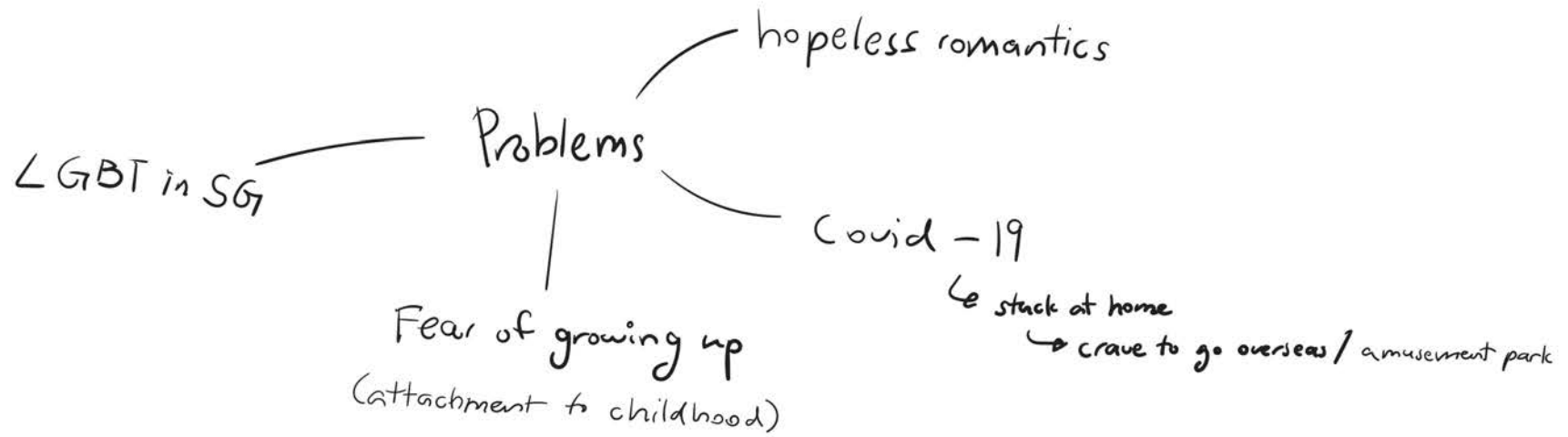


MY CREATIVE PROCESS JOURNAL (CPI)

BIG IDEAS that ensure your target

- knows you exist
- understands what you are saying
- knows that you have something that they need
- responds to you willingly

- Simple & clear message
- Crafted appropriately (tonality, visually, typographically)
- It is succinct
- No more than 5 wordseg (e. Red Bull gives you wings)



Audible → incorporate into everyday life

↳ remove distraction → more free time → use Audible instead

↳ problem: eyeing screens for prolonged period of time damages eyes

Google → empower people with music - typography

↳ find a problem in society & respond w music

derive the type from the music →

Gula → create a campaign that makes Gula the go-to natural energy drink

↳ copywriting, advertising, communication

The GO-TO natural energy drink Yula

A campaign.

Bring nature into everyday life.

↳ problem: people aren't spending as much time in nature as before (esp. old times)

↳ solution: bring nature to them

↳ infuse into their everyday lives

- ↓
- busy with work,
 - covid-19 Stay Home
 - too much time on screens
- } tires & bores them

Random Ideas

Google

Vintage love songs

respect and love the elderly

a lot of newly weds neglect their parents

Hug all ur friends - cavetown

appreciate your friends

Lorem ipsum

bedroom pop

you can achieve/be anything you want

designers (or any jobs not traditionally "good")
are often shunned in Asia

talk to me - cavetown

talk to a friend/someone about your problems

a lot of people keep their problems to themselves,
don't open up, become more distant from their loved ones

scars to your beautiful

normalise acne

people see those with acne as dirty/unhygienic

????

lift the bubblegum restriction in sg

bubblegum is harmless

people get charged for bringing bubblegums into sg,
but not for sexual assaults???

Imagine - John Lennon

world peace

Pure imagination

chase your dreams, anything is possible!

Google

- feels unloved

- Covid-19 → stuck at home

↳ can't meet loved one

★ let people "meet"
their loved ones through
song lyrics or traditional
methods like mailing

divorcees / singles

Feeling
lonely

so many love songs, but people don't
love themselves enough.

→ apply love songs to themselves

↳ pluck keywords from love songs, apply to themselves

love yourself

"I'm in love with love
but not with myself"

adultery

Love fights wars

Love songs

→ fast paced world

love
slow songs

↳ everyone is too busy to stop and smell the flowers
↳ we all need to slow down & focus on
the things & people we love ♥

The world needs more love

Too much hate in the world

↓
racist attacks

↓
BLM movement

international love songs
↳ songs in diff languages
↓
support interracial love

Love is Love
(LGBT)

hopeless romantics

↳ obsessed with love

↳ romance movies set unrealistic expectations of love

Love brings people together!

Music brings people together!

Music by queer members

Pride
Songs

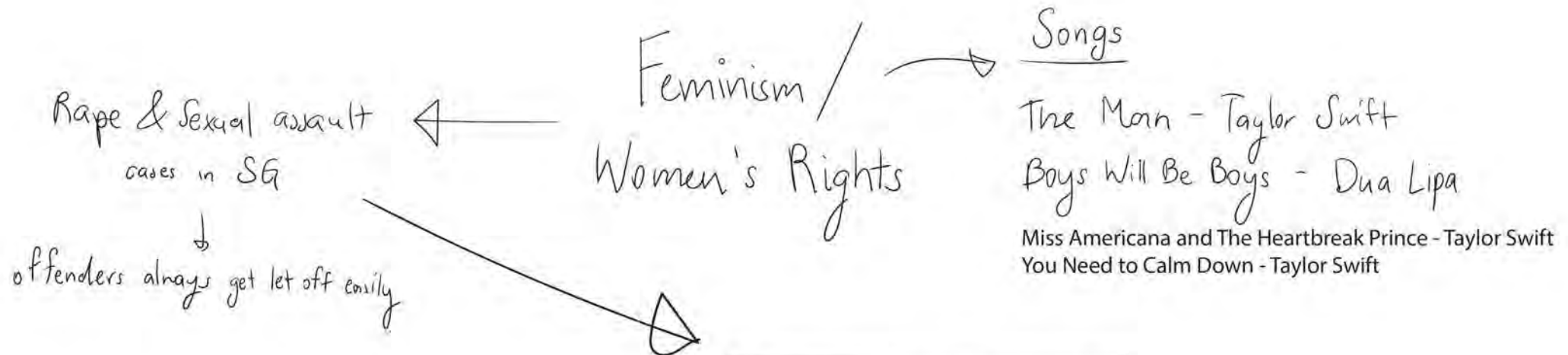
↳ call for repeal

↳ help those confused about their sexuality

You Need To Calm Down - Taylor Swift

Google

or like Taylor Swift, should i use a love story concept to talk about sexual assault cases in sg???



people get charged for bringing bubblegum into SG, but not for committing sexual assault, because they are "good" students with "bright" futures.

mock the sg law system -> bubblegums photos labelled 'this is illegal' "soon any small things will be illegal but really big crimes will be legal"

or scare men in trains/public to refrain from molesting/raping etc (eg. posters that say "you are being watched")

Song: You Don't Own Me

Problems

- victims afraid to voice out
- females retraining from wearing what they want in fear of becoming a victim of sexual assault
- justice not served ☹️ **tough to solve** ☹️

Solutions

- empower victims to voice out → reach out to Aware SG
- empower women to wear/do what they want
- donate to Aware SG Sexual Assault Care Centre (SACC) by Aware Singapore

Sale of band tee & vinyl goes to Aware donation

Issue #1 - Sexual Assault cases in SG (Women blamed for what they wear)

Google

Problems

- Women get blamed for what they wear in most sexual assault cases

↳ results in:

- women being afraid to wear what they want → conforming to male's preference :-(
- victims blame themselves when it is NOT their fault. It is the offender's self-control to be blamed!

Key message

Women should feel free to wear what they want.

Solution

- Enforce the idea that what women wear ≠ consent to touch them

↳ leads to

1. Empowering women to wear what they want
2. Educating men that what women wear ≠ consent

- Donate to SACC Aware SG

Research

- Sexual offenders often blame the victim for wearing 'too revealing'. They think that the victim is 'asking for it'.

↖ CRAZY 🤪

Research:

- How many cases are there in Singapore?
- How many unheard of?
- How often do men blame the women?
- Are the offenders usually strangers or people the victim actually know?

Vibes

Positive, strong, BOSS vibes

Target Audience

1. Women aged 16-29 (young adults)
2. Men who think that women who wear revealing clothes are 'asking for it'

~~X~~ scrape idea

After researching more about this matter, I found that:

- most people think: what women wear affects the possibility of being sexually assaulted
- fact: it happens no matter what women wear
- ∴ I don't think the issue I identified will be very positive. It has the potential to backfire

Playlist:



1. You Don't Own Me - Lesley Gore
2. Boys Will Be Boys - Dua Lipa
3. Just a Girl - No Doubt
4. Man! I Feel Like A Woman - Shania Twain

Ideas

1. photos of 'sexy' clothes with text:

"What I wear is not _____"

- consent
- for your pleasure
- asking for it

OR

"What I wear is _____"

- my choice
- for myself
- not for you



← use type to
act as a stroke
to ~~cancel~~



2. Photos/type design that looks ^{sexually} provocative to attract male attention,
but on closer look, is a message to them, calling them out

Research

<https://www.forbes.com/sites/christineamourlevar/2017/12/17/sexual-harassment-in-the-workplace-is-singapore-feeling-the-weinstein-effect/#2e2e2a5e160d>

Forbes

Billionaires Innovation Leadership Money Business Small Business Life

"Like other countries, sexual harassment is highly under-reported in Singapore and it's hard to say exactly what the incidence of sexual harassment is," says Corinna Lim, Executive Director of the Association of Women for Action and Research (AWARE). AWARE is Singapore's leading gender equality advocacy group, and also runs the only Sexual Assault Care Centre (SACC) in the country.

Since the start of the #MeToo movement, SACC's calls have doubled from 35 to 70 cases per month. According to Lim, "#MeToo has emboldened victims in Singapore to seek help from SACC and to find out what their rights and options are. There has been less public calling out, unlike in the West, probably because of cultural reasons."

Reports rising

In 2016, SACC received 338 reported cases of sexual violence, up 27% from the previous year. Of those 338 cases, the biggest category (27%) related to workplace sexual assault and harassment. 44% comprised physical and non-physical sexual harassment committed by someone known to the survivor. Furthermore, according to a 2014 survey of 500 youths in Singapore conducted by SACC, one in three respondents have experienced some form of sexual violence. Lim, who is a former lawyer, has spent years lobbying the Singapore government to pass laws protecting individuals in the workplace from such harassment, and despite the recent progress, she feels more needs to be done.

- 44% were by people the victims knew
- 27% were at the workplace

Workplace: where women dress more decently.
Yet, is the biggest category.

Clearly, the problem isn't what women wear.
(rape myth)

<https://www.independent.co.uk/news/uk/home-news/men-sexual-assault-clothes-women-victim-blaming-rape-a8792591.html>

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News > UK > Home News

Majority of men believe women more likely to be sexually assaulted if wearing revealing clothes, study suggests

Exclusive: Two-fifths of women also hold the view which campaigners describe as 'the most common myth' across generations

Male respondents: Victim's appearance is a factor in sexual violence
Sunday 18 February 2019 23:17 GMT

[D](#) [f](#) [t](#) [e](#)

Dublin Rape Crisis Centre, which runs a free 24-hour helpline for people who have been sexually assaulted, said the findings illustrated how deeply entrenched victim-blaming is in society.

Noeline Blackwell, head of the centre, said: "There is an assumption - not borne out by any evidence - that the way a woman dresses is likely to lead to rape or sexual assault."

"We know that people are raped wearing a variety of clothing. The idea that a woman who goes out scantily clad will be pounced on is the most common myth across generations. They could be in their jeans, school uniform, or pyjamas."

She added: "We blame [victims] and we ask them what they could have done to prevent it," she added. "Maybe it is as old as time. In the Bible, the first thing Adam said to God was, 'Women tempted me'."

She added: "The research demonstrates we have a fundamental misunderstanding about causes of rape. It is not about biological urges. It is about violence against women and control of women and that is why most sexual violence happens in the home with people they know. It is not what about you wear."

- it is a common myth that:
revealing clothes = ↑ chances of sexual assault
- Fact: it happens no matter what they wear
↳ because the perpetrator just wants control over women

∴ potential of proj backfiring

Research

<https://www.aware.org.sg/2015/03/survey-1-in-3-young-people-have-faced-sexual-violence-few-seek-or-receive-help/>

ABOUT NEWS GET INVOLVED GET HELP GET FACTS RESEARCH & CAMPAIGNS TRAINING PROG

Survey: 1 in 3 young people have faced sexual violence; few seek or receive help

March 30th, 2015 | Children and Young People, Gender-based Violence, News, Views

Press release

27 March 2015

A new survey indicates that sexual violence – from verbal and cyber-harassment to non-consensual touching and rape – is a significant part of young people's social environment. However, few know how to seek help for themselves, or to provide it to their peers.

The study was carried out in 2014 by Change Makers volunteering with the We Can! campaign, as part of a collaboration with Ngee Ann Polytechnic's Diploma in Psychology Studies programme. They surveyed 500 respondents aged 17 to 25, who were mostly (59%) junior college students. Slightly over half (55%) of the respondents were female.



Key findings include:

- Victims/survivors: More than 1 in 3 respondents (35%) reported experiencing sexual violence. 1 in 6 (16%) reported experiences of sexual assault and more than 1 in 4 (29%) reported experiences of sexual harassment. The most commonly reported experiences were receiving unwanted pornographic material and receiving unwanted sexual advances or remarks. For about 8 in 10 of all victims (83%), the perpetrator was someone they knew (significant other, family member, friend, classmate or acquaintance). For almost 9 in 10 victims of sexual assault (87%), the perpetrator was someone they knew.
- Perpetrators: More than 1 in 5 respondents (22%) reported having perpetrated sexual violence. About half of those (11%) reported that they had perpetrated sexual assault.
- Bystanders: Almost half of all respondents (47%) knew a victim of sexual violence. More than 1 in 3 (37%) knew someone who had been sexually assaulted while 1 in 3 (33%) knew someone who had been sexually harassed. 4 in 10 respondents (41%) knew someone who had perpetrated sexual violence.

"It's clear that sexual violence is relevant to many young people's lives," said Kokila Annamalai, We Can! campaign manager. "We urgently need to develop a culture of respect and healthy communication around sex."

- 1 in 3 young people have experienced sexual violence 💔 😞
- For 9 in 10 sexual assault cases, the perpetrator was someone they knew
- Still a number of people do not find the importance of seeking consent

A culture which respects consent?

Respondents were asked about their attitudes towards the importance of seeking consent for physical intimacy in a range of social and relationship contexts. Key findings include:

- 40% did not consider it important to seek consent in marriage.
- 24% did not consider it important to seek consent in a dating relationship.
- 31% did not consider it important to seek consent in casual hook-ups.
- 38% did not consider it important to seek consent if they had been physically intimate with the same person before.

"These findings are troubling," said Kokila Annamalai, We Can! campaign manager. "They tell us that much more needs to be done to build a culture that respects personal boundaries. Consent should never be seen as optional."

Research

<https://www.aware.org.sg/2019/11/commentary-shes-practically-asking-for-it-do-singaporeans-subscribe-to-rape-myths/>

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TRAINING PROGRAM

TOXIC SOCIAL MEDIA CHATTER

Three issues have featured prominently in many of the online comments about the teenage rape case: The girl's intoxication, her choice of company in a gang of boys, and her lack of parental supervision. They all place at least partial blame of her rape on her, and her parents when they did not impose strict curfews on their daughter's movements.

Separately, in CNA's story about the Telegram groups, a victim referred to as Dania is quoted as saying that in her experience, women who have revealing photos taken are shamed as being improper, and responsible for their own predicament when those photos (inevitably, it is assumed) get circulated publicly.

The following statements might be obvious, but are worth repeating:

Drinking alcohol is not equivalent to consenting to sex. Spending time with boys is not equivalent to consenting to sex. Leaving your child unsupervised for a night is not equivalent to consenting to her having sex.

Taking a revealing photo intended for private use is not equivalent to consenting to have it circulated to thousands of strangers.

When the majority of comments on these news stories discuss what the victims did wrong, instead of what the perpetrators did wrong, you might be tempted to dismiss that as idle social media chatter.

prominent comments regarding a rape case in SG put the blame on the victim instead, for:

- getting drunk
- hanging out with a group of boys
- parents not implementing strict curfews

Research

<https://www.aware.org.sg/2019/11/commentary-shes-practically-asking-for-it-do-singaporeans-subscribe-to-rape-myths/>

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RAPE MYTHS

Rape myths are beliefs about rape that serve to deny, downplay or justify sexual violence.

They help people ignore the complexity of rape in its full context — for example, the understanding that abusive relationships can feature genuine love alongside manipulation and victimisation.

Rape myths determine which incidents of assault are taken seriously and considered more “real” than others.

Rape myths can take one or a combination of four forms. They can blame the victim (e.g. “she should have resisted the attacker more”), cast doubt on allegations (e.g. “she just regrets having sex with him and is now looking for a way to feel better”), excuse the accused’s behaviour (e.g. “he was too drunk to know what he was doing”), or insist that sexual violence only happens to specific types of women (e.g. “slutty girls get raped and good girls don’t”).

For example, we see the first and fourth types in the case of the teenage rape. Online commenters rushed to declare that a girl who is the “type that drinks”, responds to sexual questions from boys when playing Truth or Dare, and stays out at night is practically asking to be raped.

Rape myths enjoy a high level of acceptance in Singapore. About 45 per cent of over 1,000 respondents to an IPSOS survey agreed with this statement: “Women who wear revealing clothes should not complain if men make comments about their appearance.”

Would those respondents also agree that “women who wear revealing clothes should not complain if men take non-consensual upskirt photos of them and share them in Telegram groups”? It doesn’t seem like that much of a stretch. The sheer size of those 13 Telegram groups points to how normalised an opinion that may be.

- again, the community enjoys putting the blame on the victim.
- 45% of over 1000 respondents think 'women who wear revealing clothes should not complain if men make comments about their appearances'

Issue #2 - Sexual Assault Cases in SG

(Victim-blaming culture, non-consensual)

Google

Problem

It is very common for victims of sexual assault to get blamed by the community in SG

(eg. "she wore too revealing")

"her fault for getting drunk"

"she hung out with a group full of boys, she can't complain")

don't understand the importance of seeking consent

↳ results in:

- men thinking "it's okay" to molest/rape
- men getting away with consequences they should face
- more cases
- victims blaming themselves, not having the support they need & should have

Key Message

1. Sexual assault is not the victim's fault.
2. Sexual assault is NOT okay. - always seek consent first
- did she say you can?

Solution

Educate men on what consent means:

Drunk ≠ consent

Revealing clothes ≠ consent

Hanging out late ≠ consent

Hanging out with a group of boys ≠ consent

↳ end goal: - fewer sexual assault cases
- stop blaming victims

Target Audience

Men who think it's "okay" to touch if the girl is _____

Research

- 45% of over 1000 respondents think 'women who wear revealing clothes should not complain if men make comment about their appearances'
- Still a number of people do not find the importance of seeking consent
- prominent comments regarding a rape case in SG put the blame on the victim instead, for:
 - getting drunk
 - hanging out with a group of boys
 - parents not implementing strict curfews

Vibes

Fierce, real, angry?

How to tie Google into this??

- can link questions about consent to Google search
- Google can have this subject as the Google icon of the day

- Where is the human touch?
- Bring in emotions that can spur action.
- List down characteristics and habits of target audience so I can identify how to reach out for them

Research:
Definition of Sexual Assault

*what form of sexual assault do I want to address?

- > molesting?
- > rape?
- > verbal harassment?
- > child abuse?
- > incest?
- > drug-facilitated sexual assault?

*in what context?

- > workplace (colleagues)?
- > home (married couple)?
- > etc.

*despite understanding no means no, why did they advance with their move?

- > it is all about assumptions
- > they assumed the woman was "inviting" them when they were (eg.) just being friendly

WHAT I HAVE TO DO:

- read more stories about cases to go more in-depth and find out why the perpetrator attacked

What is the story??

- Use a story to reach out target audience.
- how to convert the story into visuals?

More Research



Issue: victim blaming

TA: the ones who blame victims

Dig deeper:

Why do they have this mindset that victims are to be blamed?

Why aren't they blaming the perpetrators who couldn't control themselves???

Is it because they understand the perpetrator?

Have been in their shoes before?

Perhaps they're potential perpetrators / secretly perpetrators. They think it's okay for the perpetrators to harass/assault the victims since the victim does so and so....

So messed up but let's try to understand why they do what they do: blame the victims.

From there, I should come up with a solution that tackles the underlying issue.

Bring in stories into my research.

Definition of: Sexual Assault

<https://www.rainn.org/articles/sexual-assault>

RAINN

- Sexual Violence
- Safety & Prevention
- Get Involved
- Public Policy
- Media & Resources
- Consulting & Training
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Sexual Assault



Para leer en español, haga [clic aquí](#).

Sexual assault can take many different forms, but one thing remains the same: it's never the victim's fault.

What is sexual assault?

The term sexual assault refers to sexual contact or behavior that occurs without explicit consent of the victim. Some forms of sexual assault include:

- Attempted rape
- Fondling or unwanted sexual touching
- Forcing a victim to perform sexual acts, such as oral sex or penetrating the perpetrator's body
- Penetration of the victim's body, also known as rape

What is rape?

Rape is a form of sexual assault, but not all sexual assault is rape. The term rape is often used as a legal definition to specifically include sexual penetration without consent. For its Uniform Crime Reports, the FBI defines rape as "penetration, no matter how slight, of the vagina or anus with any body part or object, or oral penetration by a sex organ of another person, without the consent of the victim." To see how your state legally defines rape and other forms of sexual assault, visit RAINN's [State Law Database](#).

