



CAPSTONE FINAL REPORT

OCT'19



**CORE
COLLECTIVE**
BY AURUM

DONE BY:

Cai Xiang Er	S10180514A
Chiew Zheng Ping, Jonathan	S10180533H
Eng Min-Yu Megan	S10179400E
Gan Wei Qi, Alexis	S10179405K
Kwek Jae Yee	S10179535K
Lim Xian En Tisha Inez	S10178340G
Lim Tze Pei, Arisa	S10178083C
Lianna Kan Wai Yein	S10179942K
Leong Qiao Xin, Nicia	S10177697J
Ma Wai Yamin Oo	S10177412H
Magdadaro Ellyzsha Marvee	S10179826J
Natalie Teo	S10179525G
Nurul Alexandria Tan	S10178122G
Nur Afiah Bte Kamarruzaman	S10177903J
Sherlyn Chua	S10179255C
Soh Pei Xuan	S10181125H
Tan Min Qi Faith	S10177588D
Tan Wan Ann	S10178613H
Wong Rui Zhe Edric	S10177572G
Yip Jing Ying, Kelly	S10179662C

EXECUTIVE SUMMARY

For the Capstone Project 2019-2020, the Year 3 APR students formed TLDR agency to service Core Collective, our client for the October 2019 Semester. TLDR agency acted as a supporting agency for Core Collective, assisting in social media strategy, planning for fringe activities for their monthly events and adhoc photography.

TLDR agency assisted in 2 phases for Core Collective. In the first phase, TLDR conducted primary and secondary research which helped us to form mechanics for the Beyond Enough Fiesta. In the second phase, TLDR brainstormed for the existing Monthly Events that Core Collective organises, of which we helped plan fringe activities, blog posts and social media efforts for the January monthly event “Eat Green, Live Lean”, and social media strategies for the February monthly event “Run Further & Faster”.

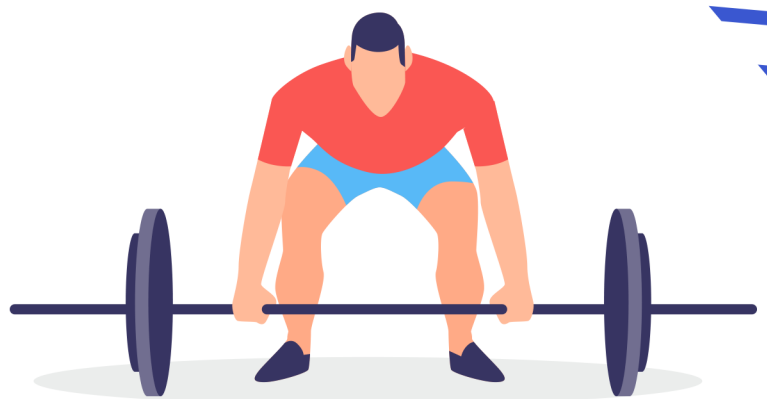
The Beyond Enough Fiesta had 2 main objectives of increasing awareness and advocacy and KPI of increase in MQLs by 10% of the 700 first time transactions. In order to achieve these objectives and KPI, we came up with an activation idea of Beyond Enough Fiesta. The concept of this fiesta aims to challenge people in overcoming their mindset of achieving “enough” and go beyond that limit to reach one’s fullest potential. To achieve this, we came up with execution ideas using different channels such as Public Relations, Social Media and On Ground Activation. Although the fiesta was not executed, Core Collective adopted our fringe activities for the following monthly events.

TLDR supported Core Collective for the January monthly event “Eat Green, Live Lean” which aimed to impart know-hows to those who wanted to embark on a plant-based diet, but were unsure how to. TLDR planned and executed a series of Instagram posts for Core Collective’s Instagram page, and wrote an article for Core Collective’s official blog. Core Collective also adopted and executed a stamp card mechanic that was proposed by TLDR for the Beyond Enough Fiesta. On the day of the event, a team of 7 TLDR members helped with registration processes, photography coverage as well as explaining the mechanics of the stamp card to participants of the event.

