



# **SUSS BRAND CHALLENGE 2023**

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# 01 BRAND CHALLENGE

## KEY CHALLENGES



### **Rise of Competitors**

SnatchJobs,  
WorkMate, FastJobs,  
Staffie etc



### **Need of Fresh Ideas**

Traditional ways  
limits gig workers  
freedom



### **No Social Media Presence**

Thatz\_International  
has 9 followers on  
Instagram.



### **Brand Name**

“OtOt” not understood  
and inappropriate in  
other ASEAN countries

# OVERCOMING KEY CHALLENGES

Here's how we are going to do it!

## CHANGE TARGET AUDIENCE'S PERCEPTION OF BRAND SO THATZ IS UNIQUE

- Change it to what resonates with the target audience in terms of brand value
- Conduct secondary research on the target audience

## MORE ON LAUNCH'S KEY MESSAGES

- OTOT goes beyond job matching
- Comprehensive gig worker solutions
- Revolutionise gig economy

## BUILD SOCIAL MEDIA PRESENCE

- Identify target audience's preferred social media channels
- Share engaging job-related tips, gig worker success stories, and brand behind-the-scenes content

## BRAND NAME

- Ensure the new name is culturally appropriate
- Keep the name simple and easy to pronounce
- Align the name with brand mission and values
- Aim for better memorability and recognition

# Social Media and Content Marketing

Use popular platforms such as:

**Facebook**, **Instagram**, **LinkedIn**,  
and **Telegram** to reach a wide  
audience and engage them.



## Influencer Marketing

Collaborate with influencers, gig workers, and employers.

With a significant following to endorse the platform and create buzz.

## Partnerships and Collaborations

Form strategic partnerships to expand the brand's reach.

## 02 NEW BRANDING AND LOGO

### Match My Gig

#### Personality and Identity

- The word "Match" signifies the *act of bringing together compatible elements* - gig workers and employers with shared values and interests.

#### Reinforcing the Brand Promise

- Communicates the platform's *commitment to connecting gig workers with gigs* that resonates with their *passions, skills, and lifestyle choices*.

#### Alignment with Disruption and Autonomy

- Using the term "Match," indicates a *move from the conventional* job-seeking process, *allowing* gig workers to work on their terms and have *autonomy* of their gig careers.

#### Emphasis on Personalisation

- Conveys the *idea* that gig workers can find *opportunities that truly match their unique talents*, preferences, and aspirations.

# Creation of Name & Logo



- **Bolded "GIG"**
  - Symbolises the gigs themselves – ***opportunities offered*** by employers to gig workers.
- **Juxtaposition of Orange and Black**
  - Highlights goal of ***bridging the gap between gig workers and employers***, ultimately leading to successful matches.



- **Orange "MATCH MY"**
  - Represents ***active and engaging aspect*** where gig workers proactively swipe through potential gigs that match their preferences and talents.
- **Italicised "MATCH MY"**
  - Adds ***sense of dynamism and energy***, suggesting a ***smooth and user-friendly experience***.

# Match My Gig's Logo

## Colour Palette:

The use of **Orange** as the dominant colour exudes **energy, creativity**, and **enthusiasm**, reflecting the vibrancy of the gig economy and the **passion** of gig workers.

**Black** complements the **Orange**, conveying a sense of professionalism, trustworthiness, and solidity.





# Match My Gig's Application

## Match My Gig's Application

### "MATCH" and "My Gig" Typography:

Logo prominently features the words **"MATCH"** and **"My Gig."** The word **"MATCH"** is written in a **larger and bolder font** to highlight the matching aspect of the platform. **"My Gig"** is displayed in a slightly smaller font, emphasising the personalised nature of the gig opportunities.

### Orange Lightning Icon:

A dynamic orange lightning bolt is positioned diagonally behind the text "MATCH MY GIG." The lightning bolt adds a **sense of energy, speed, and excitement** to the logo, suggesting that the platform offers **lightning-fast connections** between gig workers and employers.



# 03 BRAND AUDIT: INTERNAL

How internal brand stakeholders want brand to be perceived and experienced?

## Brand Perception

- Want to be perceived as a leading ICT Outsourcing and Managed Services Provider with a track record of delivering cost-effective and practical ICT solutions.
- Emphasise "Thatz Way" differentiators: Quality services, Speedy response time, Updated Technology, and Competitive Pricing.

## Favorable and Appealing to the Target Audience

- See OtOt as a disruptive one-stop shop for gig workers, offering flexibility, freedom, and more control over their schedules, in order to appeal to the gig economy audience.
- Appeal to their need for autonomy and emphasise the advantages of working on their terms and deciding when and how to work.