SEXUAL ASSAULT:

sexual contact
or behaviour
that occurs without
explicit consent of
the victim.

Workplace Harassment

<https://www.aware.org.sg/2015/03/survey-1-in-3-young-people-have-faced-sexual-violence-few-look-or-receive-help/>

Forbes

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file restraining orders against harassers. It sends a strong message that harassment is something that should be taken seriously."

In 2015, Singapore launched the Tripartite Advisory on Managing Workplace Harassment, which advises but does not require employers to develop a harassment prevention policy. According to Lim, "the problem with POHA and the Advisory is that they do not create legal obligations on companies to address workplace harassment. Thus, most local companies in Singapore do not have the specific anti-workplace harassment policies and are not equipped to deal with harassment cases if they arise." Even when a survivor of workplace harassment files a police report under POHA, employers are still not required to address the harassment itself. In this area, Singapore lags behind other leading business centres, like Hong Kong, Taiwan and South Korea, where there is a legal responsibility for employers to address workplace harassment.

Forbes

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where women employees are able to turn to if troubled or distressed.

The #MeToo movement has also prompted more companies in Singapore to take an interest in the topic of workplace harassment. As a result, AWARE's corporate training arm, Catalyse Consulting, has received more inquiries from employers to train companies on addressing workplace harassment.

It's increasingly clear that to some degree, Singapore, like many other countries in the region, is feeling the effects of the Weinstein scandal. But ultimately, fixing sexual harassment in the workplace isn't just about punishing the perpetrators. What survivors primarily want is supportive reporting, investigative measures and an assurance of accountability. Many psychologists agree that sexual harassment is more about power than sex. The bigger issue here is really about making women equal participants in the workplace and ensuring that companies have the necessary values, culture and policies in place to deter harassment. Only then can sexual harassment in the workplace truly become a thing of the past.

workplace harassment → most common
↳ but overlooked

Workplace Harassment (possible messages)

- tell men to give respect to women they work with
 - tell women we've come a long way and we earn the respect. Kuddos to us!!
 - what age? fresh grads/new workers or older workers?
- Speak their lingo! You go gurl!!

Tips from lec:

- viral designs usually very compositional. Not too formal. (Eg. CNN ABC talk like how we talk, more interesting)
- Speak the language of our TA to sound more relatable, instead of sounding like a parent or government/police

instead of targetting perpetrators
or victim-blamers,
I think it's better to give victims/women
the support/empowerment they need ♡

New objective: TO EMPOWER WOMEN

Workplace Harassment

Problem

"Most local companies in SG does not have the specific anti-workplace harassment policies and are not equipped to deal with harassment cases if they arise."

- > harassment cases often get dismissed or seen unimportant
- > employers don't know how to deal with cases when they are brought up

In 2015, Singapore launched the Tripartite Advisory on Managing Workplace Harassment, which advises but does not require employers to develop a harassment prevention policy. According to Lim, "the problem with POHA and the Advisory is that they do not create legal obligations on companies to address workplace harassment. Thus, most local companies in Singapore do not have the specific anti-workplace harassment policies and are not equipped to deal with harassment cases if they arise." Even when a survivor of workplace harassment files a police report under POHA, employers are still not required to address the harassment itself. In this area,

<https://www.aware.org.sg/2015/03/survey-1-in-3-young-people-have-faced-sexual-violence-few-seek-or-receive-help/>

TA: Fresh grads/new working adults (women)

Objective:

- To encourage them to stand strong, stand tall.
Don't let men bring us down. We got this. We've come a long way. Don't let men/higher-ups scare us. Don't let them steal the power away from us. We got the power.
- To encourage them to seek help if they need it. It is not their fault for being harassed at work. No need to be ashamed.

Emotions:

a celebration for women in the work force

Definition of Workplace Harassment

Examples of harassment in the workplace

Types of workplace harassment include, but are not limited to:

- Sexual harassment.
- Physical harassment.
- Psychological harassment.
- Third-party harassment.

What is sexual harassment?

The term 'sexual harassment' refers to when a perpetrator acts in a sexual or romantic way towards an individual who does not want this attention.

Behaviour is also classed as sexual harassment if it involves making a threat (such as job loss) or promise (e.g. a promotion) based on the victim carrying out a request.

Other examples of sexual harassment include:

- Innuendos directed at an individual.
- Pressure for sexual activity.
- Remarks about a person's body or clothing.
- Unwanted messages, letters, calls, emails or gifts.
- Unwelcome requests for dates.
- Inappropriate physical contact or comments.

What is Physical harassment?

This type of harassment also falls under 'workplace violence'. It's when physical attacks or threats take place within a workspace. Instances include:

- Direct threats of intent to harm.
- Destroying property.
- Physical attacks (such as hitting, pushing or kicking).
- Threatening behaviour.

What is psychological harassment?

Harassment of this nature negatively impacts the victim's wellbeing. This can spiral into further problems and harm their physical health, social life and work ethic.

Here are some examples of psychological harassment:

- Opposing or challenging everything an individual suggests.
- Isolating someone.
- Spreading rumours.
- Belittling someone in the workplace.

Third-party harassment

Not all harassment comes from within the workplace. Perpetrators can be customers, suppliers or clients. When this happens, we call it third-party harassment.

As an employer, it's your responsibility to stop all types of bullying behaviour, regardless of who it comes from.

If one of your employees is being treated unfairly by a third-party individual, you have a duty of care to your staff member and must take appropriate steps to end the harassment.

Examples of workplace bullying

Bullying at work can take many forms, such as:

- Cyberbullying: This happens online. It includes spreading gossip about the victim on social media or harassing them through instant messages and texts.
- Using intimidation tactics.
- Making critical remarks.
- Making excessive demands that are impossible to meet.
- Intruding on a colleague or employee's personal life.
- Threatening, shouting, swearing at or insulting an individual, either in public or private.

Workplace Harassment

<https://www.hcamag.com/asia/news/general/mom-reveals-the-number-of-workplace-harassment-cases/214560>

There were 13 reported cases of alleged workplace harassment in Singapore in 2019, according to the Ministry of Manpower (MOM).

This compares with the nine complaints received in 2018, and zero cases filed in 2017. This brings the total up to 22 reported cases over the past three years.

- number of reported cases increased since 2017

- 9 complaints to MOM in 2018

Though official reports may be low, there are a lot of cases existing in SG that are just unheard of.

<https://www.aware.org.sg/2019/09/aware-launches-new-workplace-harassment-and-discrimination-advisory-the-first-service-of-its-kind-in-singapore/>

As with all of AWARE's services, WHDA is primarily aimed at women. However, men experiencing gender-based discrimination and harassment (such as being denied the use of flexible work arrangements because caregiving is "not a man's job") can use the service as well. Types of discrimination faced by female WHDA clients may include gender, race, religion, sexual orientation, disability, age, nationality, family responsibilities and maternity; types of harassment may include workplace bullying and workplace sexual harassment, physical and otherwise.

Through its long-running Women's Helpline, as well as its workplace training arm Catalyse Consulting, AWARE has worked to address unfair treatment and misconduct in workplaces for close to three decades. In 2018, the organisation received a total of 265 calls relating to discrimination and/or harassment at work.

"This is a natural extension of our long-time efforts in this arena, and complements our existing Women's Care Centre and Sexual Assault Care Centre suite of services," said Ms Shailey Hingorani, AWARE's Head of Research and Advocacy. "In our experience, many employees are not aware of the full range of actions available to them in situations of discrimination or harassment. Some fear being identified or labelled as troublemakers. Some are averse to escalating a situation; they simply wish the mistreatment to stop, so they can continue working."

Currently, there is no other service in Singapore providing confidential, bespoke, holistic support for workplace harassment and discrimination.

- 265 calls received by Aware in 2018

Many victims don't take legal action. Instead, they turn to Aware for guidance & support.

<https://www.todayonline.com/singapore/singapore-second-least-inclusive-workplace-24-workers-report-being-bullied-or-harassed>

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Stay updated with our Telegram service.
JOIN our channel at [t.me/todayonline](#)

We see you thinking
TODAY
SATURDAY 22 AUGUST 2020

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S'pore is 'second-least inclusive workplace', as 24% of workers report being bullied or harassed: Survey

by CYNTHIA CHOO

Published 17 Sep 2019 (Updated 18 Sep 2019)

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Singapore World Big Read Opinion GenY Speaks Features Visuals Brand Spotlight 8 DAYS

SINGAPORE — Almost a quarter of Singaporean employees said that they had been “bullied, undermined or harassed” in the workplace in the past year, a new study published on Tuesday (Sept 17) reported.

Data and consulting firm Kantar ranked Singapore in the second-lowest spot for workplace inclusivity, out of 14 countries it surveyed, noting that 24 per cent of workers here reported having been bullied in the past year. Mexico was ranked last and Canada, first.

The survey also showed that employees here are the most likely in the world to be made to “feel uncomfortable” by their employers, with 32 per cent saying this has happened to them. Besides gender and ethnic discrimination, this also refers to incidents where their thoughts, opinions, preferences, cares and concerns were not acknowledged.

↑

A number of Singaporeans are:

- made uncomfortable by their employers
- stressed at work
- being bullied / harassed

As a result:

- employees feel anxious, stress, unhappy
- demotivated to do work (poor performance)
- leave the company

Action to be taken:

- make workplaces more inclusive and equal

What I can do:

- give support through designs, something they see/use every day like:
- phone wallpaper, computer wallpaper, reuseable coffee carrier, Whatsapp Stickers, IG filter

WHY IT MATTERS

The consulting firm said that if left unaddressed, bullying behaviour and non-inclusive practices could lead to poor performance, employee churn (or departures) and, in certain cases, can lead to employee anxiety, stress and unhappiness.

The aim of the study, which polled 18,000 people in 14 countries, is to help organisations understand where greater efforts are needed to make their workplaces more inclusive and equal.

The study involved 1,050 employees in Singapore.

STRESSED AND ANXIOUS

- 44 per cent of respondents in Singapore said that they were affected by “stress and anxiety” at work, higher than the global average of 39 per cent.

Read also: Disappointing that Singapore abstained from global pact on violence at work

- 49 per cent of respondents here also said that they felt their company should support them more when they are dealing with the health concerns.

Work harassment pact too broad for Singapore to sign: MOM

PUBLISHED JUL 6, 2019, 5:00 AM SGT

It is 6th nation to abstain from vote for labour standard that goes 'beyond workplace remit'

Yuen Sin

A landmark pact that aims to combat harassment and violence in the workplace was adopted by the International Labour Organisation (ILO) last month - but Singapore abstained from voting for it, joining a minority of five other governments that did so.

The Violence And Harassment Convention 2019 is an international labour standard that will be legally binding for countries that choose to ratify it.

If Singapore does so, one of the requirements with which it has to comply is to adopt laws and regulations mandating a workplace policy on violence and harassment, so far as is reasonably practicable.

”

Explaining some of the implications of Singapore ratifying the convention, family lawyer Rajan Chettiar said that employers may then need to

play a role in mitigating domestic violence by counselling employees who face such issues, or giving time off for victims to seek help.

"If this is mandated, it may be difficult for employers to balance this with business demands," he said.

MOM also said that Singapore already has "strong protections against workplace violence and harassment".

For instance, egregious cases such as outrage of modesty are punishable offences under the Penal Code or can be taken up under the Protection from Harassment Act (Poha).

MOM added that for cases that do not come under Poha, employees may seek help through their companies' grievance handling processes or approach the Tripartite Alliance for Fair and Progressive Employment Practices (Tafep) for advice and assistance.

Despite workplace harassment taking place prevalently in SG, MOM decided not to sign the landmark pact that aims to combat harassment and violence in the workplace which was adopted by the International Labour Organisation (ILO).

-> does not place importance in employers managing the welfare of their employees
-> reason being they don't want employees to feel overloaded, on top of the company's projects

For instance, as of January, more than 960 companies have adopted a set of practices under the Tripartite Standard On Grievance Handling to address workplace unhappiness, including sexual harassment complaints.

But Tafep has no power to make it compulsory for companies to adopt these practices, said Mr David Leong, managing director of human resources firm PeopleWorldwide Consulting.

Cases such as lewd remarks from colleagues may be seen by arbitrators as falling into a grey area and therefore not be fairly dealt with as workplace harassment.

This can discourage victims from speaking up, said Mr Leong.

Ms Shalee Hingorani, Aware's head of advocacy and research, said the group was disappointed that Singapore had abstained from the ILO vote.

"Not all workers wish to pursue legally punitive action. Many simply want their employers to step in and stop the harassment, and provide safe conditions. At present, employers are not obliged to do so," she said.

More Women Experience Workplace Harassment

<https://www.aware.org.sg/training/wsh-site/14-statistics/>

Introduction

Within the last decade, more women have entered the work force. As their numbers surge, their vulnerability to harassment has also increased. Often reported in the media are criminal acts of rape, assault and molestation, while the 'less severe' forms of harassment like verbal abuse, repeated lewd emails or smses, physical touching, or unwelcome comments on behaviour or dress are given free rein because they do not qualify as criminal acts.

According to the International Labour Organisation (ILO), sexual harassment is a clear form of gender discrimination based on sex, a manifestation of unequal power relations between men and women. In addition, the UN Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) has also noted the seriousness of this issue, and urged for "measures to protect women from sexual harassment and other forms of violence or coercion in the workplace."

The issue of workplace sexual harassment in Singapore remains for the most part a 'hidden' problem. In 2008, the Association of Women for Action and Research (AWARE) conducted a survey to address this issue.



- Women as a whole has progressed so much over the decade as more women are joining the workforce.
- However, more women are experiencing workplace harassment
- 79% of the victims are women

Snapshot of Statistics

Expand All

Their study on 500 respondents and 92 companies reported these findings:

1

Sexual Harassment is common in the Workplace

- 54% (272) had experienced some form of workplace sexual harassment.
- 27% of the 272 respondents experienced harassment by their colleague, while 17% were harassed by their superior.
- 79% of the victims are women; 21% were men.
- 12% had received threats of termination if they did not comply with the requests of the sexual harassers.

Gen Z

<https://vscopress.co/vsco-blog/2020/5/4/gen-z-is-redefining-creativity-as-wellness-during-the-pandemic>

Creativity as wellness

To cope with these feelings, Gen Z is turning to creative pursuits, both online and in real life. A majority of them (88%) say that expressing themselves creatively has helped them to destress or feel less anxious during this time.

Eighty-two percent said the pandemic has made them appreciate creative activities even more than before. They've devoted more time to activities and creative pursuits such as music (52%), journaling (38%), dancing (34%), photography and photo-editing (33%) and drawing (32%).

Keep on keeping on

We know from previous research that Gen Z care deeply about their communities and social causes. This activism and awareness has only increased as a result of the global pandemic. Eighty-seven percent of Gen Z believes the pandemic has made them feel more solidarity with others around the world and social media is helping them to spread awareness, capture and document everything going on, and creatively express their stories.

Over 74% shared they feel an increased responsibility for their parents during the pandemic, and 56% for the global community at large. Over 51% felt increased worry for their neighbors, 55% for lower-income individuals and 55% for marginalized communities impacted disproportionately by the pandemic.

The constraints of sheltering in place have not disrupted Gen Z activism and support for their communities. COVID-19 has actually increased Gen Z's attention and awareness of social issues impacting a much broader global community, particularly those marginalized and disproportionately impacted. A resounding 88% of Gen Z have participated in some form of health awareness promotion on social media due to COVID-19 and 66% have said the global pandemic has made them more invested in politics.

1. Gen Zers mainly communicate through social media and texts

2. They are on their phones most of the time and prefer snackable contents (small bits)

1. Idea: I can do social media posts for my deliverables... or something to engage them to do creative things on social media

2. Idea: do something related to phones

1. Creative activities help Gen Zers feel less stressed and anxious

2. Gen Zers feel very strongly and care very deeply for the community and social causes

1. Idea: I can create something that enables young women to pour out their creativity

2. This makes it easier to put through my message about having a fair representation of women in the economy and the workplace harassments that takes place. It will hit close to the hearts of women in the workforce

<https://www.businessinsider.com/generation-z>

Is generation Z conservative?

Generation Z considers itself more accepting and open-minded than any generation before it. Almost half of Gen Zs are minorities, compared to 22% of Baby Boomers, and the majority of Gen Z supports social movements such as Black Lives Matter, transgender rights, and feminism.

What are common Generation Z characteristics?

The average Gen Z got their first smartphone just before their twelfth birthday. They communicate primarily through social media and texts, and spend as much time on their phones as older generations do watching television.

The majority of Gen Zs prefer streaming services to traditional cable, as well as getting snackable content they can get on their phones and computers.

Gen Z is the most ethnically diverse and largest generation in American history, and eclipses all other generations before it in embracing diversity and inclusion.

Case Study (racism proj)

Tips from lecturer:

- harassment between what relationship? (manager vs employee or between colleagues)
- read individual reports of young women in the workforce - understand their concerns
- create awareness and message for young women going to work on how to protect themselves
- create stories -> stories that are relatable / arouse curiosity / contradicts your message (eg the man)
- present visuals in a more interesting way. Not just headline, image and text. Intercept the texts into the visuals.

A senior's work

They used COFFEE
& SINGLISH
to talk about being together
despite our race

↳ common interest
↳ common language

* I should find common interests
between women, to come together &
empower/support one another



#kopitalk
We are fabricated as one, with Singlish

Quickly should have been explicitly towards each other, not of our differences but coming to us and the most people.

PROBLEM
The bridge of racial racism has marginalised against Singaporean society today. Through its own insidious remarks, it's the social factor that victimised individuals and the community.

IDEA
"Kop" is a local get-together, often used among the local Singaporeans when creating their coffee. It denotes the idea of ending our cultural differences with a shared identity through Singlish. With the hashtag #kopitalk, we address the issue to have individuals bring people to their own worlds and conversations by operating much more relevant and directly, against racism. It embraces the human race as one.

RESULTS
The hashtag will then acknowledge racism and be part of a community where they can speak up for what is right through the hashtag #kopitalk on Instagram, Facebook, Twitter and other parts of social media platform. We encourage, create the community together through the values of empathy and courage.

Campaign Instagram Page: Conversation starts on shared community if racism involves by sharing conversations in the community together with Singlish.

30-Minute Newspaper: Informal newspaper created by participants. Each with the unique story.

Merch: People you loved

Activation Ads - Stickers: Stickers are pasted across the handbags during the launch of the campaign.

Activation Ads - Posters and Train Posters: Train Station, the public are able to scan the QR code which then connect to the campaign site.

Female labor force participation rate in Singapore 2010-2019

Published by R. Hirschmann, Aug 20, 2020

In 2019, the female labor force participation rate in Singapore was at 61.1 percent. This places Singapore behind countries in the APAC region like Vietnam, Cambodia and New Zealand.

Demand for female labor

Women's participation rate in the labor force varies with age. From the ages of 25 to 29, the labor force participation rate of males and females in Singapore is comparable. The gender gap in the local labor force only emerges when women enter their 30s. Generally, however, the men were more active in the workforce than women. This too is reflected in the boardroom. In 2019, just 18.4 percent of members of boards of directors in Singapore were women.

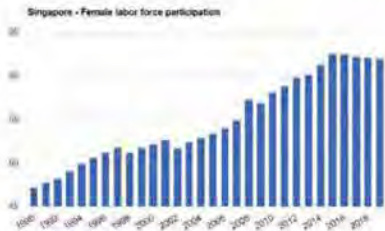
Women and an aging population

In the face of a rapidly aging population, there is a higher demand for labor in Singapore's workforce. Labor force participation rate for women aged 65 years and older increased by almost ten percent in the past decade to 19.6 percent. Measures were introduced by some firms in recent years to ease women's participation in the workforce. This includes ad hoc flexible work arrangements, such as unplanned time-off and telecommuting. Singapore has also implemented several enhanced maternity benefits and leave schemes for working parents.

Hide

<https://www.statista.com/statistics/951113/singapore-female-labor-force-participation-rate/>

number of women in the workforce has increased tremendously over the decades



https://www.theglobaleconomy.com/Singapore/Female_labor_force_participation/

Young Women
in the Workforce
in SG

While women's participation rate in SG has increased a lot, we still fall behind countries like Vietnam, Cambodia & New Zealand.

