According To WEF



INSIGHTS

Rapid urbanisation in the developing world is putting a strain on cities in Asia, Africa and Latin America. By 2050, 700 million people will have migrated to the cities in China and India - that's equivalent to having 35 more NYCs.

The United Nations has outlined **8 most pressing urban challenges facing the world's cities today**. From the ageing population, to the rise of inner city crime due to the endemic income inequality and social exclusion, governments around the world need to figure out a way to address these issues, for the long-term survival of their cities.

Millennials know what's at stake. According to the World Economic Forum (WEF) survey in 2016, 49% feel climate change is a major concern, while 31% are concerned over the growing income inequality. Rising sea level threatens the survival of many cities, with 95% of North Jakarta expected to be completely underwater by 2050 (Bandung Institute of Technology). Income inequality has worsened in Kuala Lumpur - it is the world's sixth most unequal city (first in APAC) in 2016 (Euromonitor International).

Increasingly vocal about world issues on social media, millennials expect their brands to be proactive in making the world a better place (Forbes, 2017). APAC countries such as Malaysia, Indonesia & the Philippines are among the world's most active social media users, so digital visibility is key for NGOs to receive support from brands and government agencies.

Cities are the crucibles of civilisation. It is through the complexity, elegance, and ingenuity of our cities, that human civilisation shines at its brightest.

From the labyrinthine cobbled streets of Istanbul, to the shining facades of Singapore's financial district, cities evoke the images of our glorious history, our present dynamism, and our dreams for a better tomorrow. Above all, cities are resilient. Long after their founders became history, cities continue to flourish.

The 21st century provides unique challenges to global cities. Climate change, rapid rural-urban migration, rising car ownership, and ageing population, poses real threats to some of the world's most resilient cities. Income inequality in most parts of the world is the highest it has been since the post-war era, with potentially devastating social and environmental consequences.

In today's changing landscape, cities around the world can no longer function as an island. They exist, in a large ecosystem, sharing common issues, and possessing the capacity to come up with a better plan for the future, together.

Only when they are together, will our cities be able to withstand the test of time, and continue to be the beacon of progress, prosperity and peace, for the future generations.

Let's reinvent our cities together. Let's make our cities future-ready.

CAMPAIGN DNA:

AUDIENCES -

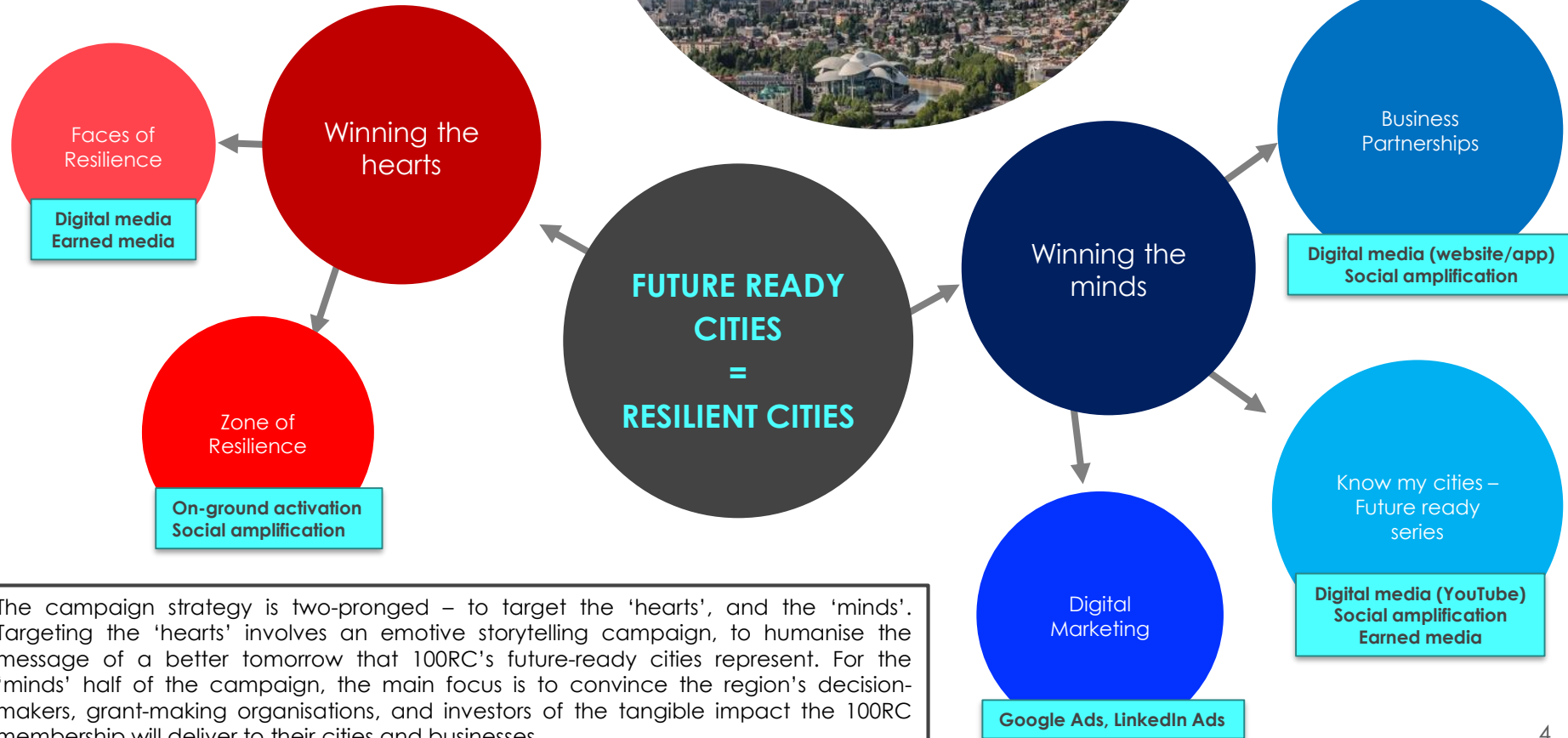
Direct target: City governments, grant-making organisations, multilateral and development banks

Membership advocacy campaign: To include public stakeholders

DURATION: 12 months

CREATING FUTURE-READY CITIES. TOGETHER.

HOW IT WORKS



WINNING THE HEART: HUMANISING URBAN RESILIENCE

To ensure the success and appeal of the programme to the governments and decision-makers, it is imperative for the public stakeholders to understand what 100RC stands for and how its work is important for their city.

A campaign to win 'hearts' will focus on telling 100RC stories of urban transformation through a humanised and effective storytelling campaign.

PLATFORMS

Digital: www.100resilientcities.org/facesofresilience



Conventional media: To pitch story to local media publications in member cities



FACES OF RESILIENCE

A compilation of stories of how lives have changed to the better in cities around the world. These Faces of Resilience represent the positive impact that transformative urban policies have delivered to cities in the region. The campaign will be amplified digitally, and the stories will be pitched to local and regional media publications



ZONE OF RESILIENCE

To set-up pop-up Zones of Resilience in the CBD of member cities, where urbanites can enjoy a small 'zen' space. 'Faces of Resilience' stories and videos will be shown at the location. An open graffiti wall, 'My City in 2050', will be placed, where urbanites can sketch their vision for a future-ready city. 100RC's partners will also be allocated a small space to display the company's sustainability effort in an interactive way (e.g. VR booth)

Story samples:

Stronger, better, and more resilient - the story of a family in Christchurch that builds earthquake-resistant home using sustainable NZ timber

Revitalisation of the Ciliwung riverbank in Kampung Pulo, Jakarta - its positive effects to the local community

Education to fight crime - the success Masibambisane High School - one of Cape Town's best performing schools, located in the high-crime Delft neighbourhood

Proposed Resilience Zone locations:

SCBD, Jakarta. Jonker's Walk, Melaka.