## Impact of Brand Perception on Attitudes and Behaviour

- Wants to increase customers' trust and willingness to use the services as it will likely increase as a result of a positive brand perception, which will also increase customer loyalty.
- Wants to improve gig workers' decision to utilise OtOt as their preferred platform will be influenced by their clear knowledge of the brand's value proposition, increasing user adoption and engagement.

## Leveraging Strengths for Growth

- Wants to increase credibility and authority in the ICT sector, take use of Thatz International's 25 years of experience and reputation to improve customer perception of credible.
- Expand the reach of OtOt to potential gig workers and employers by making use of the current customer base and collaborations with prestigious international MNCs.

# BRAND AUDIT: INTERNAL

What factors could be causing the gap between aspirations of stakeholders and target audience?



## Limited Awareness on social media platforms

Audience may not be fully aware of brand due to limited marketing and awareness efforts

THATz International has weak social media presence



## User Experience & Trust Building

As launching OtOt, their app needs to focus on building trust and credibility

Positive user experiences and testimonials will be essential



## Differentiation

Effectively differentiate itself from competitors (*almost every competitor's job search functions are the same*)

Highlight unique features, personalised job matching, comprehensive end-to-end solutions to gain competitive edge

# BRAND AUDIT: EXTERNAL

## (Market Research)

“

*I cannot commit to full-time work as I need to study.*

Yes, I started this work when I was studying. This allows me to manage my study and work more easily at the same time, while other part-time jobs may be fixed night shifts.

I was working full time before and I had no time for my side business. But now I can manage my own time and I have time for a small business.

They span a relatively mixed age range:

33%

Under Age 30

29%

Ages 30-39

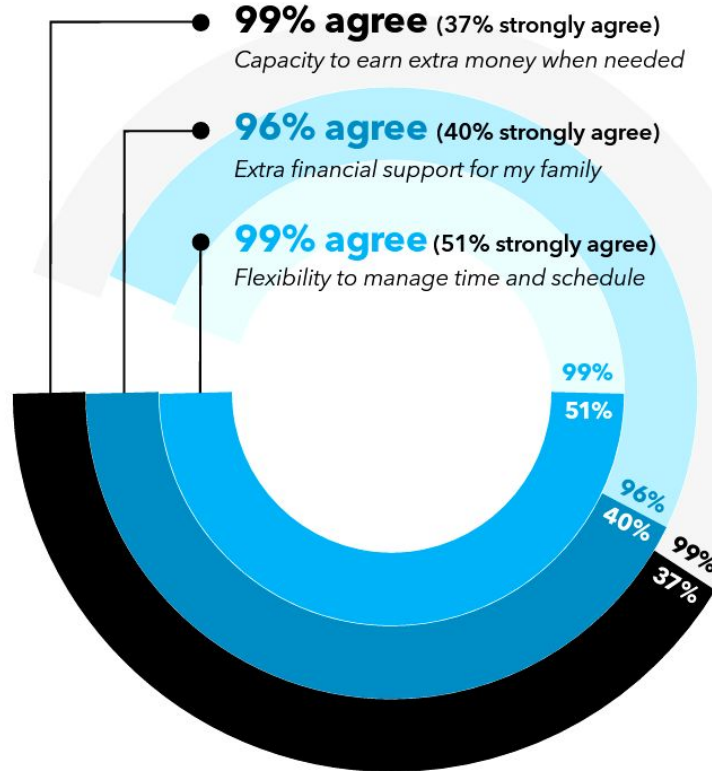
27%

Ages 40-49

10%

Age 50 & Above

All respondents were Singapore Citizens or Permanent Residents.



<https://blackbox.com.sg/wp-content/uploads/2022/04/Blackbox-Research-Whitepaper-Inside-the-Singapore-Gig-Economy.pdf>

“

*(If) upskilling does not guarantee job replacement then what's the purpose?*

“

*Time is money, and we can choose to maximise our working hours and earn more money.*

“

*It seems the government wants less riders on the road by pushing us to upskill and look for a 9-5 job.*

*If this means less income for us, then I think the government should be responsible for this instead of the platform companies - as they are the one who wants to implement this idea.*

*I think (the) government should pay for it instead of the platform companies. If the government wants to step in and take control over the gig economy, then they should pay for it and not enforce this idea.*

SINGAPORE — Young workers need to be better educated about the harsh realities of gig work such as riders with food-delivery platforms, academics said.

The young are often initially drawn to this type of work because of its perceived flexibility, the control over their time and the appeal of being their own boss, they told a symposium on "in-work poverty".