Gen Z & Millennials
↳ use Instagram a lot
↳ on phone a lot

Logo draft



em
POW
women
POW

Em POW
POW women

·E·M
POW
POW
WOMEN

·E·M
POW
WOMEN

·E·M
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POWOMEN

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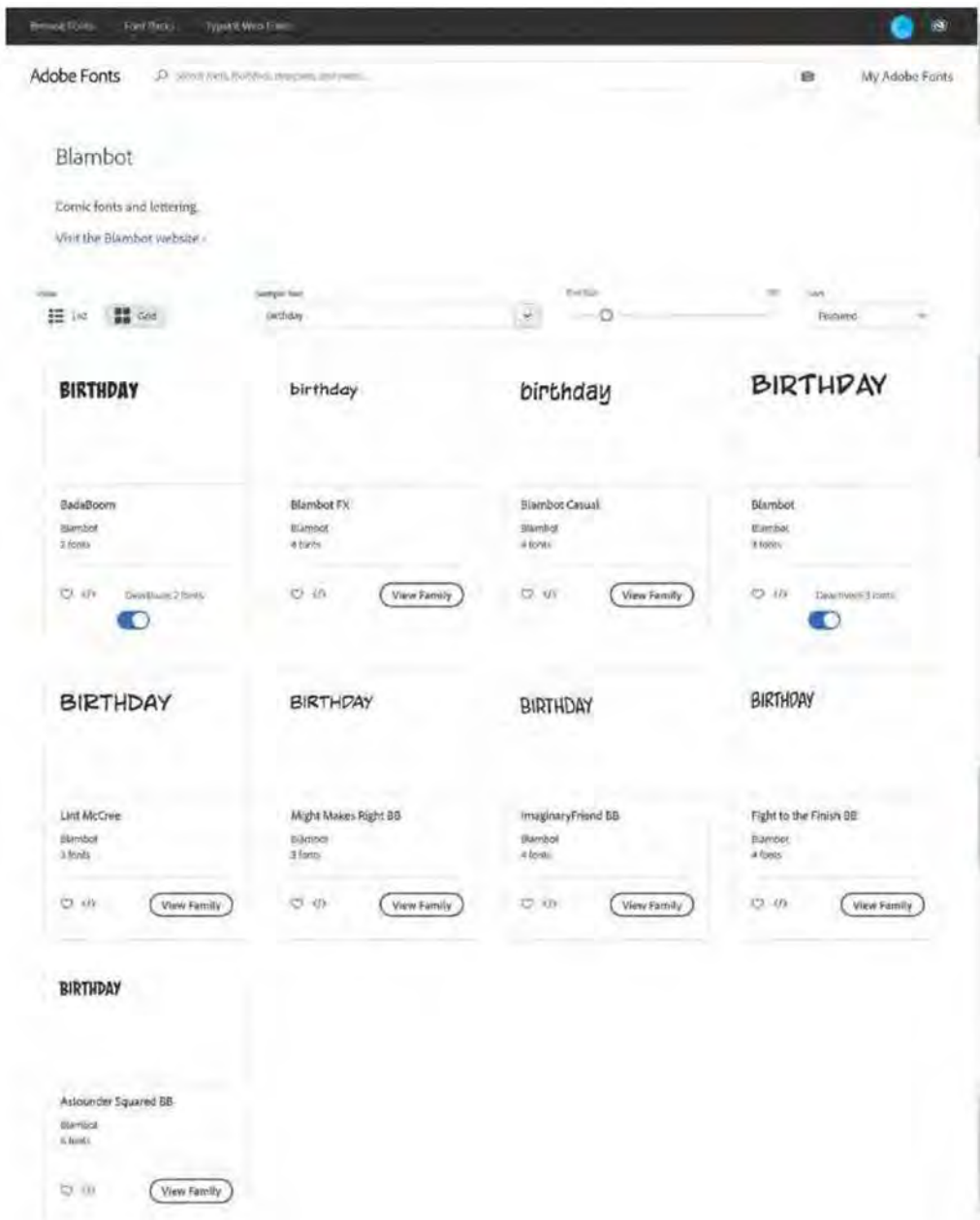
POW
BOM
e

POW
BOM
e

Why comic font?

- iconic comics are from D.C and Marvel, which typically features more male superheroes than females.
- since comics come power-packed with a lot of heroes and justice, I can make use of this to bring power to women

Type



Since I want to do comic/pop art style, I need fonts that corresponds to it. Google fonts didn't seem to have the popular comic font. Thus, I sourced for it outside Google. I came across this popular website that serves free comic fonts, designed by an award-winning typographer. He works for popular comic labels such as DC and Marvel. Thus I think it is very relevant to use this typeface for my project (comic/pop art).



About

Blambot's story begins in the late 90s, when Nate Piekos was drawing indie comics that he photocopied and stapled together to amuse his friends in design school—he needed lettering fonts that an aspiring comic creator could afford! Utilizing the knowledge from his classes, he began experimenting with his own designs. When a friend provided a book on HTML, Nate began building Blambot.com! Fast-forward to 2002; Nate was working a dreary corporate design job when he got a call from Marvel Comics...it seemed legendary artist, Mike Allred, wanted Nate to letter his run on X-FORCE! Within a year, work was coming in from both Marvel and DC. Meanwhile, Blambot.com was taking off like a rocket, and Nate quit his day job to live the dream...

Since then, Blambot has provided lettering and design for virtually every major publisher: Marvel Comics, DC Comics, Dark Horse Comics, Image Comics, Oni Press, and more.

Return Brief #1

Return Brief

Key Fact

What are the key issues facing the problem?

- As more women enter the workforce in SG, their vulnerability to harassment has also increased.
- Workplace harassment is more prevalent against women in Singapore.
- This potentially leads to having poor performance at work and could lead them to have anxiety and depression and even leave the company.
- While participation rate of women in the workforce has increased over the years, it still lags behind other APAC countries like Vietnam, Cambodia and New Zealand.

<https://www.aware.org.sg/training/wsh-site/14-statistics/>

<https://www.todayonline.com/singapore/singapore-second-least-inclusive-workplace-24-workers-report-being-bullied-or-harassed>

<https://www.statista.com/statistics/951133/singapore-female-labor-force-participation-rate/>

Objectives

Aim, goal, intention, desire, hope

- Dignify more young women to stay in the workforce in Singapore, who will come to believe in themselves
- Empower young women in the workforce to have confidence and wellness at work
- Making helpline more accessible for all (but especially women) suffering from workplace harassment

Target

- To whom will the campaign be addressed?
- What would this target be like as a person? More important, what feelings, attitudes and beliefs does this target hold about our brand?
- In what type of activities does the target typically engage?
 - Fresh grads (women) who are new to the workforce in Singapore (older Gen Z and younger millennials). They are active social media users, always in the loop of the latest news (they are always online). They spend a lot of their time on their phones and prefer streaming services to traditional cables. This younger generation knows what they want, but are often misunderstood as being 'entitled'. They are purpose-driven and look for meaning in what they do at work. <https://mothership.sg/2019/02/e2i-millennials-not-strawberry-generation-misunderstood/> They are more open-minded and supportive of social movements such as women's rights, climate change, Black Lives Matter and LGBT. <https://www.businessinsider.com/generation-z>

Action

What action do we want our target to take as a result of exposure to the campaign?

- Feel confident and in-control at work to take care of themselves (fend off harassments and pursue what they want)
- Reach out to Aware's helpline to seek help if they are being harassed or unhappy at work

Reward and Support

As a result of the campaign, the target will conclude:

If I feel more powerful at work

Instead of feeling insecure

I will be more motivated at work and able to fend off harassments

Because I will be more in control of what I do

Big Idea (just 1 liner, do not exceed 5 words)

Eg

- **Red Bull:** Red Bull Gives You Winds
- **Coca Cola:** Open Happiness

EmPOWmen:

Drafts:

- Women for women
- EmpoWOMEnt (u have the right to end/stop this)
- Em-pow. pow-women
- emPOWmen
- Pow! We are Powerful
- We are Powerful. Pow!
- Pow! To the We!
- Boom Bam POWerful Women
- Pow! We break the
- Only YOU can stop it
- Stop it before it escalates
- Empowered women empower women
- Empowered Good Women Empowers All
- We are strong, we are women
- We are not your slaves
- We do it for ourselves.
- Do it for yourself
- YOU GOT THIS, GURL

- We are our own QUEENS.
- Girl, do it for you.
- Girls are stronger together
- We've come so far, we can go further.
- We will grow stronger
- We will grow stronger together

Music playlist

You Don't Own Me - Leslie Gore
9 to 5 - Dolly Parton
Working Girl - Dolly Parton
Boys will be Boys - Dua Lipa
The Man - Taylor Swift
Respect - Aretha Franklin
Man! I Feel Like A Woman - Shania Twain
Pretty Girl Rock - Keri Hilson
Woman In The White House - Sheryl Crow
Feeling Good - Nina Simone
I Will Survive - Gloria Gaynor
Run the World (Girls) - Beyonce
Fighter - Christina Aguilera
Salute - Little Mix

Update:

After attending a zoom talk about workplace harassment and re-evaluating (on the next 2 pages), I think it's not so feasible to solely empower women to feel good about themselves. The problem I'm highlighting is **workplace harassment**. Feeling good about themselves is just an added bonus. It does not necessarily protect them from potential threats. I realised there can be strong and confident women who may still be harassed. I learned that the main issue is NOT knowing their facts and their rights. So often times, they let themselves go through the struggle as they think "that's the way it is". Another issue is not knowing how to properly solve the problem at hand or seek help.

Zoom Talk about Workplace Harassment

8/28/2020 Bad Company: Understanding Singapore's workplace bullying problem Tickets: Thu 27 Aug 2020 at 8:00 PM | Eventbrite

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This event has ended.

AUG 27

Bad Company: Understanding Singapore's workplace bullying problem
by AWARE



Sales Ended Details

Date And Time
Thu, 27 August 2020
20:00 - 21:30 SGT
[Add to Calendar](#)

Location
Online Event

Workplace bullying is all too familiar in Singapore's work culture. What constitutes such behaviour and what can we do to address it?
About this Event

Verbal abuse. Unfair treatment. A company culture rife with cliques and

<https://www.eventbrite.sg/bad-company-understanding-singapores-workplace-bullying-problem-tickets-116985765537a#emailorconfirm> 1/5

8/28/2020 Bad Company: Understanding Singapore's workplace bullying problem Tickets: Thu 27 Aug 2020 at 8:00 PM | Eventbrite

exclusion. Everyone has a story about a "horrible boss", or a toxic office environment that sucks the joy out of employees. These experiences are so common, they beg the question: Have we normalised bullying at work?

Workplace bullying is a pernicious phenomenon that significantly affects the Singaporean workforce, regardless of industry. Even those working from home aren't safe, as bullying can take place over digital platforms. Women in particular are disproportionately targeted by workplace bullies, often being made to feel inferior purely on the basis of their gender - AWARE's Workplace Harassment and Discrimination Advisory has seen 68 calls pertaining to workplace bullying since last September.

Bullying takes a serious psychological toll on its victims, producing anxiety and depression. Of course, it can also hurt an individual's career progression, as well as a company's productivity.

How do we begin to tackle such a widespread problem? For starters, both employers and employees alike need to have a robust understanding of what behaviours are unacceptable in professional settings. Join AWARE and Catalyse on Thursday, 27 August for a conversation on workplace bullying. We'll highlight the behaviours - both overt and subtle - that constitute bullying, and discuss options for at-risk employees.

Maybe you've experienced workplace bullying or other forms of harassment. Or you're a HR professional looking to improve your own company guidelines. Or you simply want a better understanding of this destructive phenomenon, so as to be a more supportive bystander. All are welcome at this in-depth discussion.

This event is pay-what-you-can. Suggested donation of \$5 per head. All proceeds will go to AWARE's Vulnerable Women's Fund to help grow our services as much as possible during this period. Visit the campaign here: https://www.giving.sg/aware/vulnerable_womens_fund.

Our panellists

Mamta Melwani

Mamta Melwani is the Senior Executive leading AWARE's Workplace Harassment and Discrimination Advisory. She received a B.S. in Public Affairs and Policy from Baruch College, New York, and worked with the New York State Legislature for policy reform on women's rights issues, including sexual violence, health care and education. She advocates for women to have access to work that provides protection from gender-based discrimination and harassment.

<https://www.eventbrite.sg/bad-company-understanding-singapores-workplace-bullying-problem-tickets-116985765537a#emailorconfirm> 2/5

8/28/2020 Bad Company: Understanding Singapore's workplace bullying problem Tickets: Thu 27 Aug 2020 at 8:00 PM | Eventbrite

Caroline Callow

Caroline Callow is a Senior Facilitator with Catalyse Consulting, where she leads training on workplace harassment for companies in Singapore. She is an Occupational Psychologist by training and an active member of Singapore's OD Network. Caroline is committed to building respectful, inclusive and high-performing systems in which people can achieve their fullest potential. She holds a Masters degree from Birkbeck, University of London. She is registered with the British Psychological Society (BPS) and holds the BPS's psychological and psychometric qualification in test use.

Godelieve Van Dooren

Godelieve van Dooren is a Partner at Mercer and leads several industry Human Resources networks (comprising of large High-Tech, Life Sciences, FMCG, Chemical, Retail and Hospitality companies) where she works with leading clients to shape progressive and sustainable HR programmes. She also oversees Diversity & Inclusion initiatives for Mercer for ASEAN, and supports organisations in implementing D&I policies in the region.

Asiyah Arif

Asiyah is a specialist dispute resolution lawyer who acts for clients in sensitive high-value commercial disputes and advises on employment matters. She led AWARE's SHOut! Campaign to lobby for greater protection against workplace sexual harassment, and its We Can! Campaign to change social attitudes towards violence against women. Asiyah is committed to elevating the voices and stories of minority women in Singapore, and uplifting women from all backgrounds and walks of life.

Tags

Online Events Online Seminars Online Business Seminars #panel

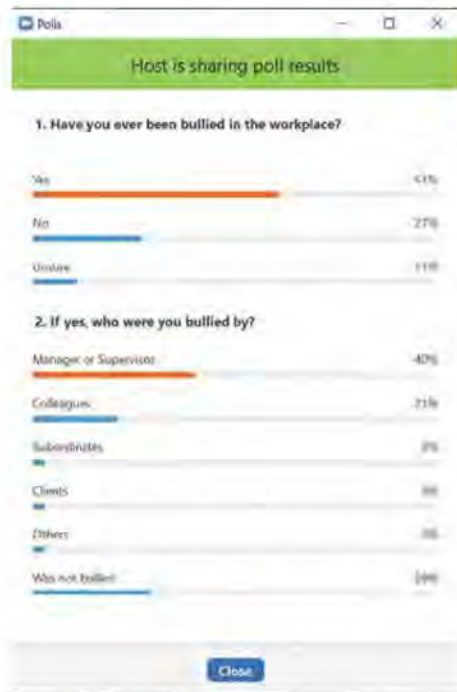
#workplace #gender #feminism #workplace_culture #workplace_bullying

#workplace_harassment #professional_management

<https://www.eventbrite.sg/bad-company-understanding-singapores-workplace-bullying-problem-tickets-116985765537a#emailorconfirm> 3/5

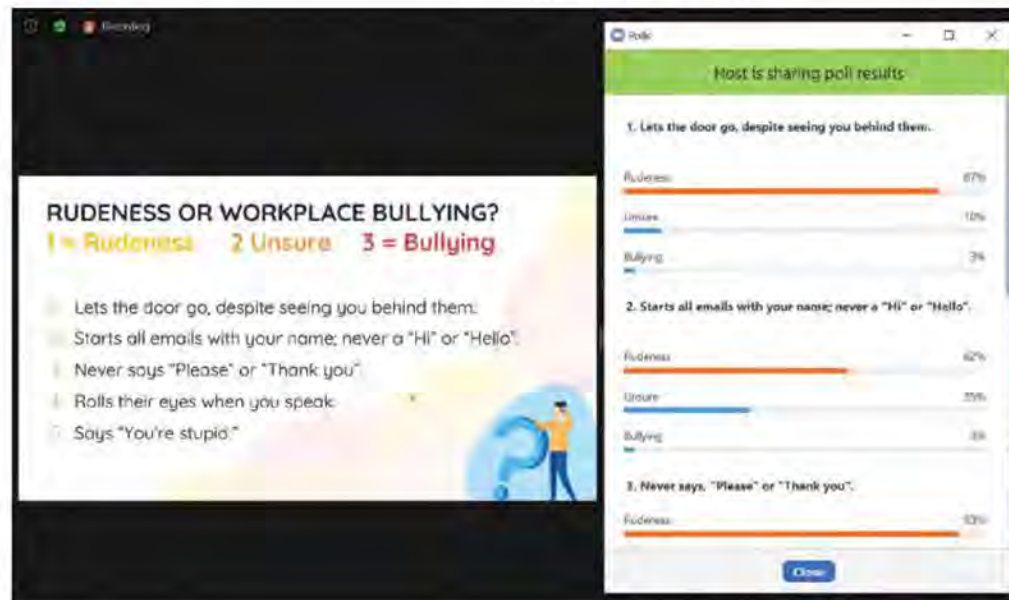
Attended this talk by Aware about workplace harassment.
There were SO many takeaways from this talk (next page).

Zoom Talk about Workplace Harassment



There was a poll conducted at the beginning of the talk, and this was the result. 61% of the attendees have been bullied in the workplace. Most of it by the manager/supervisor.

There were a few other polls too to find out what we consider bullying. This illustrated how different people perceive things differently. It does not matter if somebody does not consider it bullying. As long as you are affected by it, you have the rights to raise the issue up to whoever can help. Like they always repeated: IT IS NOT ABOUT HOW THICK/THIN YOUR SKIN IS.



My takeaways:

- The reason why Aware, a women's organisation hosted this talk is because workplace harassment is vastly prevalent against women.
- Many of the victims are afraid to voice out to the HR due to fear of being terminated, since the perpetrator is usually the higher-ups. They fear the HR will take the side of the higher-up. In some cases, it does happen. This is a result of bad HR.
- Companies need to foster a ZERO-TOLERANCE culture. They need to take action when an issue arise. And they need to have a diverse work environment so as to avoid mobbing/exclusion by the majority (eg race, gender, social economics status).
- Some aren't certain if they are being bullied. The tips for them were to look out for patterns. If it keeps happening to them and only them, then they ARE being bullied.
- Some are afraid they wouldn't be trusted (eg perpetrator acts very nice to others, so others think he/she won't do such a mean thing). The key is to document evidence. If a text/social media post by them is demeaning, screenshot it immediately as it might get deleted later. Better safe than sorry. No harm taking screenshots.
- Know your facts. Read up about harassments. Know what is wrong and what is right. Know your rights. Sometimes, the perpetrator might gaslight you into thinking you're just "too sensitive". You must rely on your facts and documented evidence.
- Finally, got to the HR with all the documents.
- If you are still uncertain, you may go to TADM or Aware for support
- Bullying is the IMPACT on the victim, not the INTENTION of the perpetrator
- Trend in SG is going in a positive way, very slowly but surely. There is more focus on mental health now than workplace bullying. But essentially, they will come to realise, especially now during the pandemic, that our working environment strongly affects our mental health.

Some Useful Slides for my Project

So, first things first. What may workplace bullying explicitly look like?

- Inappropriate non-verbal behavior such as excessively staring or pointing
- Yelling and insulting remarks
- Spreading malicious rumors or gossip
- Applying different policies, procedures and performance standards across employees
- Uninvited invasion of office space and scrutiny of emails
- Unduly criticizing work performance and imposing unreasonable work demands
- Stealing credit for another's work

Is workplace bullying limited to these examples?

No. This is not a checklist and it is definitely not limited to only these examples.

Is this causing you extreme distress or alarm?

Would this behavior be considered acceptable by the reasonable person in these circumstances?

Is there a pattern of repeated alarming behavior or unobjective work practices?



Zooming in on Singapore

Let's talk about the cases our Workplace Harassment and Discrimination Advisory (WHDA) at AWARE has seen

workplace bullying cases = 68

- discrimination cases
- workplace sexual harassment
- advice or contract related cases

Majority of the companies these clients worked for did NOT have formal workplace harassment policy or a workplace grievance procedure

When colleagues observe or aware of this behavior, they are unlikely to come forward to help due to a fear of being subjected to the very same behavior

Majority of clients experienced anxiety, a decline in their ability to focus at work and withdrawal as a result of the bullying

The power dynamic structure often prevents the client from even wanting to raise this issue to HR or directly to the harasser in the first place

Workplace bullying is often (but not always) verbal, which does not allow for 'evidence' when reporting which once again hinders many from coming forward to report

I am being bullied. Who do I approach?

Who is the bully? Does your company have a HR team? Does your company have a workplace grievance reporting process?

Your direct Supervisor or HR representative!

Ensure if the incidents constitute bullying? Concerns about approaching your MGT? Need more information on external recourse options? Need additional support services?

Call AWARE's Workplace Harassment and Discrimination Advisory (WHDA)

Tripartite Alliance for Fair & Progressive Employment Practices (TAFEP)

Are you self-employed and experiencing workplace bullying after trying to resolve this internally?

Tripartite Alliance for Dispute Management (TADM)

Would you like to escalate your workplace grievance issue to an external third party under MOM?

Were you wrongfully dismissed?

Ability to work

Offered alternative work or redeployment?

File a claim

Mediation

Dispute resolution, HRM, Employment law, Employment, Dispute resolution

I am being bullied. What can I do?

- Document everything!** Start noting down every incident in a timeline.
- Find out what your internal options are!**
- Continue documenting every verbal conversation with HR or Supervisors by following up with an email.**
- Speak to an advisor for professional and emotional support before making a decision!**

Emails and paper trails.

Continue documenting every verbal conversation with HR or Supervisors by following up with an email.

Notes Taken during the Talk

Format → what do specifications are assets provided?
ON - 1200 x 1200 pixel

BAD COMPANY

- Aware Talk

- 80% participated in poll
- 61% have been bullied
- 2% bullied by subordinates
- Majority by Managers/Supervisors

- Aware having this because workplace harassment is vastly prevalent against women

Gray Zones

- ~~speaking up~~ about how is not thick/thin skin
- rude or bullying?
- chasing for info or intimidating?
- jokes & banter or bullying?

- ~~HR~~ a lot of HR aren't handling this well

Bullying by manager (more superior), how can HR protect the victim if they want to side the superiors too? What if they fire the victim instead?
→ protect yourself by reading facts, knowing your rights
→ need a mature HR → build a zero-tolerance culture
→ always document evidents
→ can call TAPM for advice

- a diverse company will have lower chances of dominant (majority) bullying minorities

- 18.9M working days a year affected when being bullied in UK

- deemed "too sensitive" when victim reports bullying
- document evidence
- go to trusted subordinates for support
- go to HR w all the docs

- Trend in SG
- more focus on mental health in recent years
- more employees coming to realize workplace influences mental health
- positive, but slow movement in change

- * Set boundaries early
- * Say something back
- * Be self-assured
- if you think the company is too toxic for you & not worth your time, you may leave. But think of all the time & mental toll it will take out of you

workplace RESPECT

Bully might gaslight you.
Tell you you're just "too sensitive."
→ must look out!

Bully might treat others super nice so they won't believe you that you're being bullied by them.

- * Bullying is the ^{on victim} IMPACT, not INTENT of perpetrator

- * How to identify bullying → look out for patterns (if it is not how others are treated, only you, then yes). are you stressed by it?
→ or group exclusion (mobbing)

- * Companies should STOP denying bullying is there.

High School carries on in workplaces.