WINNING THE MINDS OF POTENTIAL PARTNERS, MAYORS & GOVERNMENTS

It's important to convey a message that a future-ready city is a necessity, through a PR and laser-focused digital marketing campaign that targets businesses (potential sponsors), mayors, and governments.

PLATFORMS

Digital: Digital marketing: SEO, Google Ads, LinkedIn Ads

Media: Know My Cities - Local business publications

THE STRAITS TIMES

THE
Star
the people's paper

The
Jakarta Post

ข่าวสด

KNOW MY CITY - FUTURE READY SERIES

City documentary series hosted by a travel vlogger. Each episode will feature the vlogger walking around the city with a CRO. The CRO will explain about the work 100RC has done in the city, and it has helped the city to become more future-ready. The video will be aired on YouTube, and various episodes will be shown at 100RC corporate events & seminars on resilient cities. The sharing in each episode will also pitched to local media publications. Proposed cities to highlight: Tbilisi (earthquake retrofitting), Jakarta (river rehabilitation), Durban (crime & social exclusion), and Mexico City (land subsidence)



DIGITAL MARKETING

A digital marketing campaign with laser-targeting to directly reach potential business partners, sponsors (including development banks), and government decision-makers

BUSINESS PARTNERSHIP

To enhance the relationship between 100RC member cities and current and potential business partners and sponsors. This partnership also aims to provide an attractive incentive for more partners to work with 100RC. An example of such partnerships:

- Visit A Future-Ready City - An interactive campaign where members of the public who are interested in 100RC stand a chance to win a trip to a future-ready 100RC member city. The campaign will be sponsored by an airline, while will, in return, receive brand visibility throughout.



VISIT A FUTURE-READY CITY WITH THAI AIRWAYS

(1) Participating cafes in areas that are undergoing through an urban revitalisation (e.g. Old Melaka, Kota Tua Jakarta) will give out coffee cups with QR codes. The code qualifies the customer to stand a chance to win a trip to a 100RC member city. (2) The code also leads them to the 100RC website, where they can learn how their city is currently preparing to be future-ready. (3) Residents in a non-member city can also sign a petition to call for their city to be listed as a Resilient City. (4) The petition will be sent out to their local mayor. The final call-to-action is to invite the user to visit the Global Resilience Summit website and follow 100RC social media channels.

DIGITAL BANNER

Using laser-focused digital marketing to target government decision-makers, potential partners, grant-makers, and bankers.

These banner ads will be strategically placed on websites that are frequented by the target audience, such as New York Times, The Economist, Wall Street Journal and Nikkei Asian Review.

LinkedIn ads will also be deployed to target the same set of audiences.

The link attached to the banner will direct the target audience to the page of a city that shares the most number of challenges with the individual's geo-location.

For example, a C-suite executive in Kuala Lumpur (a non member city) will receive a banner showing a city that shares its challenges (e.g. economic inequality, uncontrolled urban development etc)

opportunity to remake Manhattan's West Side.
• But, our reviewer asks, what has arrived?
11m ago



scandal is an extreme example of a broader pattern.
The Upshot 2h ago
59 comments



In Other News



Britain to Prosecute Former Soldier in 'Bloody Sunday' Shootings



A judge denied a request by parents to let their unvaccinated children return to



ANTICIPATED RESULTS



Digital marketing campaign (throughout the year)

- Achieve 50,000 additional clicks on 100RC website by target audience
- Click-through-rate of 0.5% (minimum)
- 10,000,000 impressions over 12 months



Resilience Zone in Jakarta, Melaka, Singapore, Bangkok & Da Nang - over 12 months

- Garner 10,000 Instagram/social media posts & check-ins per location over 12 months
- Total social media posts generated: 50,000



Visit Future-Ready City competition (1 month campaign)

- Garner 20,000 participations (number of scans on the QR code)