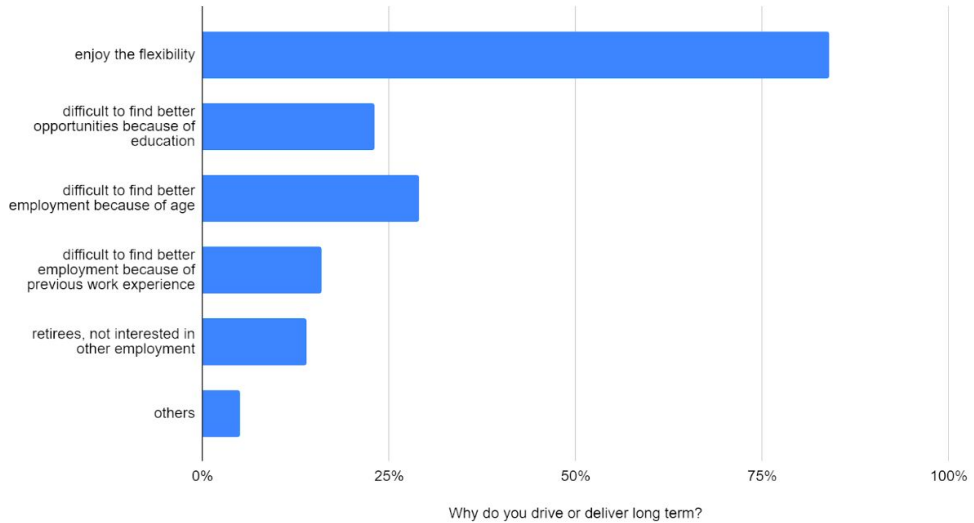
In reality, these workers often find themselves slogging away at a “hand-to-mouth job” and a lifestyle that offers little room for career and income growth in the long term, the academics said.

Ms Thian Wen Li from the Institute of Policy Studies (IPS) said: “Once you stop your hands, your livelihood is jeopardised.”

SINGAPORE: From late 2024 onwards, platform workers who are below the age of 30 will need to contribute to their [Central Provident Fund \(CPF\) Ordinary and Special Accounts](#).

“So it’s quite different because these workers value flexibility, but yet they’re subjected to significant management control,” Koh said.

Why do you drive or deliver long term?



**Gig work will become ever more central in all economies and the sustainability of the gig marketplace comes from the appropriate protection of platform workers.**

Danny Quah, vice chairman, Singapore Advisory Committee on Platform Workers

“It is a false dichotomy to think that flexibility draws on the absence of protection, or to suppose that without protection the gig workplace gains flexibility,” Quah said.

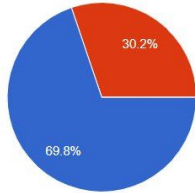
“Instead, flexibility and protection go hand in hand.”

# BRAND AUDIT: EXTERNAL

## (Market Research)

How old are you?

53 responses

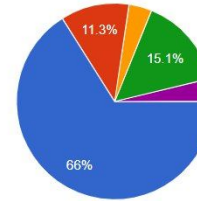


● Gen Z (born between 1997 and 2012)  
● Millennial (born between 1981 and 1996)

Copy

Which part of ASEAN are you from? (Please select one)

53 responses



● Singapore  
● Malaysia  
● Thailand  
● Indonesia  
● Philippines  
● Vietnam  
● Brunei

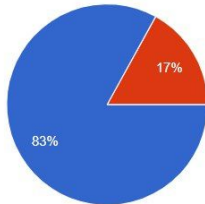
Copy

Campaign will be tailored towards their age group profiles

- Highly trafficked **locations**: Public Transport, CBD areas
- **Social Media**: TikTok, YouTube, Instagram

Do you engage in gig work? (Freelance, part-time, contract work, etc.)

53 responses



● Yes  
● No

Copy

Strategies will be driven **towards** more to **local users** before future expansions beyond Singapore

Apart from spreading awareness to gain new potential users, big objective is to **convince current gig workers** from other platforms to **convert to Match My Gig**.

**Building trust** and credibility as a new brand

- Many users have doubts when encountering ads about gig works

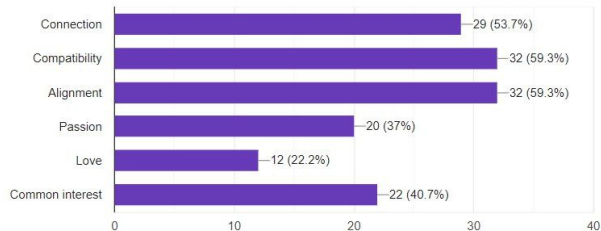
# BRAND AUDIT: EXTERNAL

## (Market Research)

What does the word "match" mean to you? (Select all that apply)

 Copy

54 responses



Branding's message is translated and understood well by target audience.