- Power imbalance > more likely, bullying will happen
- Non-diverse teams
- Must have zero-tolerance > how companies should react
- Voice out

- * bullying interferes w work performance & destroys mental health

Re-evaluating

Problem

Workplace harassment → Stress, anxious, depression, → poor performance at work, quit the job

TA

(0-5 years)

Fresh grads, new to the industry → some still strong & confident, some feel scared, some feel stressed already

Fresh grads. going to join the industry

give them encouragement.
→ Tell them that they are strong. They got this!

WHY?

- As they are new, I want to properly prepare them with the right mindset and provide them with information of where they can seek help if they need it. This is so that they can be aware of the possible dangers they might face and know what to do about it. Knowing their facts and knowing what to do before encountering any dangers (workplace harassment) will help them be more aware of what's going on around them. As a result, they will be more self-assured and confident.

WHY?

- strong and confident because they are self-assured and full of hope. They might not have (and hopefully will never) encountered workplace harassment. Or perhaps they have but they already know their facts and dealt with it.

- scared because it's a new environment, everything is so different from school. Afraid of not meeting expectations and doing badly.

- stressed from cultural shock. Diff environment. Might alr have encountered workplace harassment or rude colleagues, but aren't sure if they were ill-intended or that's just the way it works. Are not sure about the situation they are in. Do not know facts. Don't know who they can talk to/seek help from.

WHY?

- to empower them so they feel strong and powerful
- feel more motivated to do work with a positive attitude (better performance at work)

→ Give them facts

WHY?

- with facts, they will be more self-assured. They will be aware of dangerous situations if they are in one. They will know when and how to call the perpetrators out.

RETURN BRIEF #2

Sydney Tay Tze Teng (F18DM0600)

ATS

Return Brief

Key Fact

What are the key issues facing the problem?

- As more women enter the workforce in SG, their vulnerability to harassment has also increased.
- Workplace harassment is more prevalent against women in Singapore.
- This potentially leads to having poor performance at work and could lead them to have anxiety and depression and even leave the company.
- While participation rate of women in the workforce has increased over the years, it still lacks behind other APAC countries like Vietnam, Cambodia and New Zealand.

<https://www.aware.org.sg/training/wsh-site/14-statistics/>

<https://www.todayonline.com/singapore/singapore-second-least-inclusive-workplace-24-workers-report-being-bullied-or-harassed>

<https://www.statista.com/statistics/951113/singapore-female-labor-force-participation-rate/>

Objectives

Aim, goal, intention, desire, hope

- **Aim:** We are striving for a more equally gendered workforce, so we don't want numbers of females in the workforce to drop.
- **Goal:** We want to empower young women in the workforce to be more self-assured and confident at work.
- **How:**
 1. Educate them on facts about workplace harassments, so they know their rights, can be more self-assured and know what to do
 2. Bring attention to helplines/services they can turn to regarding their struggles at work, so they can receive proper help
 3. All while empowering them with a strong and positive energy

Target

- To whom will the campaign be addressed?
- What would this target be like as a person? More important, what feelings, attitudes and beliefs does this target hold about our brand?
- In what type of activities does the target typically engage?
 - Fresh grads (women) who are new to the workforce in Singapore (older Gen Z and younger millennials). They are active social media users, always in the loop of the latest news (they are always online). They spend a lot of their time on their phones and prefer streaming services to traditional cables. This younger generation knows what they want, but are often misunderstood as being "entitled". They are purpose-driven and look for meaning in what they do at work. <https://mothership.sg/2019/02/e2-millennials-not-strawberry>

Sydney Tay Tze Teng (F18DM0600)

ATS

generation-misunderstood/ They are more open-minded and supportive of social movements such as women's rights, climate change, Black Lives Matter and LGBT. <https://www.businessinsider.com/generation-z> This means that they have a potential to change the world into a better place. And it is already happening (with all the social media posts about social causes spreading around, raising awareness and spurring actions).
<https://www.forbes.com/sites/markcperna/2019/12/27/gen-z-is-already-changing-the-world-just-ask-times-2019-person-of-the-year/#c0d79c141e2c>

Action

What action do we want our target to take as a result of exposure to the campaign?

- Gain facts about workplace harassment so they can
- Properly assess their surroundings (be aware of their situation)
- Prevent potential threats from escalating
- Know how to take proper measures when they encounter such situations (eg, secure documents as evidence for harassment by perpetrator and bring it up to the HR, reach out to available services to seek help)

Reward and Support

As a result of the campaign, the target will conclude:

If I know my facts

Instead of being in doubt

I will be more confident and self-assured

Because I know my rights

Big Idea (just 1 liner, do not exceed 5 words)

Eg

- **Red Bull:** Red Bull Gives You Winds
- **Coca Cola:** Open Happiness

• **EmPOWmen:** Now you know, now you POW!

Music playlist

You Don't Own Me - Leslie Gore
9 to 5 - Dolly Parton
Working Girl - Dolly Parton
Boys will be Boys - Dua Lipa
The Man - Taylor Swift
Respect - Aretha Franklin
Man! I Feel Like A Woman - Shania Twain
Pretty Girl Rock - Keri Hilson
Woman in The White House - Sheryl Crow

Sydney Tay Tze Teng (F18DM0600)

ATS

Feeling Good - Nina Simone
I Will Survive - Gloria Gaynor
Run the World (Girls) - Beyonce
Fighter - Christina Aguilera
Salute - Little Mix

Concept

Big idea drafts:

- Women for women
- Only YOU can stop it
- Stop it before it escalates
- Empowered women empower women
- Empowered Good Women Empowers All
- We are strong, we are women
- We are not your slaves
- We do it for ourselves
- Do it for yourself
- YOU GOT THIS, GURL
- We are our own QUEENS.
- Girl, do it for you.
- Girls are stronger together
- We've come so far, we can go further
- We will grow stronger
- We will grow stronger together
- EmpoWOMEnt (u have the right to end/stop this)
- **emPOWomen**
- Em-pow pow-women
- emPOWomen
- Pow! We are Powerful
- We are Powerful. Pow!
- Pow! To the We!
- Boom Bam POWerful Women
- Pow! We break the
- Pow! Them away with facts
- Now you know, now you go
- Now you know, now you POW!

Music playlist

You Don't Own Me - Leslie Gore
 9 to 5 - Dolly Parton
 Working Girl - Dolly Parton
 Boys will be Boys - Dua Lipa
 The Man - Taylor Swift
 Respect - Aretha Franklin
 Man! I Feel Like A Woman - Shania Twain
 Pretty Girl Rock - Keri Hilson
 Woman in The White House - Sheryl Crow
 Feeling Good - Nina Simone
 I Will Survive - Gloria Gaynor
 Run the World (Girls) - Beyonce
 Fighter - Christina Aguilera
 Salute - Little Mix

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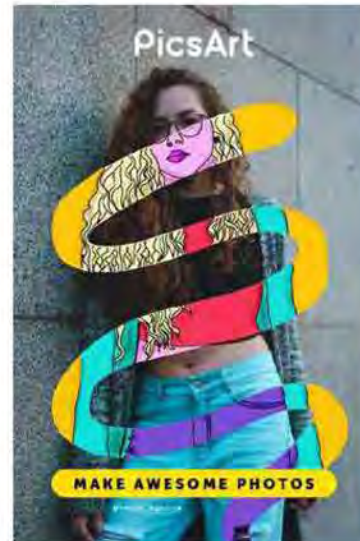
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I deas...



Illustrate pop art style on a photo portrait



Or draw pop art style in certain areas (could be coming out of a woman's mouth as she "speaks")

Or I can just illustrate everything since it's hard to get people to come for a photoshoot during this period of time...

Deliverables

emPOWomen Journal/zine?

- habits tracker
- checklist for signs of harassments
- How do you feel today? (can include stickers)
- Write this x5 today (eg: I am a strong woman)

Stickers

- have a day when owners of the stickers go around sticking stickers on other women's desktop/clothes

Main message:

- get women to come together and support one another - through stickers
- practice self-awareness and habits to ensure they are in charge of themselves (eg.: have yo

IG filter?

- self-loving quotes
- Today, I will _____
- Sing this song (random shuffle and lyrics will pop up)

POP ART

TURNING IMAGES FROM
POPULAR CULTURE
INTO ART
FASHION, BUSINESS,
ENTERTAINMENT

CASE STUDY #1

ROY LICHTENSTEIN

Works often feature popular cultures,
such as scenes from a movie.



The smiling woman in "Sound of Music" resembles Julie Andrews about to burst into song as musical notes stream through the window although her cheer is undercut by the sharp black shadow that divides her face into areas of red and blue, not unlike the stripe of green in Matisse's Fauve portrait of his wife in a hat.

- The New York Times

Based on cartoons and mostly blond, they are anonymous, beautiful and often unhappily bothered, usually by men. Or, if you like, by boys.

- The New York Times



LOOK MICKEY



OHHH... ALRIGHT...



IN THE CAR

ROY LICHTENSTEIN

ARTIST SPOTLIGHT

PRESENTED BY | Invaluable

BORN
OCTOBER 27, 1923 / NEW YORK, NY

DIED
SEPTEMBER 29, 1997 / NEW YORK, NY

73
when he passed away

LICHTENSTEIN'S STYLE

Lichtenstein used stencils (especially for creating Ben-Day dots), thick black outlines, and primary colors to elevate both commercial images and the commercial printing process into art. He used familiar imagery to create art that could be enjoyed by the masses after the serious and complicated Abstract Expressionist movement.

BEN-DAY DOTS

THICK OUTLINES

PRIMARY COLORS

NOTABLE LICHTENSTEIN MOMENTS!

1940
Lichtenstein took art classes at the Art Students League and Ohio State University.

1943
Lichtenstein was drafted into the army where he took engineering courses and he encountered the Ben-Day dots.

1946
He went back to OSU to finish his bachelor's degree in Fine Arts and continued on to receive a master's degree.

1961
Lichtenstein created Look Mickey, his first cartoon work using Ben-Day dots.

1962
He had his first solo exhibit featuring *Blam*, a military comic book painting showing an airplane being shot down.

1970s
Lichtenstein eventually moved on from comic book-inspired paintings and drew inspiration from artists like Picasso, Matisse, and Dalí.

1980s
Lichtenstein began exploring interior spaces as subject matter for his paintings and experimenting in sculpture.

1995
Lichtenstein received the National Medal of Arts.

"POP ART LOOKS OUT INTO THE WORLD. IT DOESN'T LOOK LIKE A PAINTING OF SOMETHING, IT LOOKS LIKE THE THING ITSELF."

-ROY LICHTENSTEIN

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ROY LICHTENSTEIN'S WORKS PORTRAYING BEAUTIFUL, WEAK WOMEN

In the early 1960s, Lichtenstein produced several "Fantasy drama" paintings of women in love affairs with domineering men causing women to be miserable. These works served as prelude to 1964 paintings of innocent "girls next door" in a variety of tenuous emotional states. Picasso's depictions of weeping women may have influenced Lichtenstein to produce portrayals of vulnerable teary-eyed women.



THINKING OF HIM



I HATE MYSELF



CRYING GIRL (1963)

The painting is a representation of the female identity in the 1950s and 1960s eras where the women were fighting for equal rights and the female identity was idealized and glamorized girls feeling the pressure to behave in a certain way or look a certain way. They also found themselves in relationships that were oppressive and limiting. Lichtenstein hence explores the aspects of this female identity and shows the emotions that the lack of equality and feeling trapped affected women of that era.

The Crying Girl looks stressed as evidenced in her tears, sorrowful gaze and resigned stance showing a theme of being trapped in the female identity that was relegated to the inferior roles and looked down in society. The painting is also a highlight of the struggle beneath the glamour of an American girl of the 1960s. While she has a beautiful appearance, beneath that exterior lurks miserable emotions that are a sign of her struggle in the male-dominated society at the time that demanded perfection from girls. The stressed look and tears hence are an outlet of this struggle and misery.

<https://publicdomain.org/roy-lichtenstein-crying-girl/>



CRYING GIRL (1964)



SECRET HEARTS COMIC SOURCE



HOPELESS (1963)

Roy Lichtenstein produced many comic painting depicting women in love and romance related issues. Therefore, Hopeless is one of these paintings he did in 1960s.

Hopeless painting depicts a vulnerable teary-eyed young woman who seems stressed up. The woman fills the majority of the canvas. However, Roy made some modifications to the original painting by applying bright and vibrant colors together with wavy and bold lines which intensify the emotions in the painting scene.

Although the paintings was from a comical source, the artist wanted to depict the stress that women go through especially with romance issues.

The woman depicted in the painting looks young and beautiful but with teary eyes. Lichtenstein used bright color on the hair to depict her beauty to the viewer and also small note on what is going on her mind.

The use of strong and bright colors gives the viewer an opportunity to take a closer look at the painting and wonder what would be bothering such a beautiful woman whom seems to be in her mid-twenties. The main theme in the Hopeless painting is romance and the issues that women go through in their daily life and in the society in general.

The particular source during this era was considered to be typical melodramatic romantic comical scene. This painting was creative and well laid out to communicate the intended message and still remain comical.

<http://littleartstainings.com/hopeless/#:~:text=The%20painting%20depicts,8200communicate%20a%20message%20which%20remains%20comic.>

TONY
ABRUZZO'S
PANEL FROM
"RUN FOR
LOVE!"
IN SECRET
HEARTS,
NO. 83
(NOVEMBER
1962), DC
COMICS.



SECRET HEARTS COMIC SOURCE

ROY LICHTENSTEIN'S WORKS

PORTRAYING BEAUTIFUL, WEAK WOMEN

In many of Roy's works, he often depicts the struggle behind female identity and that behind perfection. He was revealing the emotional side that was usually hidden under all the glam the females carried back in the 50s.

- Underneath the beautiful surface lies a sad story.
- > Singapore appears to be safe, but there are actually many workplace harassment taking place that people don't know about. Perhaps I can reveal the struggles women face while appearing good at work...

PARODIES



DESI BEATS: GIVING INDIAN AUNTIES A POP ART TWIST

Channelling the comic book style of Roy Lichtenstein, the 24-year-old Pakistani-Canadian has poured her energy into drawing what she knew - not realising at first how her satirical take would strike a chord with other young people from the Indian diaspora.

<https://www.bbc.com/news/world-34602257>

- Her works portray typical Indian aunties (wants to know everything you do, have high expectations of you, wants you to marry who they think fits best)
- Still following Roy's style of portraying beautiful women in distress, but the dialogues portray their frustration towards their child's life instead.
- This appears to be funny because they express such dramatic emotions over someone else's life



PROWNING GIRL (1963)
BY ROY LICHTENSTEIN



PROWNING GIRL
BY ANNABEL EYRES FINE ART

https://www.rock-the-boat.co.uk/products/prowning-girl_posit9_61a-d8459-4a3_54r



THE KISS (1961)
BY ROY LICHTENSTEIN



ROWMANCE
BY ANNABEL EYRES FINE ART

<https://www.rock-the-boat.co.uk/products/rowmance-customised-club-blade-car>

ROCK THE BOAT

These are works the artist Annabel Eyres did for Rock The Boat, a company which sells designs for rowing enthusiasts. She made a parody of Roy's works and turned it into something associated to boat rowing.

IDEAS...

1. ILLUSTRATE BEAUTIFUL UNHAPPY WOMEN, BOTHERED BY 'CHEEKOPUH'S' IN THEIR WORKPLACE.

- Edit Roy's works (dialogues only). Women thinking to themselves, suffering. The work will be mounted on a poster, with a border and headline that says "WE CAN STOP THIS."

2. ILLUSTRATE BEAUTIFUL ANGRY WOMEN, SUFFERING BUT THINKING TO START A CHANGE. (THEY HAVE ENOUGH!)

- edit Roy's works to portray strong women taking action (edit dialogue, colours, expressions, and environment to workplace)
Like "Rock The Boat"

Eg.



ORIGINAL 'HOPELESS'

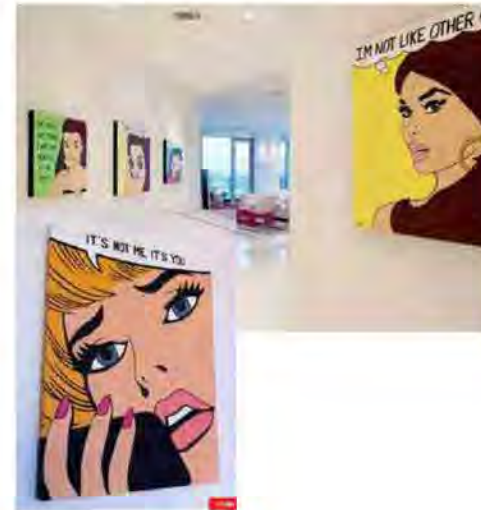


MY ROUGH EDIT

will redraw the whole illustration to portray local women (chinese, malay, indian)

3. ILLUSTRATE BEAUTIFUL STRONG WOMEN, STANDING UP FOR THEMSELVES AGAINST THE HARASSERS, TAKING ACTION.

- same style as Roy's (canvas cropped to woman's face), but display confident & strong emotions/expressions instead. Dialogue will be calling out harassers/taking action. Similar method as "Desi Beats".



Something simple like this. Only can see the woman's face. But I will draw out more emotions from them -> confident, strong, powerful, taking charge.

Eg:

"Stop staring!"

"I know I smell amazing, but you can stand further away to talk to me"

"Disgusting"

"I have evidence, baby."

"Yes, HR? Brad can't."

"It's not me, it's you."

"What a pathetic power-obsessed loser you've become" :)

OHHH... ALRIGHT...



June 1963 edition of Secret Hearts #88
by Arleigh Publishing Corp.
(now part of D. C. Comics)



Ohhh...Alright... (1964)
by Roy Lichtenstein

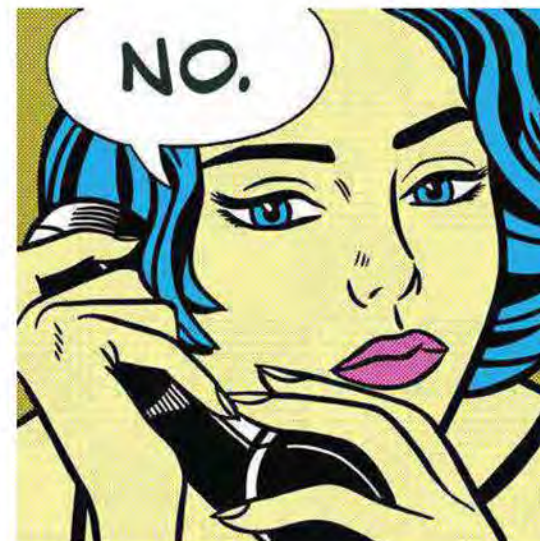
Lichtenstein's 1960s works were comic-inspired - they're angsty frames, often featuring ladies in distress. In one iconic image, a beautiful, fraught woman with a furrowed brow grasps a telephone in both hands as she says "Ohh ... Alright ...". You just know she's talking to a fellow. Who knows what he's saying to her and what she's reluctantly agreeing to. Lichtenstein lets us imagine the back story - and what might happen next.

<https://www.roylichtenstein.com/ohhh-alright.jsp>

Instead of portraying a vulnerable woman just giving in to someone else on the phone, I can portray a strong woman taking charge and in control of her decisions. So, contrary to this, I can have her reply with a sharp "No." instead.

They don't know what she's being told, but they do know that she's stern enough to say no to things she disagrees with. She's a strong woman who does it for herself and not others.

Lecturer's Feedback:
- too similar to original. Will be considered plagiarism
- can take a pic of someone and illustrate that instead, with the same style



My Edit



Rough draft of the poster
with this edit

CASE STUDY: REEBOK'S #BEMOREHUMAN WOMEN'S EMPOWERMENT AD CAMPAIGN

<https://www.brandchannel.com/2018/07/16/reebok-be-morehuman/>

This ad campaign celebrates strong women who have made positive changes to the world in unique ways. It is comprised of individual short videos of each strong woman they feature. They made use of a lot of typography (typography in the background, around the woman, moving along together with the woman). Each video is 37s long, it is short and straight to the point. The stars voice over their personal quotes that empower women while acting out their own strong movements such as boxing. Through their quotes, we learn about their story and why they believe women can make a difference.

Some quotes from the videos:

"Strong is ambition, independence, breaking barriers, kindness, compassion. Strong is women."