Know My City (4 videos a year) with a vlogger

- Garner 150,000 viewers per video
- Total annual views: 600,000



Faces of Resilience (Monthly story for 12 months)

- Obtain 50,000 cumulative impressions per story (impressions on website & social media posts)
- Total article impressions: 600,000

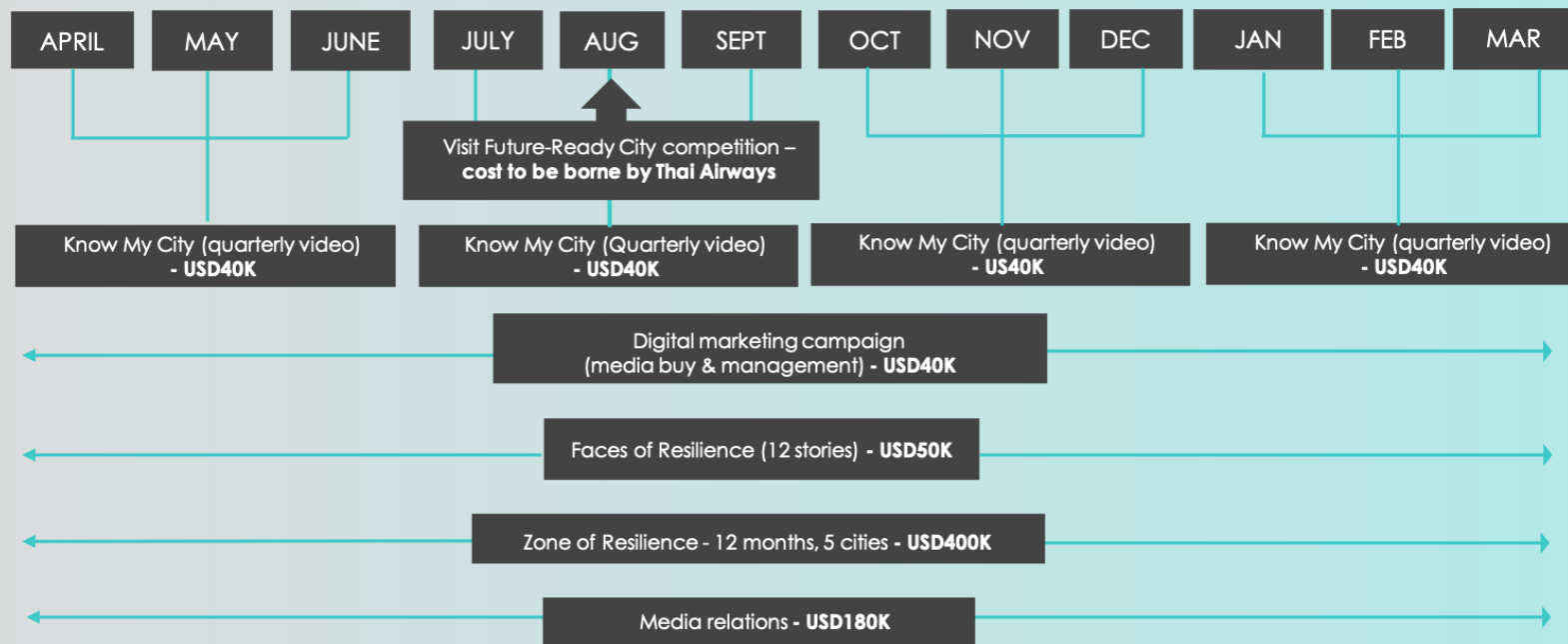


Earned media coverage for all programmes

- Average of 3,000,000 impressions on monthly basis, across the 5 markets
- Annual impressions: 36,000,000

Cumulative audience impressions: > 47 million (not including organic social media impressions and physical impressions at Zone of Resilience)

TIMELINE & BUDGET



TOTAL COST: **USD830K**. TOTAL IMPRESSIONS: 47 MILLION. COST PER VIEWER: USD0.018