Why do you do gig work? (Select all that apply)

 Copy

52 responses

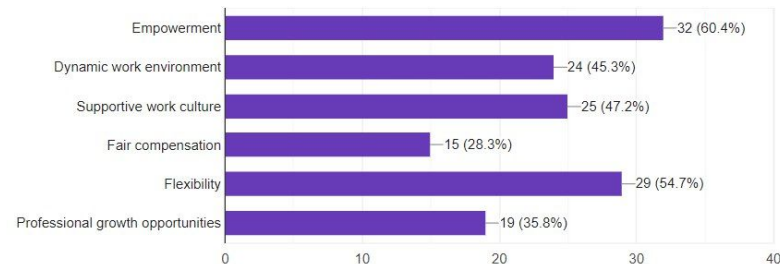


Target audience gig goals aligns with brand's selling points.

What values do you value when finding gig work opportunities? (Select all that apply)

 Copy

53 responses



Target audience priorities when finding gig opportunities aligns with Match My Gig's highlighting features on Empowering workers and providing Flexibility.



# BRAND AUDIT: EXTERNAL

## (Market Research)

If you have seen other gig apps' marketing content on social media (e.g., SnatchJobs), what are your opinions about them?

50 responses

If you guys are creating something new please make it fresh i am bored

Please come up with fresh ideas! Almost thought Workmate was a scam.

Something new please

Common. Please create something new!!

Copying each other

Copying each other

Could be scam

Overused

unsure about employers personality

Boring

Always the same

seems sketchy

Always seen on Tiktok, i skip them.

Looks fake, might not get paid

I feel that they are always snaking off each other's ideas.

Surveyors feels that **marketing content** about **gig jobs** on social media from competitors generally are:

- Copying each other
- Could be a scam
- Boring and overused
- Wants something fresh and new





# BRAND AUDIT: EXTERNAL (competitors)



What's common about them: **similar interface and marketing tactics**

## Competitors marketing tactics mostly include:

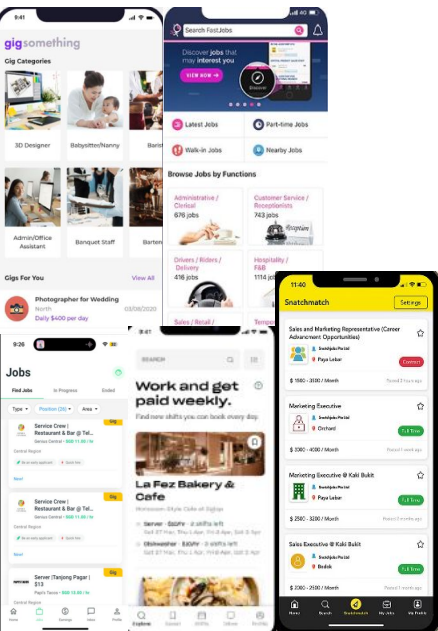
- > Videos such as: challenges, how to use the app, giveaways
- > Most of it is UGC (User Generated Content)
- > Only mentions the vast amount of jobs available in the app and how easy it is to use.

## Things to take note of:

- > Posting deals without introducing the company may be perceived as a scam. - *WORKMATE has experienced this.*
- > Audience may skip the video due to it being too repetitive and overused content - evident in the UGC content and from the page itself, not much videos has gone viral.
- > Mostly marketed online, not much events organised to promote the company.

## What to leverage on?

- > Introduce Thatz and its new online gig platform before diving into the deals.
- > Come up with a creative, crazy, memorable idea that will go viral instead of the common videos creators create for gig companies.
- > Market online and offline - to reach as many people as possible.



# SWOT Analysis

## Strengths

- Flexibility & Freedom in Schedules
- AI-Powered Job Matching
- Comprehensive Additional Worker Support
- One-stop Platform
- Appeal to Millennials and Gen Zs

## Opportunities

- Growing Gig Economy
- Regional Expansion in neighbouring ASEAN Countries
- Diversification of Services of MMG's additional tools and courses

## Weaknesses

- Competition
- Market Entry Barriers
- Dependent on Gig Worker Attraction

## Threats

- Regulatory Challenges in Security or Changes in Labor Laws
- Economic Downturns
- Cybersecurity Risks

# 04 Brand strategy

## Brand Personality

**Approachable**



**Empowering**



<https://www.youtube.com/watch?v=NASqUELHjPE&pp=ygUPaWIhZ2luZSBkcmlFnb25z>

**User-centric**



**Modern**



**Freedom**



**Dynamic**



## 04 Brand strategy

### Target Audience

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MMG particularly targets **Gen Z and millennial gig workers** in the ASEAN area. These people are tech-savvy, value autonomy and flexibility in their jobs, and look for meaningful work relationships and gig options.

### Brand promise

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MMG promises gig workers a **personalized and empowering** gig-matching experience, where they can find jobs that truly align with their individual schedules, skills, and passions. The platform offers flexibility, autonomy, and control over gig workers' work lives, enhancing their overall gig experience.