- Nathalie Emmanuel

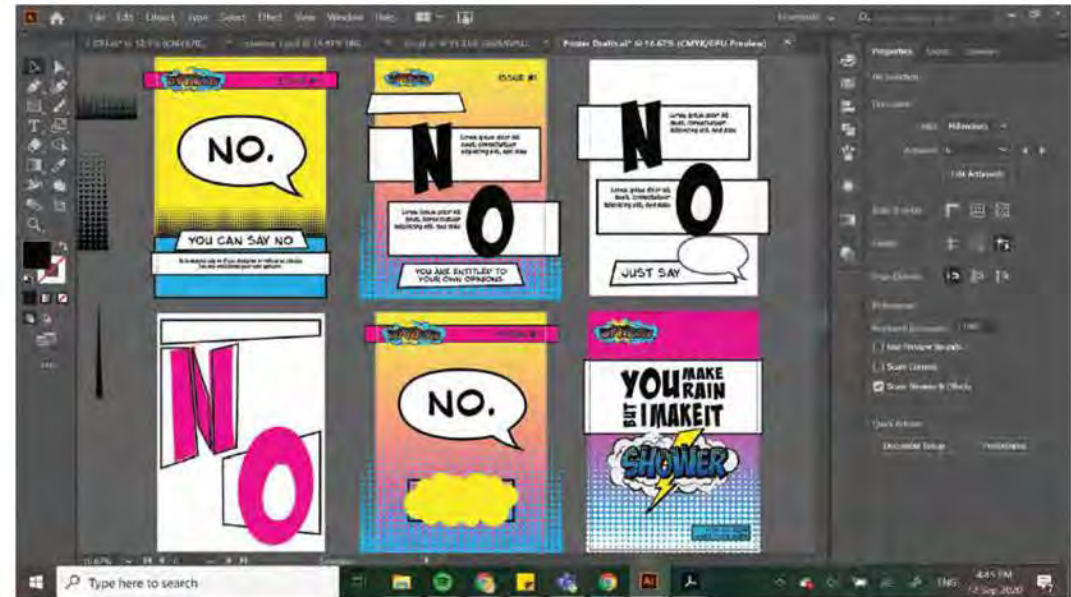
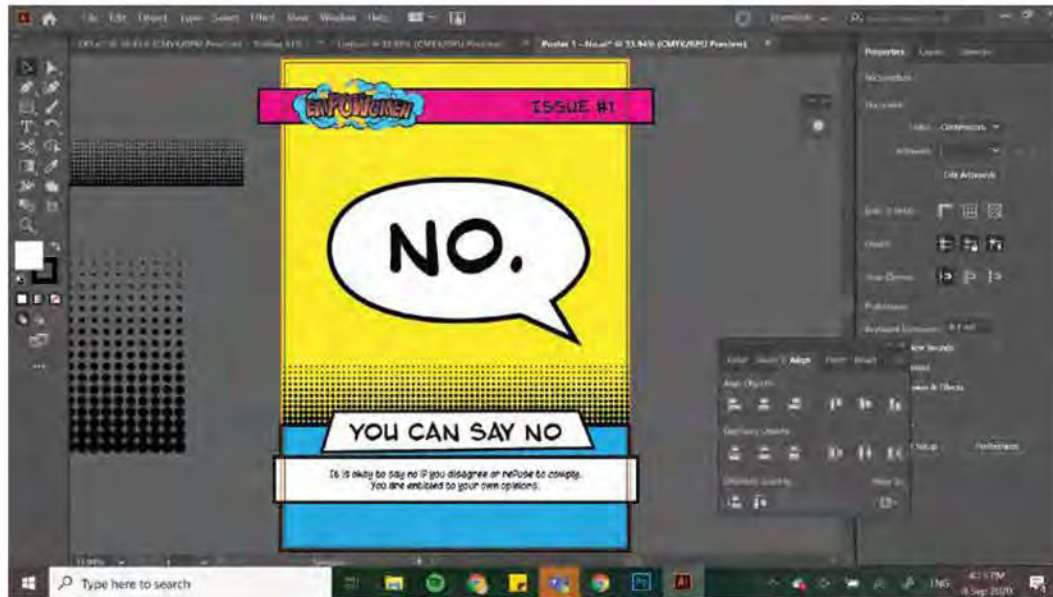
"Through validating the other, being the rock to another. You actually are empowering yourself as you empower one another."

- Danai Gurira



POSTER DRAFTS

Since the previous poster I did was unacceptable as it was too close to the poster, I decided to just focus on the speech bubble. This also further follows the brief to do a typography focused project.



CASE STUDY: REEBOK'S #BEMOREHUMAN WOMEN'S EMPOWERMENT AD CAMPAIGN

<https://www.reebok.com/us/bemorehuman#/>

Along with the inspiring videos for #BeMoreHuman, the company is releasing 10 limited-edition t-shirts, each sporting an inspirational message from one of the women featured in the campaign. 100% of the \$35 purchase price (not including tax or shipping) will be split equally between the Movement Foundation and the Women's Strength Coalition.



Perhaps I can do this too.
Instead of using quotes from stars,
I shall use quotes from the songs I
chose for this project.

- using popart style so my quotes will be the main focus and it should be able to tell a whole story.
- i should bring life and character into my types

CASE STUDY: REEBOK'S #BEMOREHUMAN WOMEN'S EMPOWERMENT AD CAMPAIGN

<https://www.reebok.com/us/bemorehuman#/>

Their Be More Human page in their website features all the ladies' profile. Upon clicking on them, you will see a huge banner with their quote, their short video and you may shop what they're wearing.



GAL GADOT

ACTOR



Gel is a symbol of self-confidence, courage and inner strength that girls of all ages can look up to. She believes that the more we are exposed to strong, inspiring role models the more we are able to transform our dreams into realities.



RETURN BRIEF #3

Sydney Tay Tze Teng (F18DM0600)

ATS

Return Brief

Key Fact

What are the key issues facing the problem?

- More women are entering the workforce in SG, but so is the number of workplace harassment towards women.
- Many are afraid to voice out, so they go on struggling in silence.
- This potentially leads to having poor performance at work and
- could lead them to have anxiety and depression and even leave the company.

<https://www.aware.org.sg/training/wsh-site/14-statistics/>

<https://www.todayonline.com/singapore/singapore-second-least-inclusive-workplace-24-workers-report-being-bullied-or-harassed>

Objectives

Aim, goal, intention, desire, hope

- **Aim:** While we are walking towards a more equally gendered workforce, we want to also care for the women's mental-health as they work.
- **Goal:** To empower young women in the workforce to be more self-assured and confident at work
- **How:** Using strong visuals linked to popular female-empowering songs, with a pop art comic style.

Target

- To whom will the campaign be addressed?
- What would this target be like as a person? More important, what feelings, attitudes and beliefs does this target hold about our brand?
- In what type of activities does the target typically engage?
 - Fresh grads (women) who are new to the workforce in Singapore (older Gen Z and younger millennials). They are active social media users, always in the loop of the latest news (they are always online). They spend a lot of their time on their phones and prefer streaming services to traditional cables. This younger generation knows what they want, but are often misunderstood as being 'entitled'. They are purpose-driven and look for meaning in what they do at work. <https://mothership.sg/2019/02/e2i-millennials-not-strawberry-generation-misunderstood/> They are more open-minded and supportive of social movements such as women's rights, climate change, Black Lives Matter and LGBT. <https://www.businessinsider.com/generation-z> This means that they have a potential to change the world into a better place. And it is already happening (with all the social media posts about social causes spreading around, raising awareness and spurring actions). <https://www.forbes.com/sites/markcperna/2019/12/27/gen-z-is-already-changing-the-world-just-ask-times-2019-person-of-the-year/#c0d79c141e2e>

Sydney Tay Tze Teng (F18DM0600)

ATS

Action

What action do we want our target to take as a result of exposure to the campaign?

- Feel powerful and in-charge at work, so they can ward off and call out harassments
- Voice out when they encounter workplace harassment

Reward and Support

As a result of the campaign, the target will conclude:

If I feel good and powerful

Instead of feeling weak

I will be able to ward off and call out on harassments

Because I am confident and in control of my decisions

Big Idea (just 1 liner, do not exceed 5 words)

Eg

- **Red Bull:** Red Bull Gives You Winds
- **Coca Cola:** Open Happiness
- **EmPOWomen:** Go POW, make them BOW!

Music playlist

Working Girl – Dolly Parton
Respect – Aretha Franklin
Fighter – Christina Aguilera
Run the World (Girls) – Beyoncé
Power – Little Mix
Confident – Demi Lovato
Juice – Lizzo
Me! – Taylor Swift
Roar – Katy Perry

LOGO DEVELOPMENT

Rough sketch of logo



EMPOWOMEN
EMPOWOMEN

EMPOWOMEN

EMPOWOMEN

EMPOWOMEN

1. Original unedited
BadaBoom Pro BB Font

2. Create outlines, resized and
rotated individual characters

3. Create strokes, shadows and
added colour gradient

4. Create dotted gradients in the
shape of the characters



5. Apply the dots on top the
characters and bam!



POSTER DRAFTS

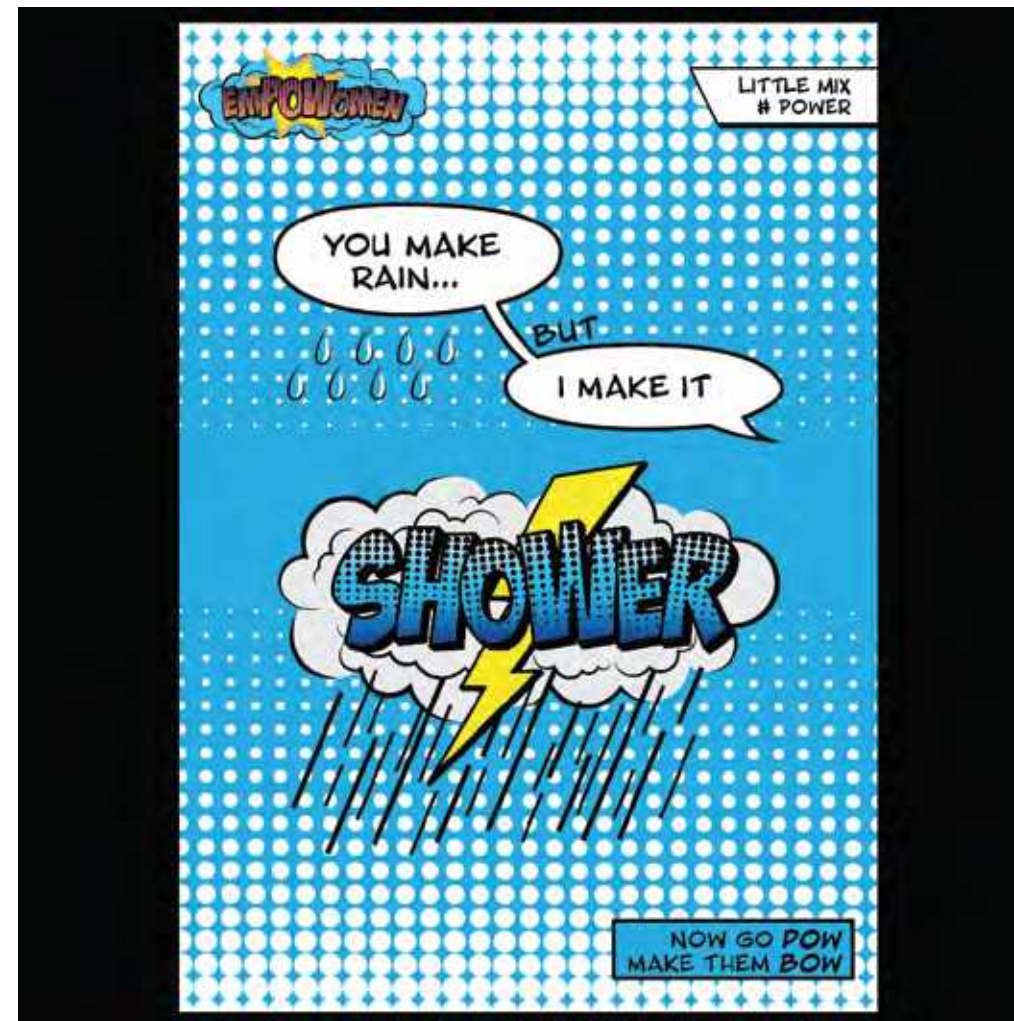
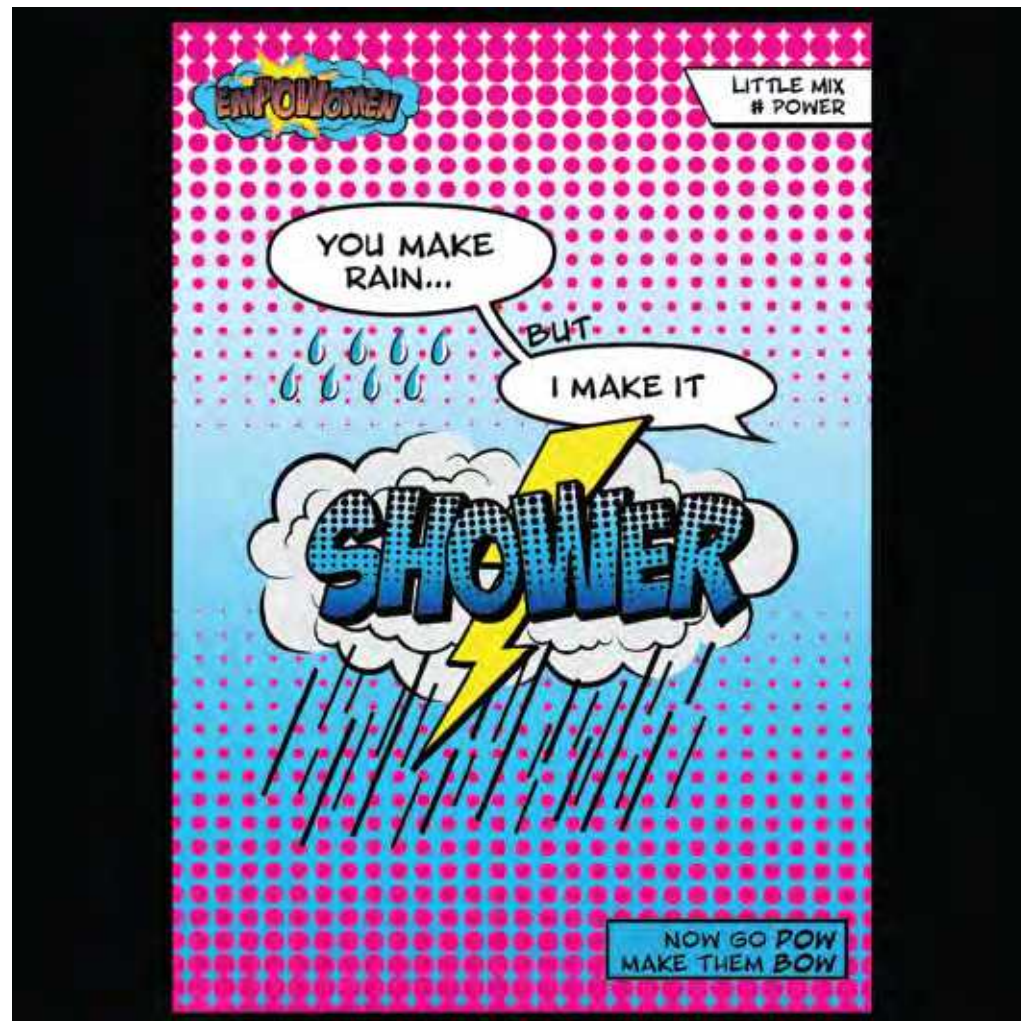


QUOTE FROM LITTLE MIX'S SONG,
POWER:
"YOU MAKE RAIN,
BUT I MAKE IT SHOWER."

INSPIRATION



POSTER DRAFTS



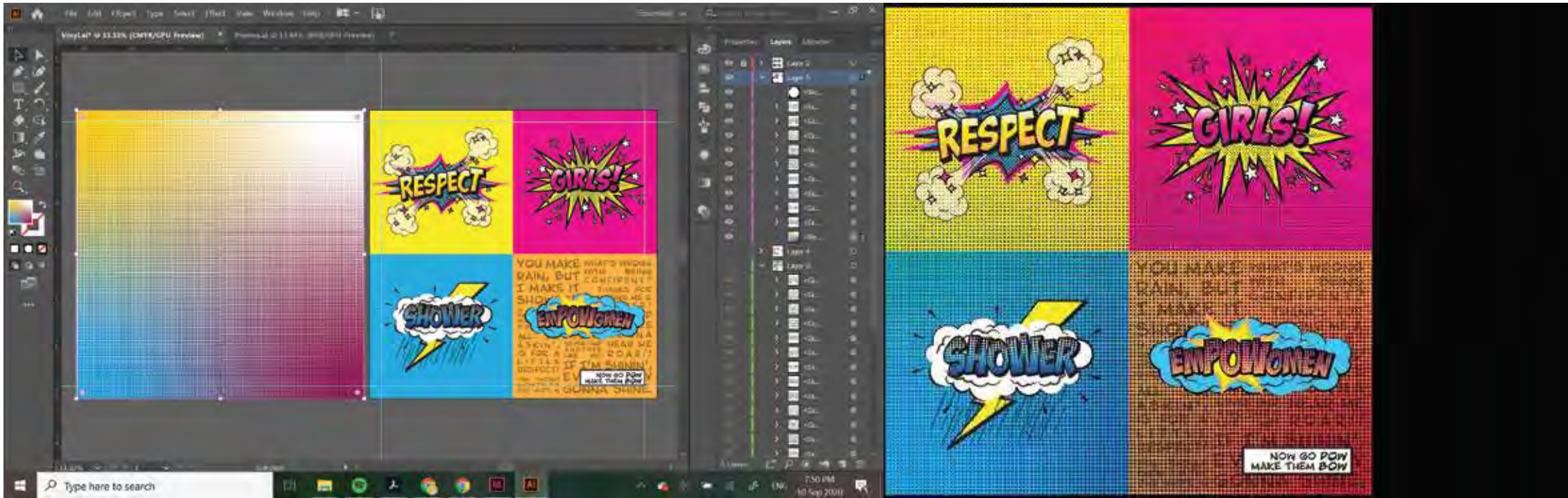
POSTER FINAL



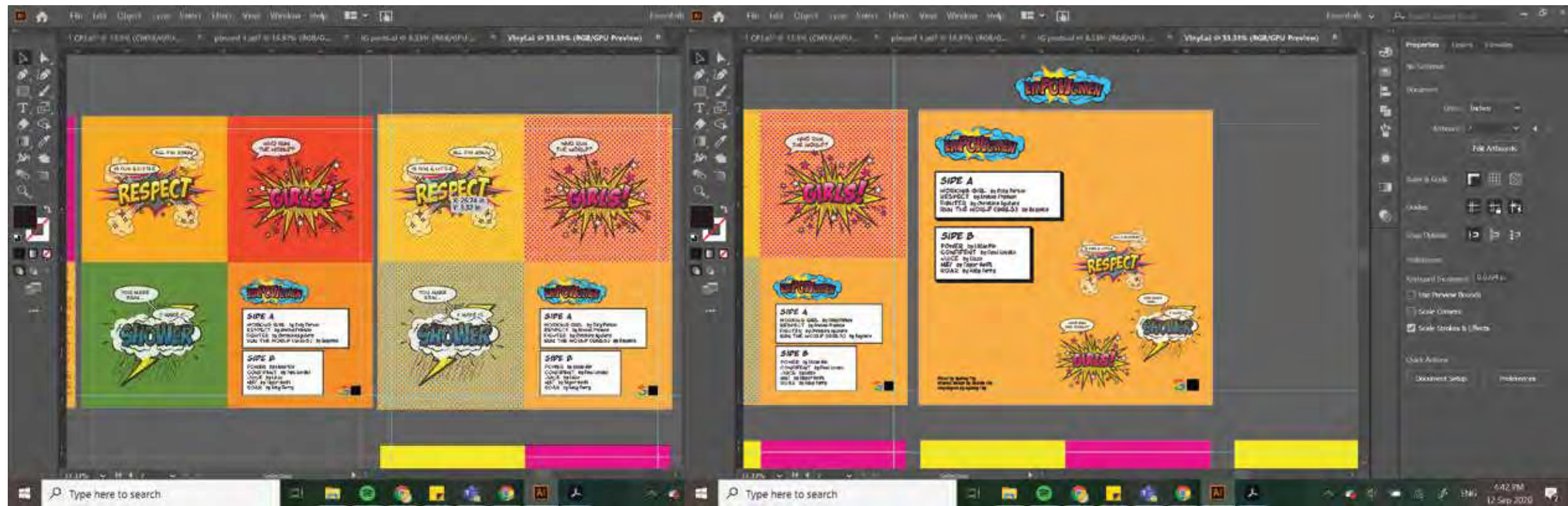
REFERENCE:



VINYL DRAFTS



VINYL DRAFTS



VINYL FINAL

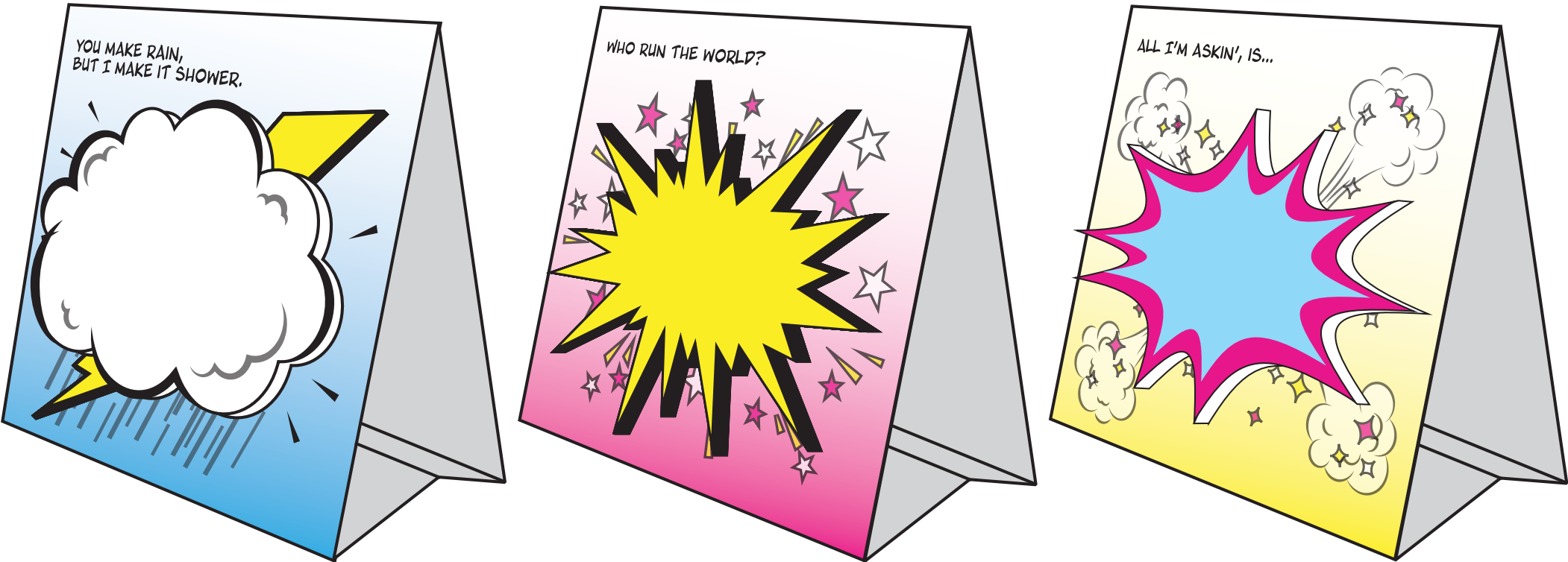


STICKY NOTES INSPO



Sticky notes to remind themselves with powerful visuals that they are strong and powerful. Include a stand so they can see the quotes and easily bring it around.

STICKY NOTES INSPO

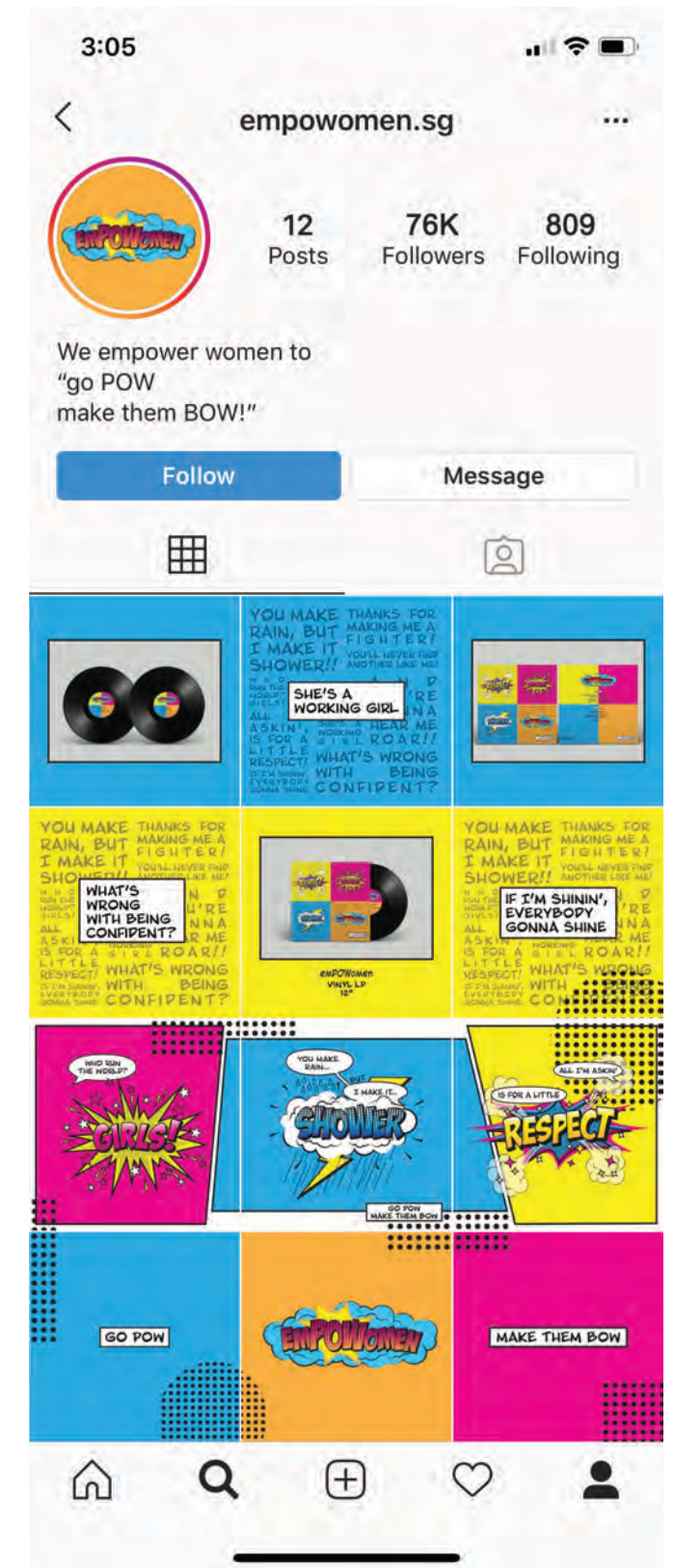
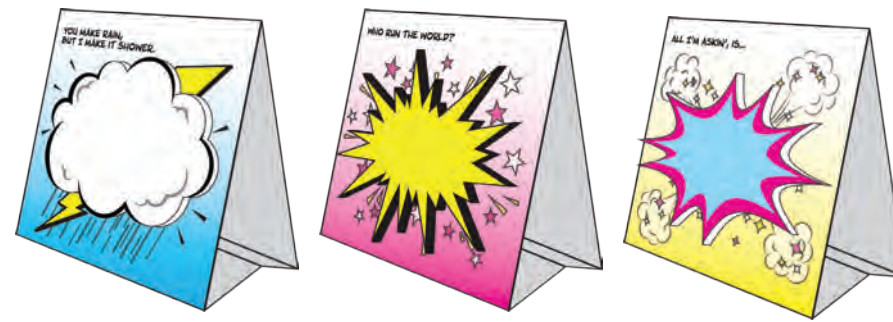


Life size ->



TERM 1 FEEDBACK

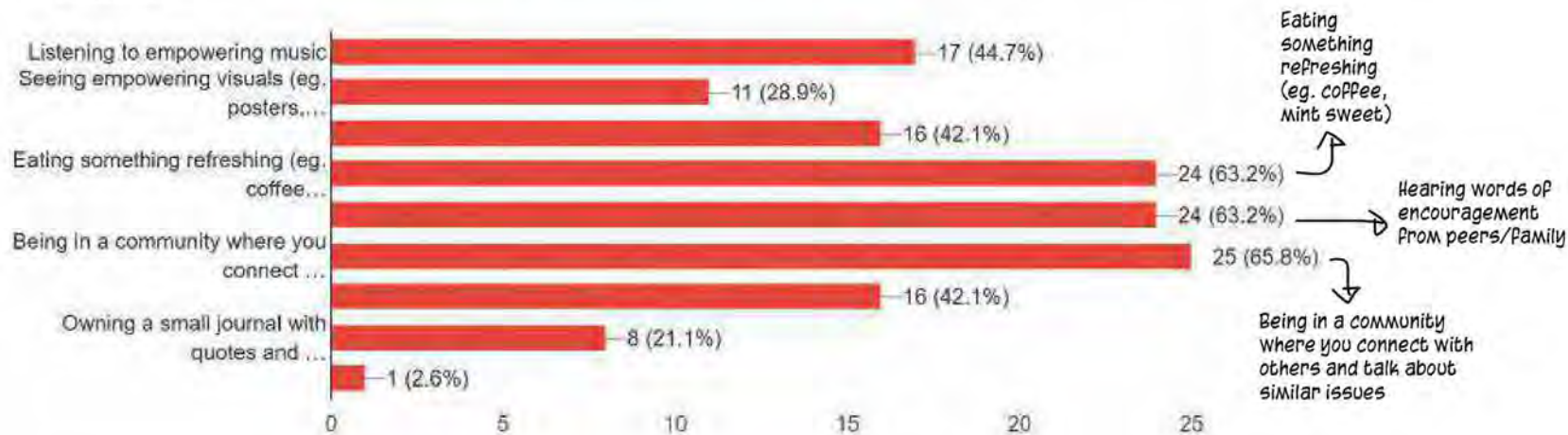
- Have more than one poster to focus on main message:
- To bring awareness about workplace harassment
- Could have an illustration of a woman
- Decrease the size of main words, increase the size of the follow-up words for a smoother reading flow
- Great that my designs fall under the same umbrella, give the same feel
- Have more varieties in design elements



SURVEY RESULTS

Which of these you think will help / has helped you feel more confident at work?

38 responses



1. Being in a community where you connect with others and talk about similar issues
2. Hearing words of encouragement from peers/family
2. Eating something refreshing (eg. coffee, mint sweet)
3. Listening to empowering music
4. Writing down your thoughts and tracking your habits
4. Wearing something that gives you confidence
5. Seeing empowering visuals (eg. posters, Instagram posts)
6. Owning a small journal with quotes and templates to fill in your mood, thoughts and drawings

DELIVERABLES

1. Instagram stories poll, Q&A and templates (being in a community where you connect with others and talk about similar issues)
2. Postcards (Hearing words of encouragement from peers/family)
3. Mint sweet packaging (eating something refreshing)
4. Instagram singing filter (listening to empowering music)
5. Zine booklet to write down thoughts and checklists (writing down your thoughts and tracking your habits)
6. Lanyard design (wearing something that gives you confidence)
7. SBS bus poster (guerilla marketing)

Ask questions like "What will you do if a guy stands too close to you?", then follow it up with educational post.



Have a superwoman flying figure above the bus, or make the bus look like a transportation for superheroes so passengers can feel empowered upon boarding.



Positive quote from songs inside the wrapper.



Sing a song with the word [positive words like] POWER, or display a powerful song title for them to sing it.



GUERILLA MARKETING INSPOS

1. BIG PILOT'S WATCHES

Letting you try their watches even in the bus, a good idea to bring people at the shop.



2. ALTECO SUPER GLUE

Way to make a point about the strength of that superglue.



Interesting guerilla marketing playing with buses. Some ideas for my project -> make the transportation feel like a ride for superheroes?

INTERACTIVE DESIGN INSPOS

SNCF "Europe. It's Just Next Door"



Interactive screen: engages passerby's and gets them to share on social media

Interact with the screen, they get to communicate.

Photoshop Live — Street Retouch Prank



Interactive screen: engages passerby's and gets them to share on social media

Includes the audience. One-to-one, personal interaction.

INTERACTIVE DESIGN INSPOS

Delite-o-matic How far will you go for Fantastic Delites?



Interactive screen:
engages passerby's
and gets them to share
on social media

Tasks audience with
interesting activities
to do to get a reward.

VENDING MACHINE



<https://www.behance.net/gallery/57355177/Full-Advertising-Campaign-Smarties>

DIGITAL MIRROR

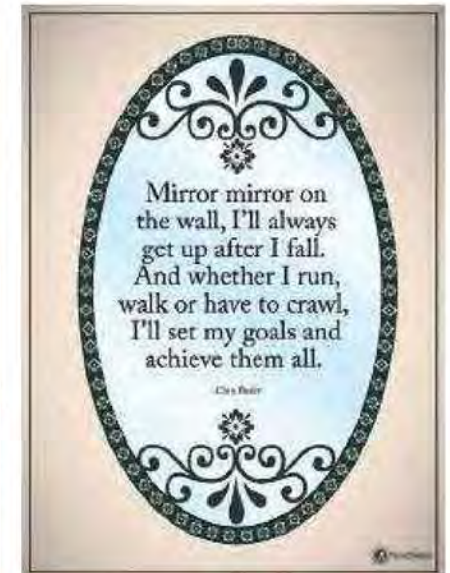


Girls often look at mirrors to adjust their hair and touchup their makeup etc. Or even toilet selfies! Very common especially among young women. I can make use of that fact and incorporate digital design elements to surprise them.

SNOW WHITE'S MIRROR

Disney popularised the phrasing "Mirror, mirror, on the wall, who's the fairest of them all?" in their 1937 Snow White and the Seven Dwarfs animated film. It has become a classic and a commonly-used quote now.

According to an article I read (linked below), the Evil Queen initially started off good, just like all babies born into the world. She actually loved Snow White until the Mirror told her the harsh reality that Snow White is fairer than the Evil Queen.



DIGITAL MIRROR

SNOW WHITE'S MIRROR

<https://medium.com/@poonamsahasrabuddhe/a-hidden-message-in-snow-white-and-the-seven-dwarfs-that-can-change-our-lives-36cd865a096a>

The infamous mirror that actually caused all the trouble.

The mirror could have lied to Snow White's stepmother.

It could have told the queen that she was the prettiest woman in the world.

But it didn't... The queen believed the mirror to such an extent that when the mirror stopped validating her, she got extremely insecure.

So it was the mirror that betrayed the queen's trust.

It was the mirror that stirred the feeling of jealousy, anxiety, anger, and hatred within the queen.

It was the mirror that messed up with her mind, made her do the unthinkable and as a result doomed her life.

So it means that the real villain in the story is the mirror.

In one of the versions that I had read, it's said that the queen actually loved Snow White up until the mirror told her the harsh reality.

She couldn't face the truth and lost her sanity in the process.

Now think about this. Do we have such imaginary mirror in our life?

What does the mirror actually symbolize?

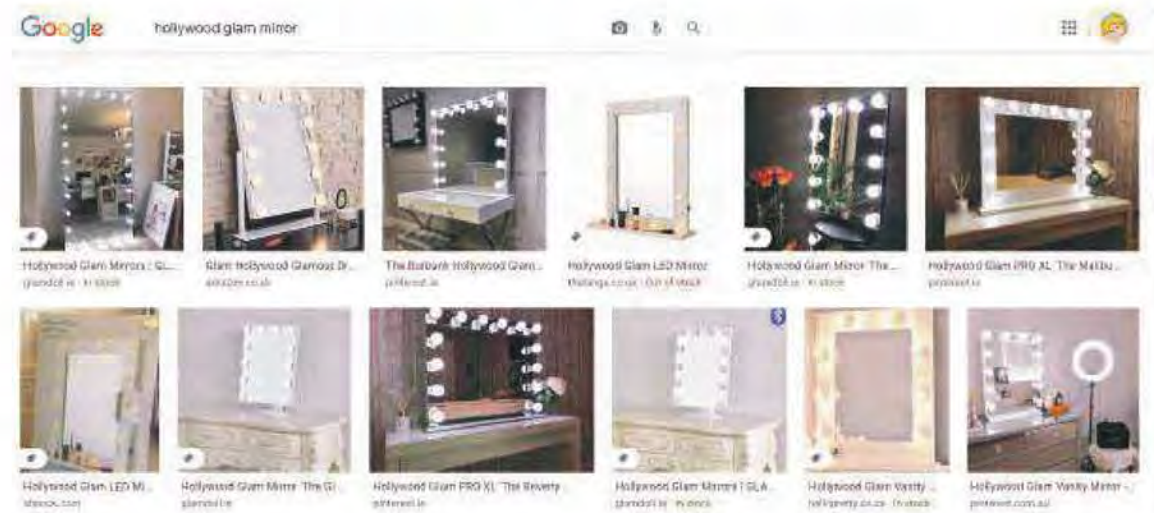
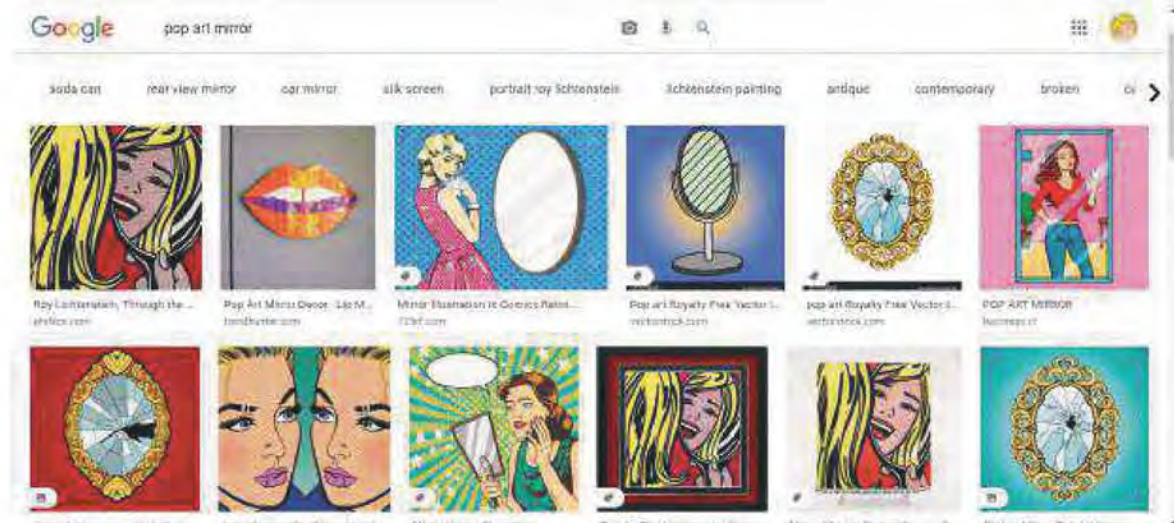
The mirror in the preceding story is nothing but a '**mental bubble**' that the queen lived in. The bubble that surrounded her all the time making her believe that only she was the most beautiful woman that ever existed on the face of the earth.

It was the Mirror who turned the Evil Queen into a... well, evil queen. It bursted her bubble by telling her that she is not 'the fairest of them all'. This implies that negative thoughts or words around us can greatly affect us if we are constantly exposed to them.

Thus, I want to make a mirror that gives positive quotes instead, to empower women to feel more confident about themselves!

DIGITAL MIRROR

Since my project is using the pop art style, I'm thinking I should have the mirror look pop art too. Perhaps a retro Hollywood Glam Mirror, since pop art was at its peak then. The one with the round LED lights around the mirror (like the pic on the bottom) gives people a vintage 50s hollywood glam vibe.



Deliverables - Term 2

- one main poster
- interactive vending machine
- IG singing filter
- IG polls & templates?
- Sweet wrapper with quotes
- bus banner (guerrilla marketing)
- rave video

pop-art filter?



OR



- positive words:

- respect
- girls
- power
- confident
- love
- me

have a flying superwoman on top of the bus?



make the bus look like a transportation for superheroes, so passengers who board it to work will feel empowered (like they're superheroes)



digital screen mirror camera

← somebody passing by

② Digital mirror

~~the Parikura but mirror~~



COVID-19...

not advisable.

- maybe just stick to something that encourages people to whip up their phone to take photos to share on social media.

↳ touch screen, drag stickers around the screen

when people read their text bubble out loud, they get a reward

① ~~get the power~~
- Positive quotes from songs (e.g. I got the power)

② - Everyone will have different quotes (maybe 10 diff ones)

③ Digital mirror



- Girl checking herself out in the mirror



- Pop art filter
- Quote above head (from song)

← perhaps install it in the female toilet?

or in trains... or in train stations

- shook, takes selfie & shares on IG



logo



inside, unwrapped

- Song quotes
- sticker

aluminium foil

sticker

How does this work by the way? ~~the stickers~~
stickers as sticky notes that is the idea
- or just as a result of the sticker machine?



sweet



inner wrapper (aluminium foil)



outer wrapper (paper?)

Design flow

Pintura machine



- decorate their photos w stickers
- send image to their email
- post photo on Instagram
has @empowomen.sg watermark in the corner

goes to
check out IG

IG filter



- plays w IG filter
- posts on story
- spreads filter
- checks out IG account

checks at IG
checks out filter

IG profile



advocate to check out the screen
banner for free candies

Digital screen banner

along the streets...
or at bus interchange



- encourages passerby's (most likely a group of friends) to read/sing the text bubble out loud.
- louder → more candies
- loud & very eye-catching
- flash lights - coloured lights & play celebratory sfx when candies are dropped
- more people try it out

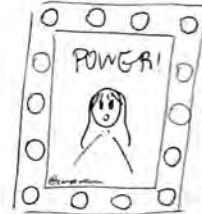
receives
candies

Candies



- stickers inside, easy removable & reusable, keep it for their own use

Digital mirror



- casually uses a mirror to check her makeup / hair
- surprised by the sudden light-up text designs
- excited → shares on IG
- creates more buzz

Storyboard

10:7

swap

③



Instagram filter

④



mind use & sing a song

①

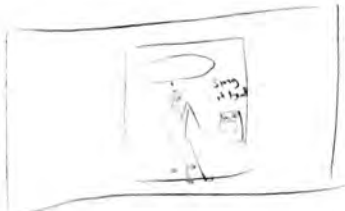


someone walking by, seeing the screen & interacting

②



Don't be surprised if you come across a mirror



open sheet nigger



* capture reactions of friends using the filter

* opinions

* how effective

Aside from print collaterals, digital with an environment will also have

IG filters, screen banner &

Indoor - street

Storyboard

Vending Machine - at CBD
area



Vending Machine's POV
girl walking.

hotted area
darkened



Vending Machine's POV-

Girl excited, happy, jumps
in joy, then reaches
down to take her candies



Vending Machine's POV
girl notices machine



Focus on the candy



Girl's POV

sees & interact in
vending machine
(sings the speech bubble)

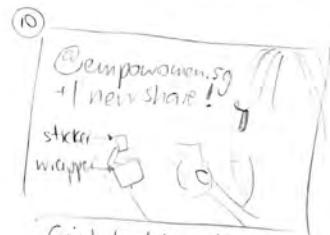


Zoom in on the
hands unwrapping
candy only,
then peeling off
the sticker



Girl's POV

sees she wins candies,
SURPRISED



@empowwomen.sg
+ 1 new share!