# 04 Brand strategy

## Brand Positioning

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At MMG, we are committed to revolutionizing the gig economy and empowering gig workers with personalized and flexible opportunities that foster authentic connections and work-life balance.

### Rationale:

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- MMG empowers gig workers with personalised and flexible job opportunities.
- It extends the legacy of Thatz International's commitment to quality, speed, technology, and competitive pricing to the gig economy.
- The platform serves as a one-stop-shop, offering comprehensive services from employment to financial management for gig workers' lifestyle needs.
- It disrupts the traditional employment model, allowing gig workers to work on their terms and fostering a sense of autonomy and control.

# OtOt Key Attributes

## Innovative

- Forefront of gig economy revolution
- Utilising tech and AI-driven solutions
- Providing seamless and forward-thinking resolution

## Empowering

- Provide gig workers freedom and flexibility to control their work and lifestyle
- Success on their terms

## Trustworthy

- Fosters trust and reliability in gig community
- Safe and transparent platform for gig workers and employers to engage in confidence

## Dynamic

- Embraces dynamic nature of gig works
- Caters to fast-paced & ever-changing needs of users
- Remains adaptable to thrive in evolving industry

## Supportive

- Dedicated to offering workers support with comprehensive HR management, payroll services, benefits, insurance options

# Brand Essence

## Get It Going

### Link to Brand Positioning:

- Empowering gig workers to make informed decisions
- Emphasise their freedom to manage schedules and work at own time
  - Tell your time
- Promotes idea of finding gigs that align with their passion and aspirations
  - Work your grind

### Link to Brand Personality:

- Flexible, encouraging gig workers' proactiveness in their gig choices
- Empowers individuality and uniqueness, valuing workers' diverse skills and interests
- Supporting gig workers' in their journey to embrace gig economy with confidence

# Brand Persona

**Name:** Johnathan Lim

**Age:** 25 Years Old

**Occupation:** Full-time student and Part-time Freelance Graphic Designer

**Background:** Fresh graduate from Republic Polytechnic with a diploma in Media Design, currently in a local university. Lives in 4-room HDB flat.

**Income:** Depends on *receiving payouts from his part-time freelance* work, customers purchasing his designs.

**Goals:**

- Become a renowned Freelance Graphic Designer that many big companies would want to hire.
- To *expand current skillset* and dive into *other sectors involving design*.

**Hobbies and Interests:**

Drawing artwork of fictional characters in his free time, browsing social media and finding *other artists' artworks to get inspiration* from.

**Challenges:**

- *Struggles* to find work that would *accommodate to his studies' schedules*.
- Finds it *difficult to stand out from the rest* (competition in his field)





# Brand Persona

## Personality Traits:

- **Adventurous:** Eagerly embraces new experiences and is always *seeking exciting opportunities to grow and expand* skillset, embracing nature of work.
- **Independent:** Valuing *autonomy and freedom*, appreciates the ability to work on their terms and *create personalised schedule* to suit his needs.
- **Tech-Savvy:** Highly *tech-savvy* and *embraces digital solutions* to enhance his *work efficiency and lifestyle*, making the most of A.I. powered softwares to enhance and assist in his work.
- **Creative:** Demonstrating innovation and imagination as a creative professional, actively *seeks out social media platforms* that foster creativity and *provide avenues to showcase his skills*.
- **Responsible:** Takes work seriously, *valuing professionalism, reliability, and a trusting transparent approach* in all aspects of his work.
- **Socially Conscious:** Cares deeply about social issues and actively seeks *platforms that support fair and equitable work opportunities*, aligning with his values and principles.



# Match My Gig Customer Journey Map

Johnathon's Experience

1

## Awareness

In John's free time, he **actively seeks new inspiration on social media** to inspire his freelance graphic design projects.

In an MRT interchange, comes across MMG\* ad, a platform that offers personalized scheduling options, which **reminds him of how helpful such customization are in his busy university days.**

2

## Consideration

Before he decides to visit MMG, he **researches through their social media and online reviews** for the type of services offered.

Through the marketing campaign, he learnt MMG **allows him to custom his work schedule to align with his days off from University.**

Impressed by this, he **decided to try using MMG.**

3

## Action

After **successfully choosing a job that matches his graphic skillset**, he then communicated with the employer regarding his work schedule.

Through this, he managed to come to **an agreement with the employer** regarding the days, duration and pay he would receive.

4

## Retention

After finalising his schedule and requirements, he's delighted and **satisfied with how well GigKaki caters to his individual needs.**

Intrigued, he dives deeper into the features and **discovers MMG's Insurance Coverage and Rewards System** to further support their workers.

John then **decides to continue finding his next gig to do on MMG.**

5

## Advocacy

As an avid user of social media who **shares good things with his loved ones and friends**, John posts about his wonderful experience with MMG. Specifically **highlighting their customisation features to suit Freelance workers.**

As most of his **friends** are also **seeking gigs to fit their Uni schedules**, they were intrigued to try out MMG themselves.

# 05 Brand activation

## Objectives of Marketing Campaign



Increase brand recognition and recall, ensuring that MMG becomes a top-of-mind platform for gig work opportunities.



Attract a minimum of 10,000 gig workers to sign up on the MMG platform in Singapore by the end of 2023.



Achieve a 20% increase in website and app downloads: Track the number of downloads and ensure a 20% growth rate compared to the initial launch metrics.



Generate 500 user-generated content (UGC) posts: Encourage gig workers to share their experiences and success stories using #MMG, tracking the UGC count throughout the campaign.



# Objectives for Marketing Campaign



Attain a 15% conversion rate of registered gig workers to active users.



Secure media coverage in at least three major publications: Establish media relationships to ensure coverage in notable publications, promoting MMGs launch and unique features.



Align with the target audience: All marketing efforts should focus on resonating with millennials and Gen Z gig workers, showcasing the benefits of MMG's flexible work solutions.



Tailor the campaign to highlight how MMG supports gig workers with HR management, benefits, and secure payment solutions.



# O.O.H Advertising

MRT stations provide a large and diverse audience for advertisers to reach. (High Foot Traffic)

During convening is when advertisers get their message across.

Dynamic OOH campaigns in advertising drive higher audience engagement.

Collab with LinkedIn for increased networking opportunities.

Contextually relevant ads capture the attention of audiences in Singapore, such as through customised content or content powered by real-time feeds to raise brand awareness.



# Key Opinion Leaders

With KOLs, large number of followers, their content reach out to a vast audience.

**Utilise their viewership and promote our app quickly and efficiently** to the ride audience according to the KOLs niche.

KOLs are **respected** and viewed as **genuine** by their followers.

Compared to traditional advertisements, people frequently perceive and are more **trusting** towards their opinions and suggestions.

A KOL's endorsement of a good or service can encourage their followers to use MMG's app and features.

Furthermore, each KOL's audience have their own niche, thus we can reach out to our target audience through them.



Our chosen KOLs have a **large base of viewers from Gen Zs to millennials**, aligning with our own target audience. Additionally, they're **local influencers** who will have a higher **sense of reliability** and **connection** to our local audience.

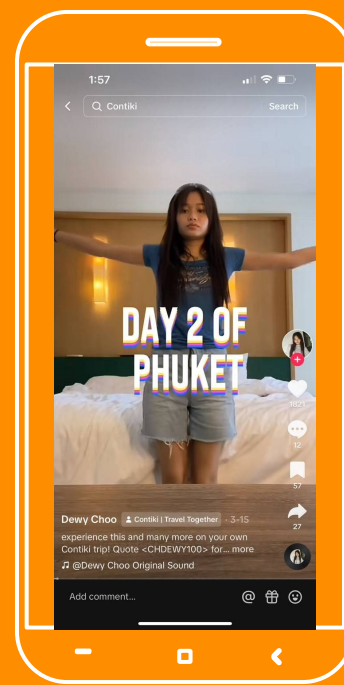
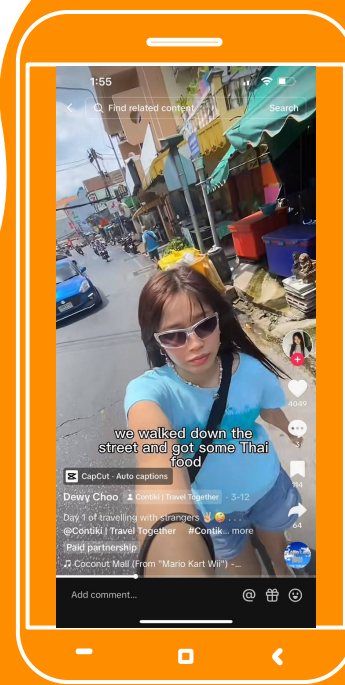
# KOLs (Native advertising)

We suggest **Dewy Choo**, 21, a Macro Influencer, Singaporean Tik Toker known for her sense of humour and light-hearted content. She is not a partner of any gig companies.

Some of her most famous videos are her “get ready with me” and her “day in the life” video.