sticker
wrapper

Girl holds sticker
& wrapper & takes
photo to share on
IG



Storyboard

Punkura machine - in mall



* selects & drags stickers to decorate

↓
or



* only side view of action



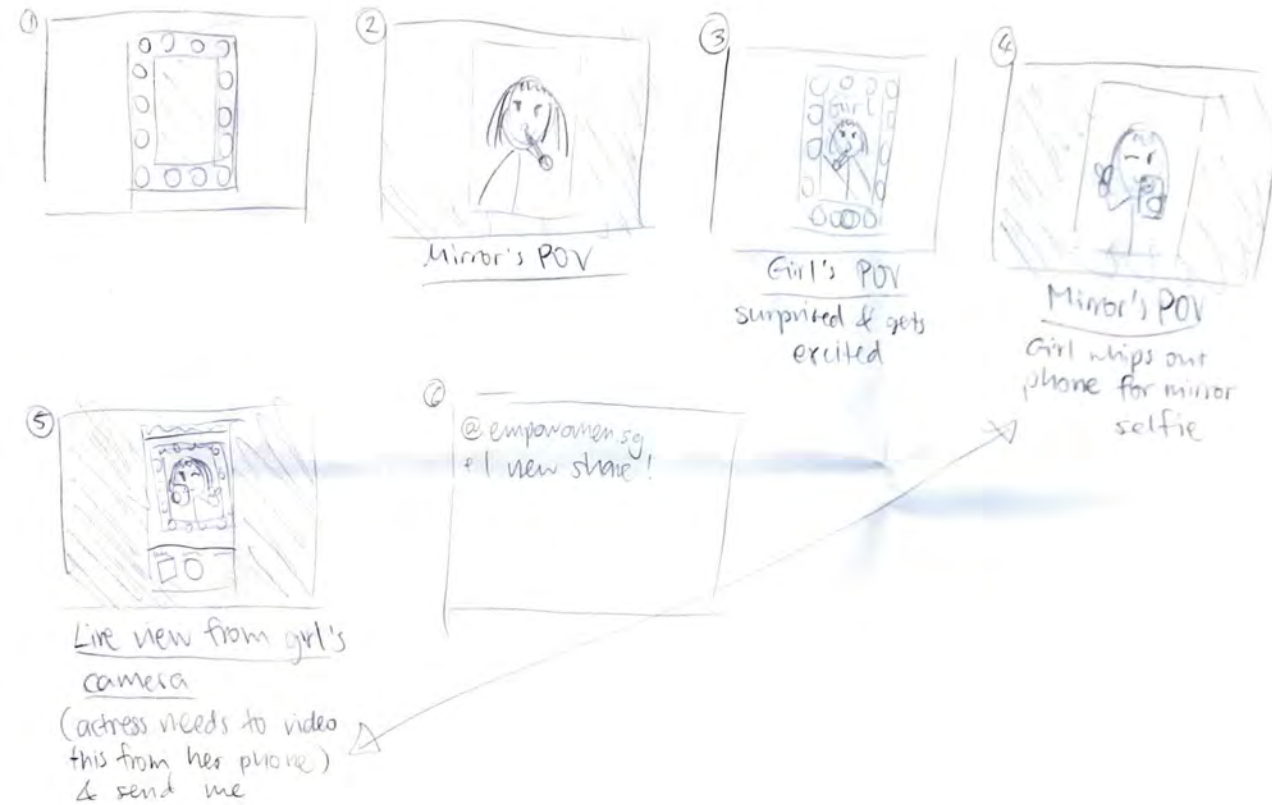
Girls' POV:
sees final image
on machine



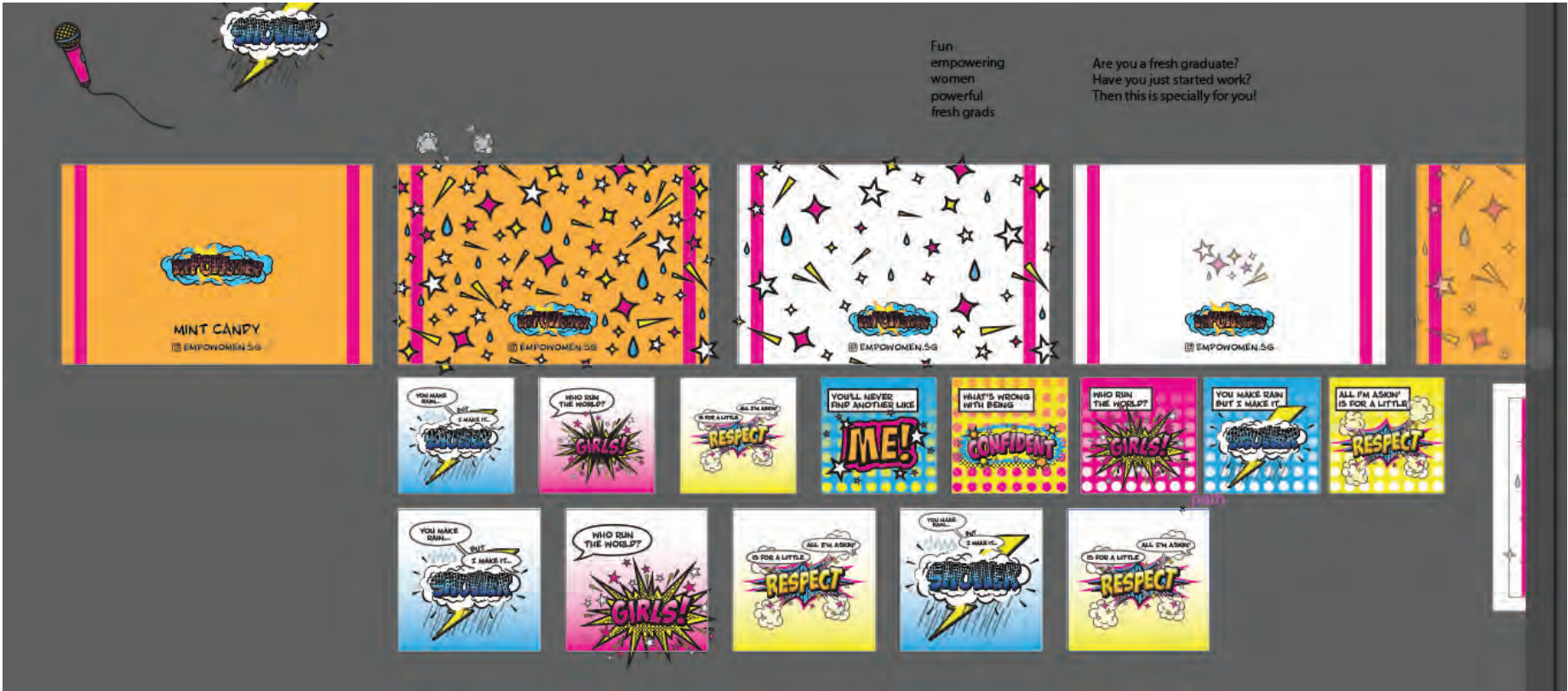
Don't "share" on
IG story

Storyboard

Toilet mirror - mall toilet



SWEET WRAPPERS



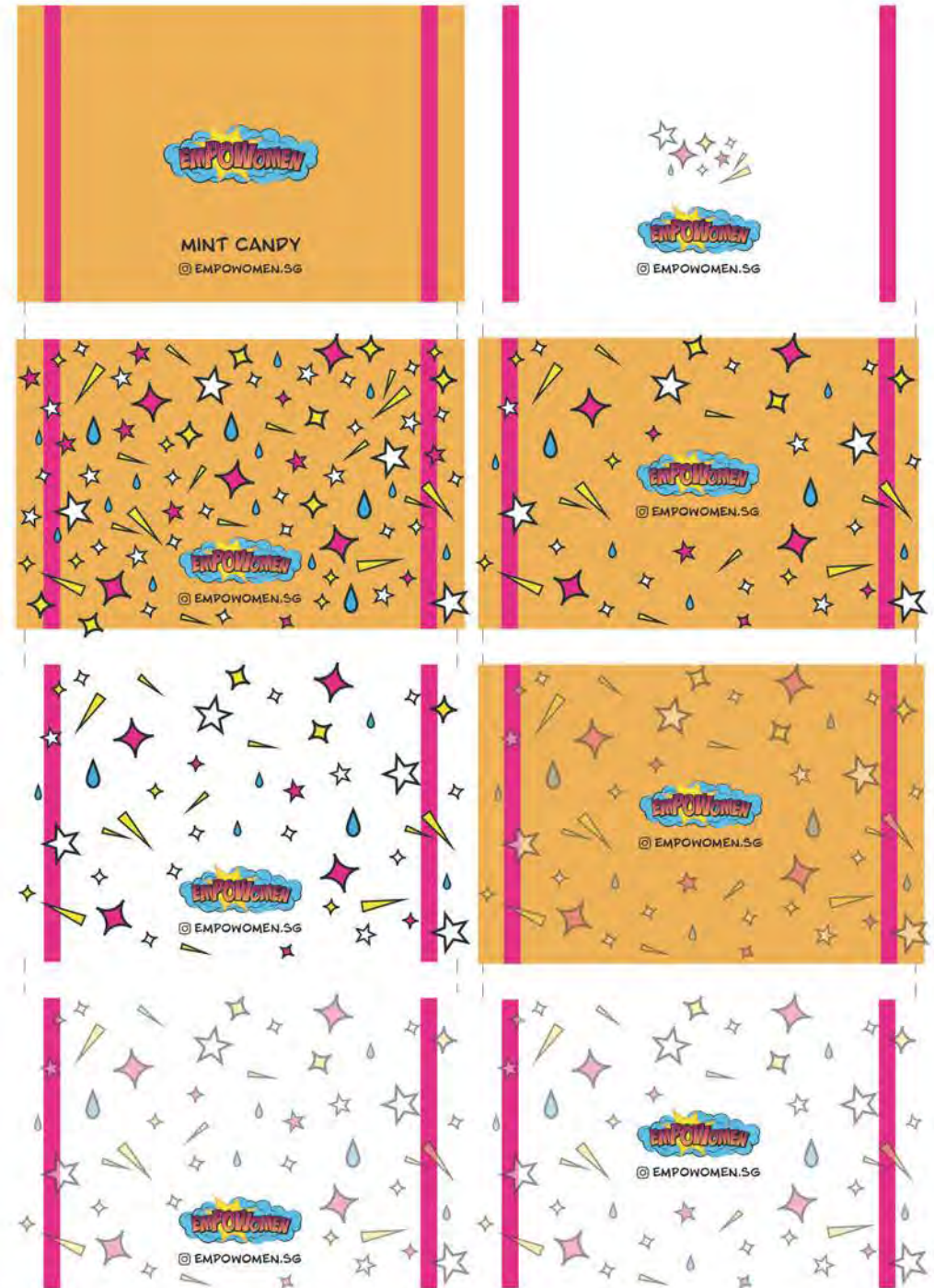
STICKERS FOR ALUMINIUM FOIL



SWEET WRAPPERS

Initially started with just a plain orange wrapper. Ms Chrsitabel Feedback that I could use small bits of my design elements to give the wrapper more spice. I could design it so that people would want to keep the wrapper for memo sake or decoration, because it's cute. This is a good idea as it adds more value to my designs. It will be more eco-friendly too if people keep the wrappers.

So I designed a few with my design elements and made it look like a confetti background. Ms Eno Feedback that I should reduce the amount of elements as it was overpowering. I want to create a surprise element when people open up the wrapper to see the aluminium foil with the sticker, so I needed to create contrast. Thus, I softened the outer wrapper design by limiting the number of elements and reducing its opacity. I also explored with a white background to give it a cleaner and neater look.



SWEET WRAPPERS



Test printed them, and settled with the one in the left pic. It gives a cleaner and neater look. It creates the contrast needed to give a surprise when users open the wrapper to see a shiny and bold inner wrapper.



VENDING MACHINE

<https://eventtechrentals.com/products/social-vending-machine>



Found a website with a vending machine design template (next page) with all the measurements. I also used the pic provided on the left for my mockup (distorted it to fit the angle).

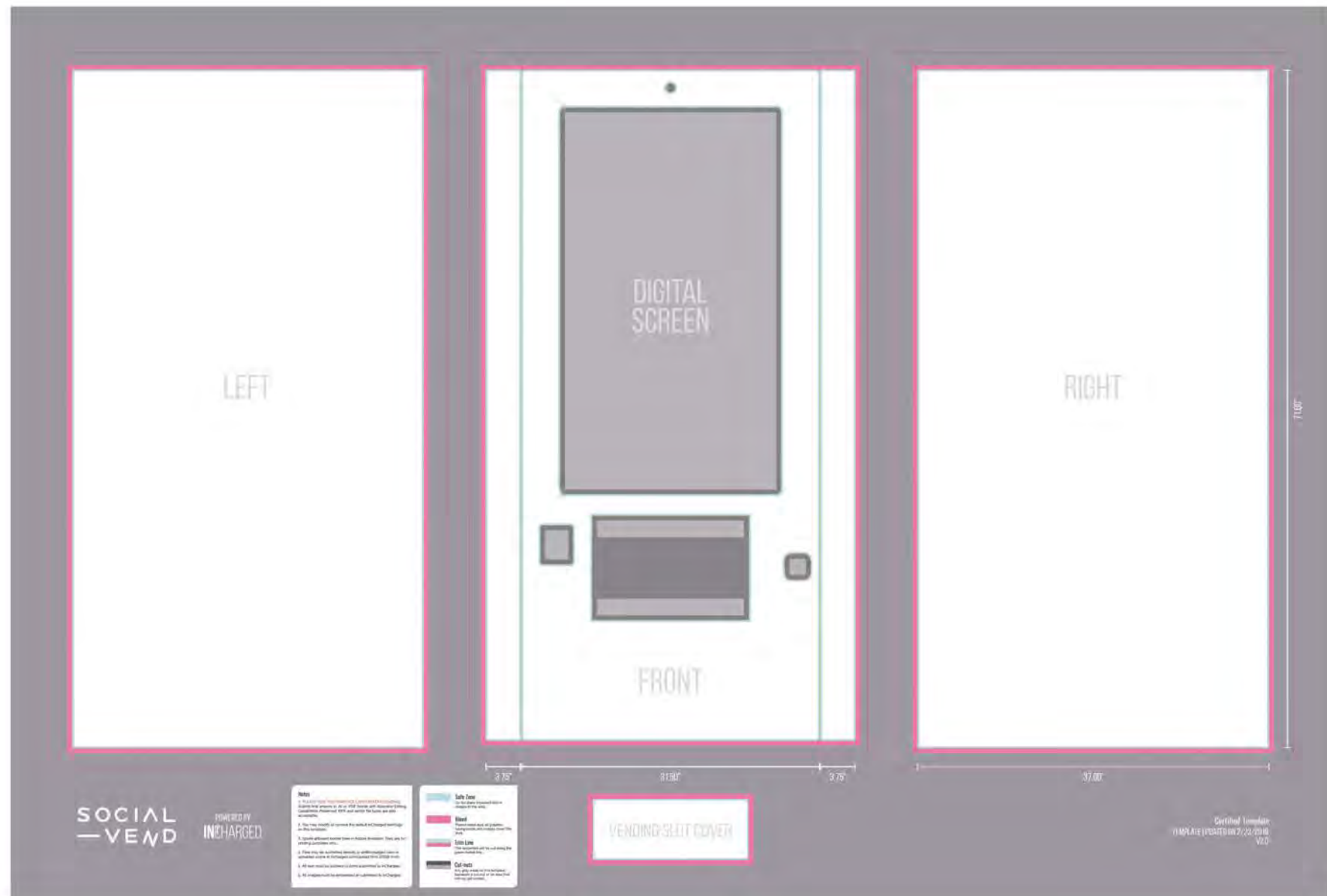


They also provided some samples (POP Tart pic on the left).

Some photos of vending machine designs I took while outside. The side designs are usually kept very minimal. At least, simpler than the front design. I assume this is because the front already has the main design, so it's very bold. This is to avoid overwhelming the machine design.



VENDING MACHINE



VENDING MACHINE

LEFT



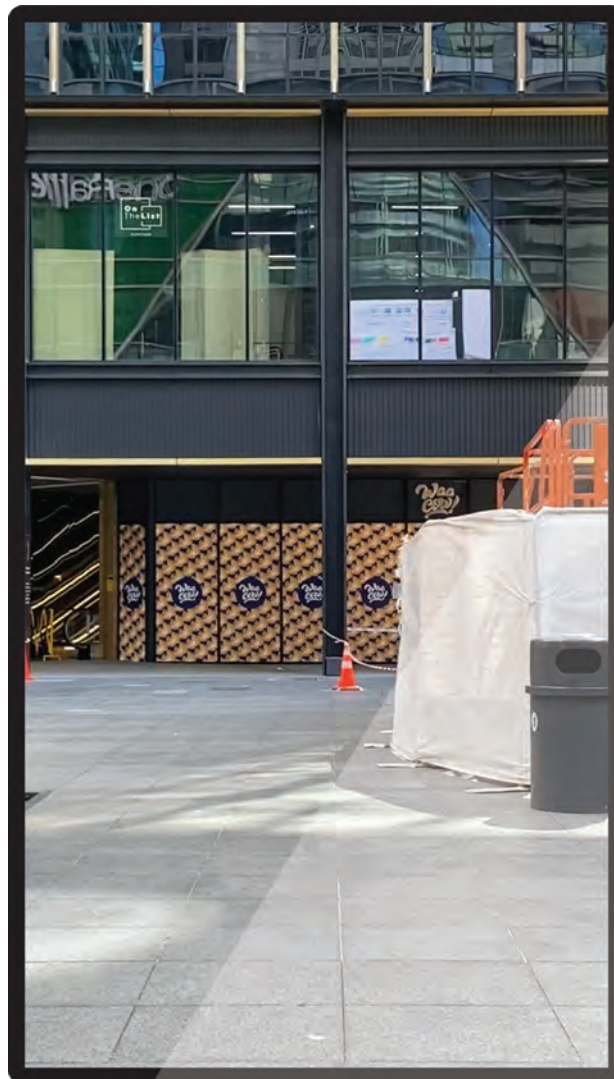
FRONT



RIGHT



VENDING MACHINE SCREEN



VENDING MACHINE

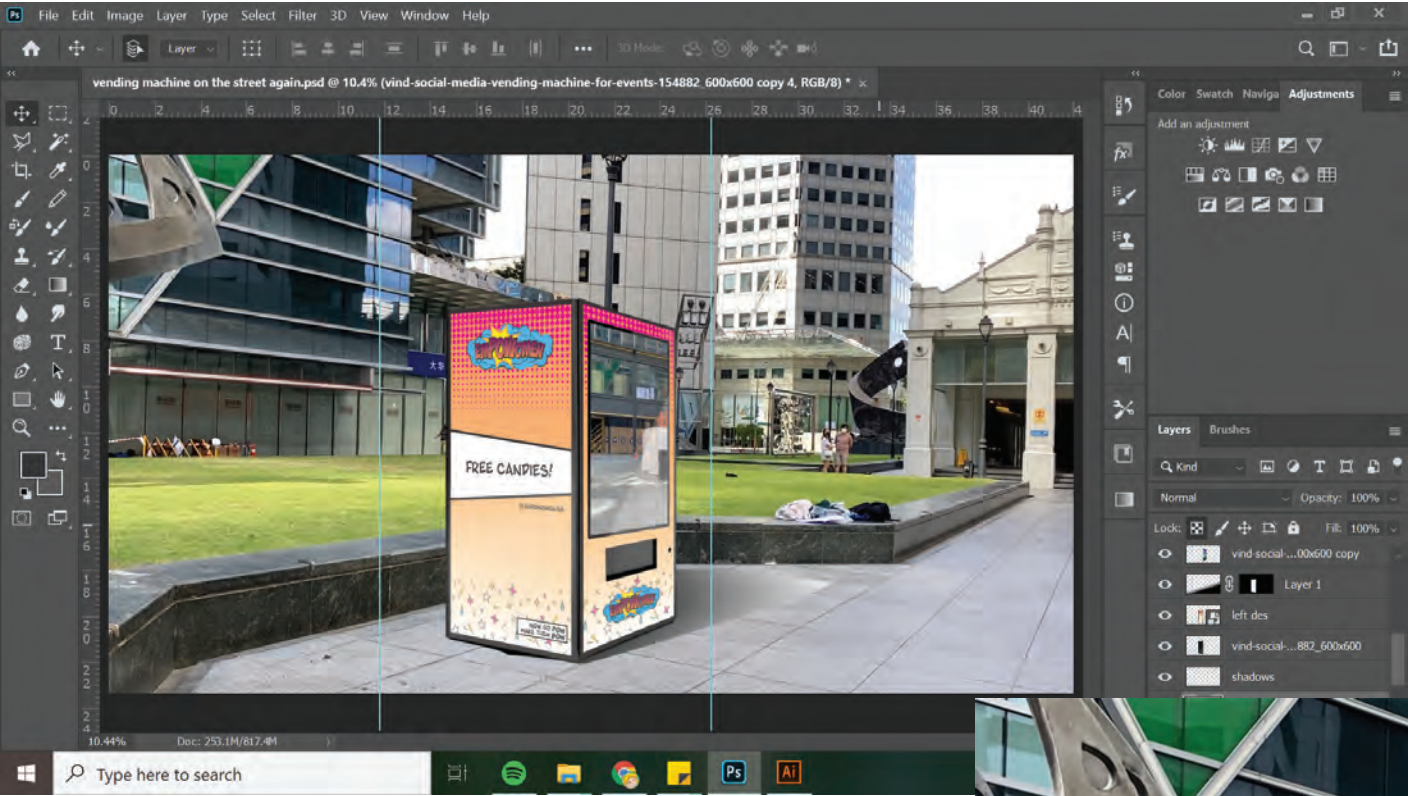


PHOTO MACHINE

Idea inspired by the famous Japanese Purikura photobooths. Users get to snap pictures, then design their own pics and have it printed out instantly. However, for mine, there will be no printing. It will be digital based instead (sent to email), so people can share it on Instagram.

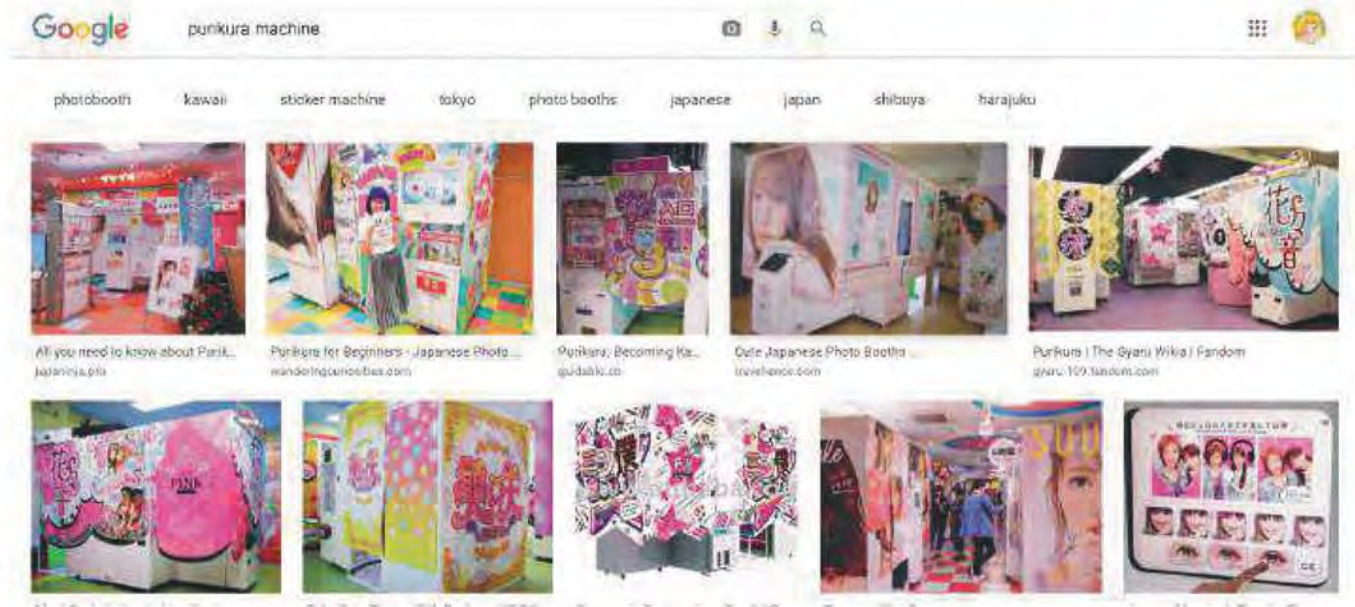


PHOTO MACHINE

I decided on this structure for the photobooth, so it's easier to access. People will easily spot it as they pass by and feel free to try it. It will be placed in shopping malls and MRT stations, common places for young working women.