Majority of the **Dewy’s followers** are **Gen Zs and millennials**;

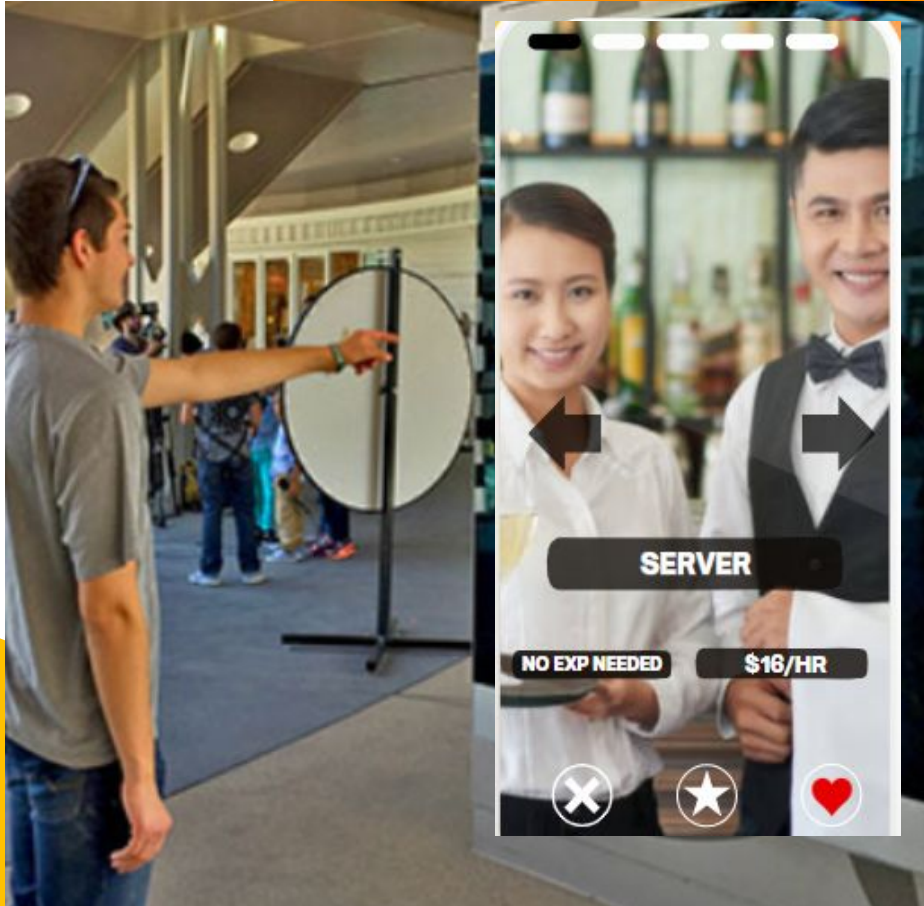
Additionally, Dewy has been in multiple sponsored ads before thus, she is experienced and her advertisements are typically well-crafted and eye-catching. She is one of the **most influential Tik Tokers in SG** therefore her post may persuade her audience to use our App.



We can have her do one where she goes to work at a place where she find out using Match My Gig.

With her influence, it helps **boost the credibility and trustworthiness** of our App because the KOLs recommendations are often perceived as more genuine compared to traditional advertisements.

# Events



## Interactive Board Shaped as a Phone

To be placed near school bus stops, shopping malls and MRT stations so people can swipe through the interactive billboards much like Tinder to find different gig jobs and understand more about their distinct scopes.

### How it Works

- Follow @thatz\_international to take part to the interactive digital billboards for a wide range of gig opportunities
- Explore several freelance employment opportunities, swipe right and find one that most appeals to you.
- To view a complete description and further information about a gig work, tap on the job's image.
- Discover gigs that fit your tastes and passions as you embark on an exciting and smooth adventure through the gig economy.
- Swipe right to "like" the job to apply (QR Code will appear if "liked" to download the app), swipe left to see the next job.



# Why this “swiping” idea?

## Engaging User Experience:

- Creates an engaging and enjoyable experience while exploring gig job opportunities.
- Encourages them to **spend more time interacting** with the content.

## Efficient Job Discovery:

- Efficient for users to find opportunities that match their interests and skills. (**Saves time and enhances user satisfaction**)

## Personalised Recommendations:

- **can** provide personalised job recommendations **based on their preferences and past interactions**.

## Memorable and Viral-Worthy:

- It **stands out** from common videos and content used by competitors.
- It has the potential to go **viral** due to its **unique and engaging** nature.

## Online and Offline Marketing Integration:

- Able to reach a **wide audience, maximising brand exposure**.



It also resonates with “MATCH MY GIG” as in the survey,

What does the word “match” mean to you? (Select all that apply)

58 responses



# Social Media

How will we reach out to our target audience through our online platforms?

## Boost Social Media Presence

- Select wider effective outreaches to target audiences
- Paid posts to show up on explore audience's feeds
  - E.g. TikTok, YouTube, Instagram

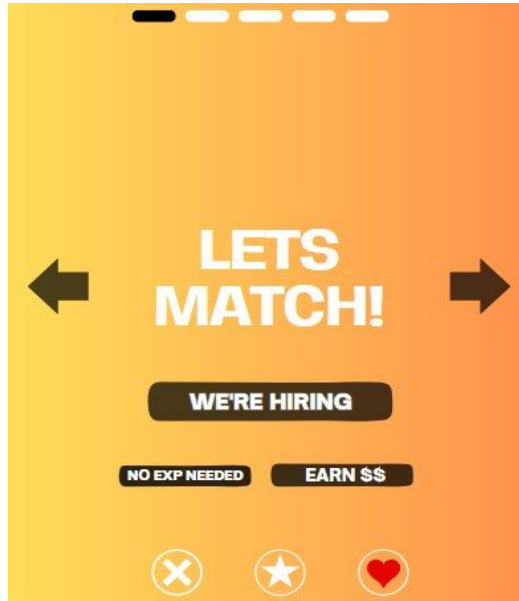
## Relatable Content

- Comedic videos using trending elements that resonates
- Increases engagement with audience online
- Example by [The Straits Times](#) of how they engage younger audience online

## Campaign's Hashtags

- Expand reach and create identifiable presence online
- Encourage passersby at event locations to post and tag us
  - #matchmygig
  - #matchedbygig
  - #gigmached

# Social Media



INSTAGRAM

Post's Caption:

"Let's match! 💛 Discover your perfect gig opportunities with MATCH MY GIG! 💼 Swipe right now and open doors to a world of endless possibilities. Download the app and let's make it happen together!

\$15 referral if you invite your friends! 🚀 ✨

#MatchMyGig #SwipeRight  
#GigOpportunities"  
#MatchedByGig

# Message House

## Overarching Message:

MMG – Redefining the Future of Work in the Gig Economy

### Flexible Empowerment:

- MMG puts gig workers in control
- Providing them with the freedom, tools, and resources to succeed on their terms
- Creating a work-life balance that fits their needs.

### Trustable Reliability:

- MMG fosters as a trustworthy and transparent platform
- Offers a safe platform for gig workers and employers to connect with confidence
- Ensures reliable job matches and timely payments.

### Innovating through Progress:

- MMG is at the forefront of the gig economy revolution
- Leveraging technology and AI-driven solutions to create a dynamic and supportive platform
- Embracing the rapidly evolving work landscape and driving positive change in the future of work.

# Message Appeals



## Pathos – Emotional Appeal

Joy & Fulfillment

Feature heartwarming stories of gig workers finding meaningful opportunities that align with their passions and values, evoking positive emotions that inspire the audience to join the platform for a more fulfilling gig work experience.



## Pathos – Emotional Appeal

Fear of Missing Out (FOMO)

Highlight the potential missed opportunities and challenges faced by gig workers who do not utilise MMG. Showcase the advantages of having a reliable and supportive platform for gig work to trigger the fear of missing out on career growth and success.



## Pathos – Emotional Appeal

National Pride & Supporting Local Talents

Promote MMG's commitment to empowering Singaporean gig workers, supporting local talent, and contributing to the nation's gig economy growth. Encourage the audience to support a platform aligned with their values and national pride.

# Message Appeals



## Pathos – Emotional Appeal

### Social Proof & Inclusivity

Create a sense of belonging and inclusivity by inviting the audience to be a part of this successful and supportive community.



## Ethos – Persuasive Appeal

### Celebrity endorsement (Influencers)

Collaborate with relevant influencers or well-known gig workers to share their positive experiences with MMG.

Showcase how the platform has enhanced their gig work journey, leveraging their influence to encourage the audience to follow suit.



## Logos – Rational Appeal

### Logical & Data-Backed

Present factual data and statistics about MMG's AI-powered job matching and HR management to support its efficiency and effectiveness.

Emphasise the platform's rational benefits, such as increased job prospects, streamlined scheduling, and secure payment solutions.

### Sustainability & Environment

Opportunities. Showcase eco-friendly gigs and sustainable practices supported by the platform, appealing to the audience's concern for the environment and encouraging them to make responsible choices.

# Campaign Timeline

## Week 1

## Week 2

## Week 3

## Week 4

### Website & App Launch

- Launch **OOH Ads + interactive phone board**
  - **Give out Press Releases** to media outlets
  - **Launch announcement on Social Media platforms** to **hint exciting features & benefits**
  - **Promotion of cash incentives** for each referral done.
  - Encourage **sharing of sentiments** either through comments on **Social Media platforms** or videos.
- **Blog posts and videos** about MMG's features
  - **Collaborate with KOLs** to create sponsored content about **gig work** and **upcoming launch**.
- **Targeted online ad campaigns** on social media and **SEO**
  - **Collaborate with more KOLs** to create sponsored content about **gig work** and **upcoming launch**.
- **Social media Posts** of success stories
  - **Newsletter** to registered users **updating new features and success metrics**
  - Final **encouragement** on social media to **sign up before month ends**
  - **Track metrics through KPIs (Likes, Comments, Shares, New users, etc.)**

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