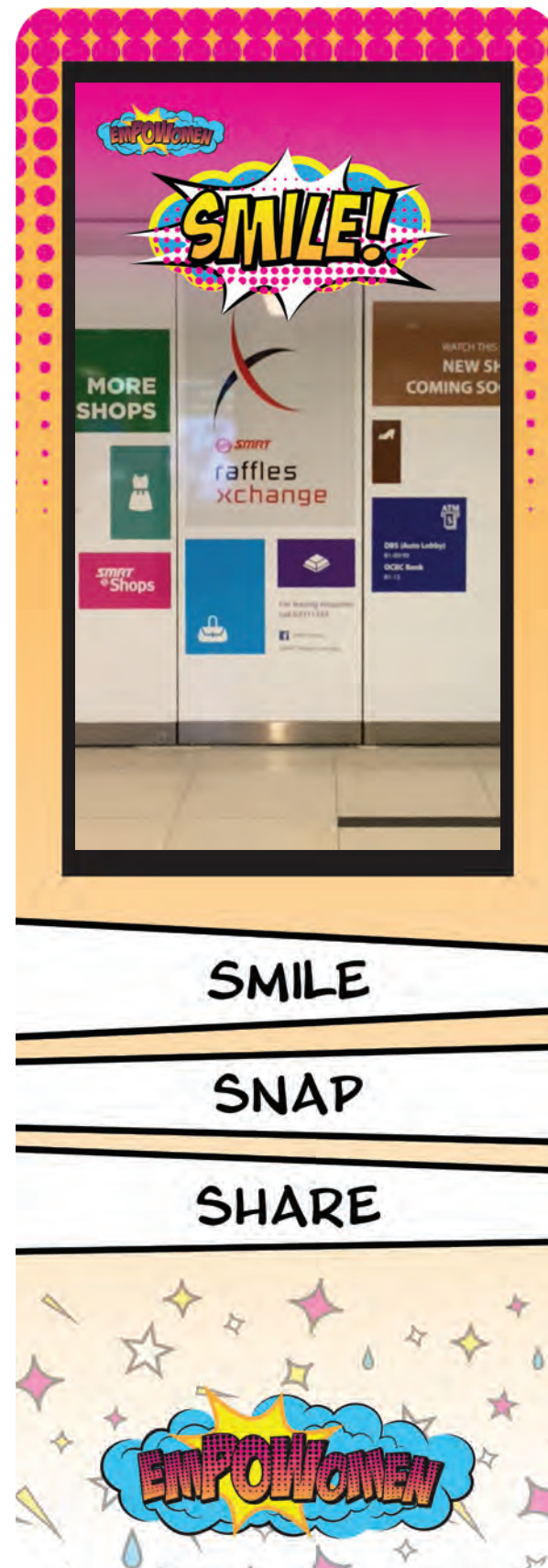
PhoPrint



EBAYAR



PHOTO MACHINE



Decided to keep the machine design simple as the emphasis should be on the screen. The screen will also guide the user on the steps. However, I did leave enough info on the machine design to let passerbys know what the machine is about.

PHOTO MACHINE

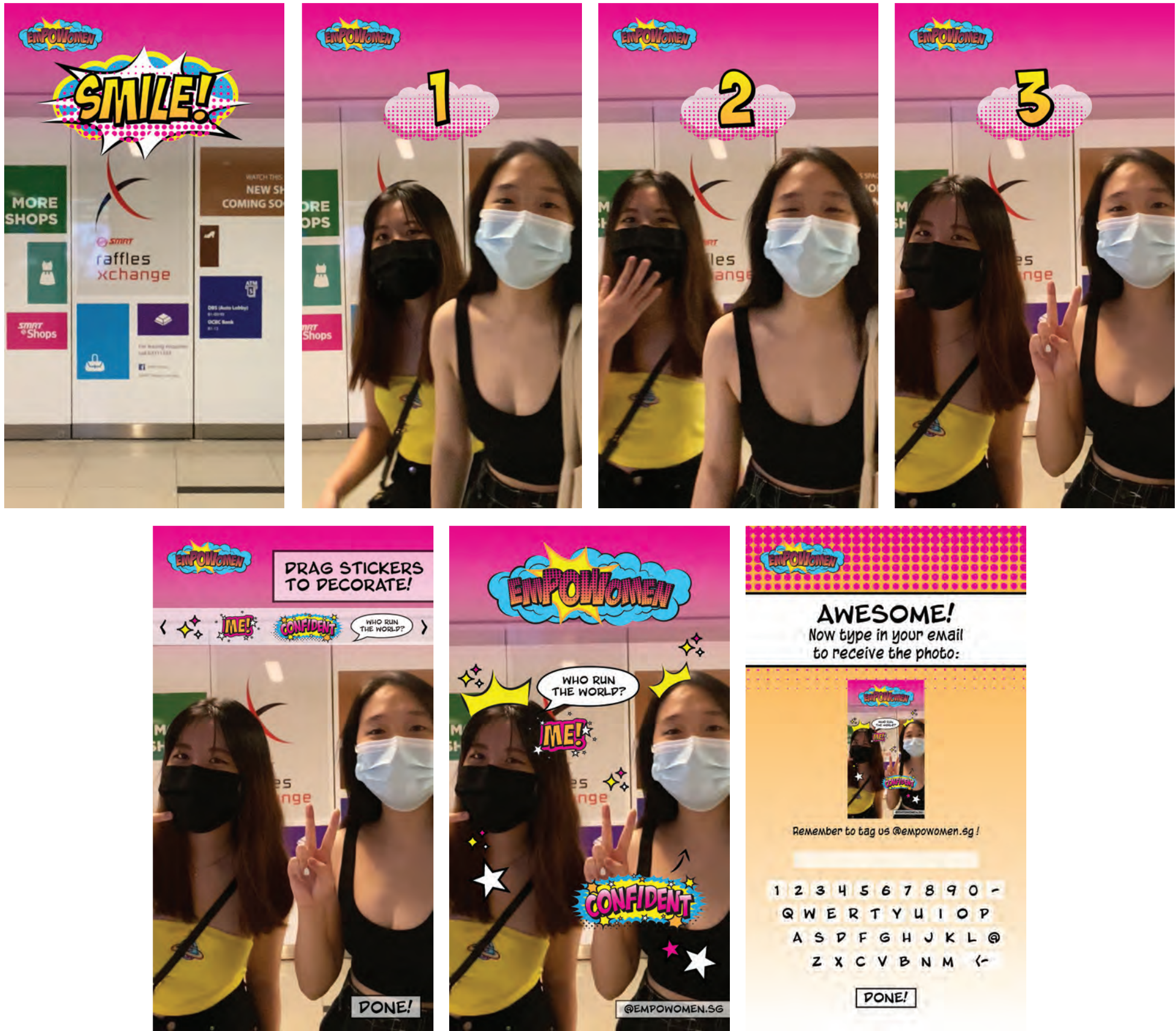


PHOTO MACHINE



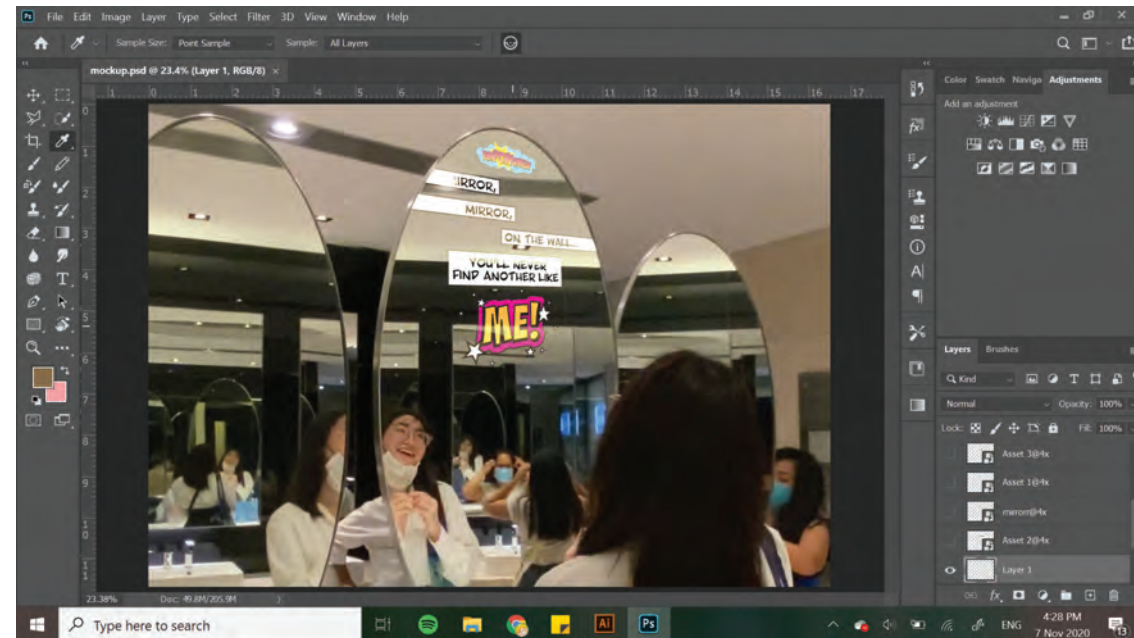
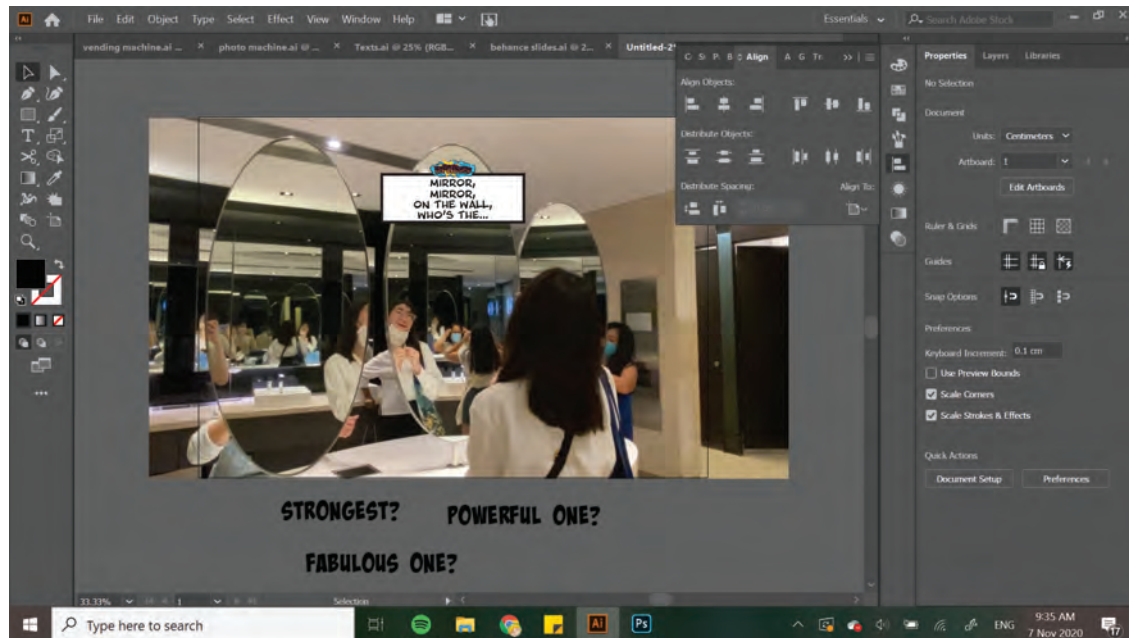
DIGITAL MIRROR

Took this in ION Orchard's toilet. This idea will be implemented in shopping malls and offices' female toilets.

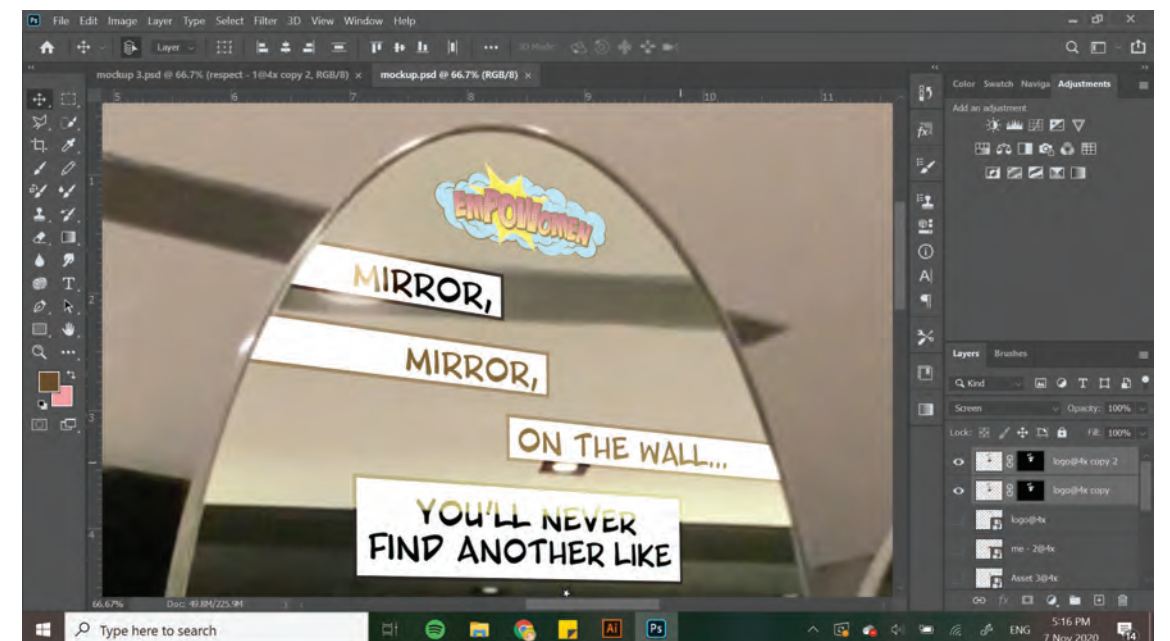
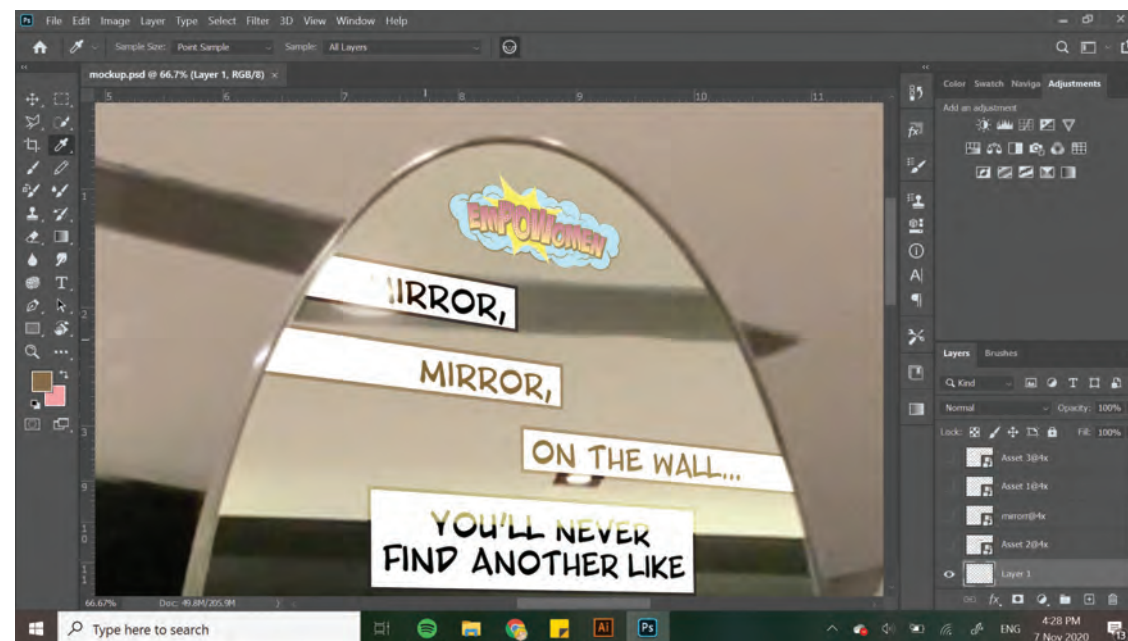


DIGITAL MIRROR

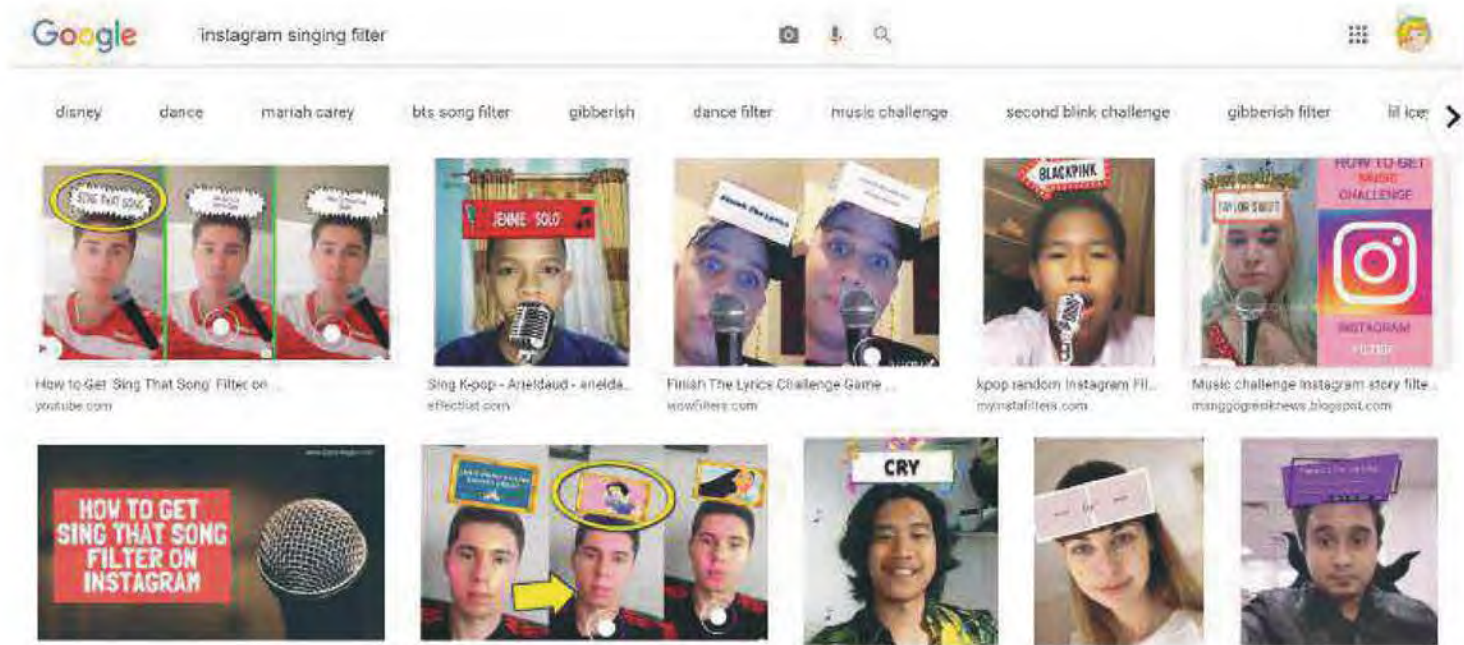
Process...



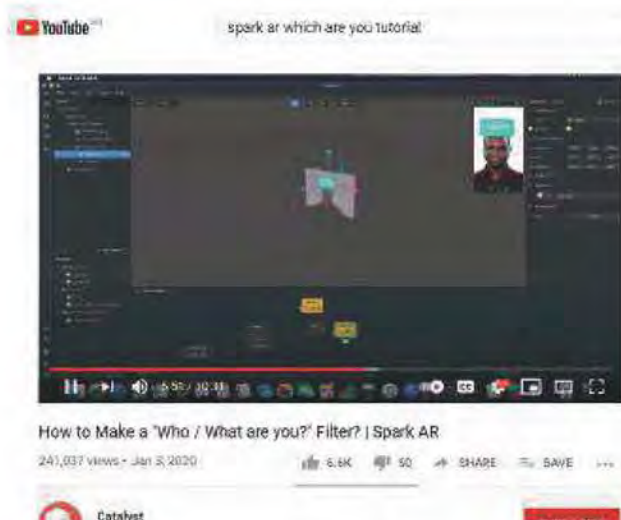
The first "Mirror" text was hard to see due to the lighting, so I coloured in myself



INSTAGRAM FILTER



IG singing filter was quite popular for a while. I saw it quite often on IG.



Followed this tutorial step-by-step to create it!

INSTAGRAM FILTER

Design elements for my filter~

Sing a song with
the word...



INSTAGRAM FILTER

+ also added a reverb effect for the audio playback!



NOW GO *POW*
MAKE THEM *BOW*

THE END