For the February monthly event “Run Further & Faster”, TLDR proposed live and post social media strategies for Core Collective to consider. The purpose of the event was to impart the various disciplines that come into play for long distance running. In February, TLDR also conducted photoshoots as requested by Core Collective, to create an archive of photos and videos that the marketing team can utilize in future marketing collaterals.

In summary, TLDR agency provided value-add for Core Collective’s overall marketing strategies. Core Collective was satisfied with the quality of TLDR’s deliverables and was constantly keen to engage us for smaller marketing efforts during our collaboration period.

PHASE 2
(SUPPORT FOR MONTHLY EVENTS):
EAT GREEN, LIVE LEAN



1.0 OBJECTIVES

OBJECTIVES

To value-add to Core Collective's existing marketing plans.

To provide agency support for Eat Green, Live Lean event.

2.0 PLANNING

2.1 LIST OF DELIVERABLES

This is the list of deliverables expected of TLDR for Phase 2, including corresponding deadlines and dates that they went live.

JOB DESCRIPTION/DELIVERABLES

DEADLINE

EAT GREEN, LIVE LEAN PR

Blogpost

Went live on 27 Dec 2019

<https://corecollective.sg/blog/transitioning-to-a-plant-based-diet-here-are-4-common-mistakes-you-should-avoid>

EAT GREEN, LIVE LEAN SOCIAL MEDIA

1st post series including copy + creatives

Went live on 18 Dec 2019

(A series of 3 interconnected Instagram

<https://www.instagram.com/p/B6NcIle-AEFM/>

2nd post series including copy + creatives

Went live on 2 Jan 2020

(A series of 3 interconnected Instagram

<https://www.instagram.com/p/B65MN-8tAXHm/>

EAT GREEN, LIVE LEAN EVENT

Loyalty Card (Stamp card)

Was used during the event on 10 Jan

Photo wall

To consider the idea for future events.

Promotion channels

Handed over to Core Collective on 28 Dec 2019.

Photography

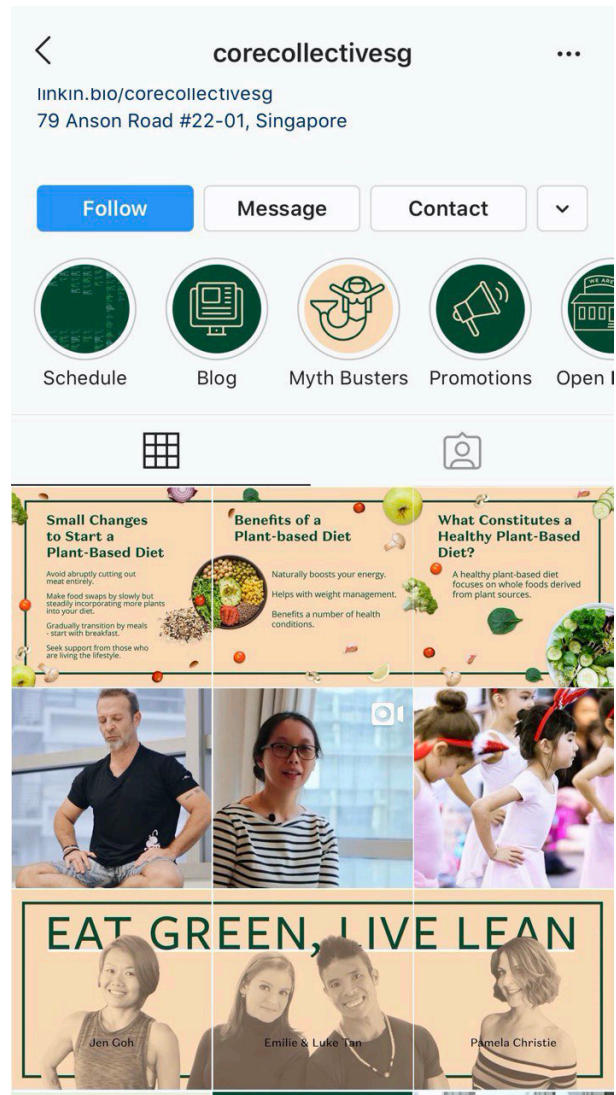
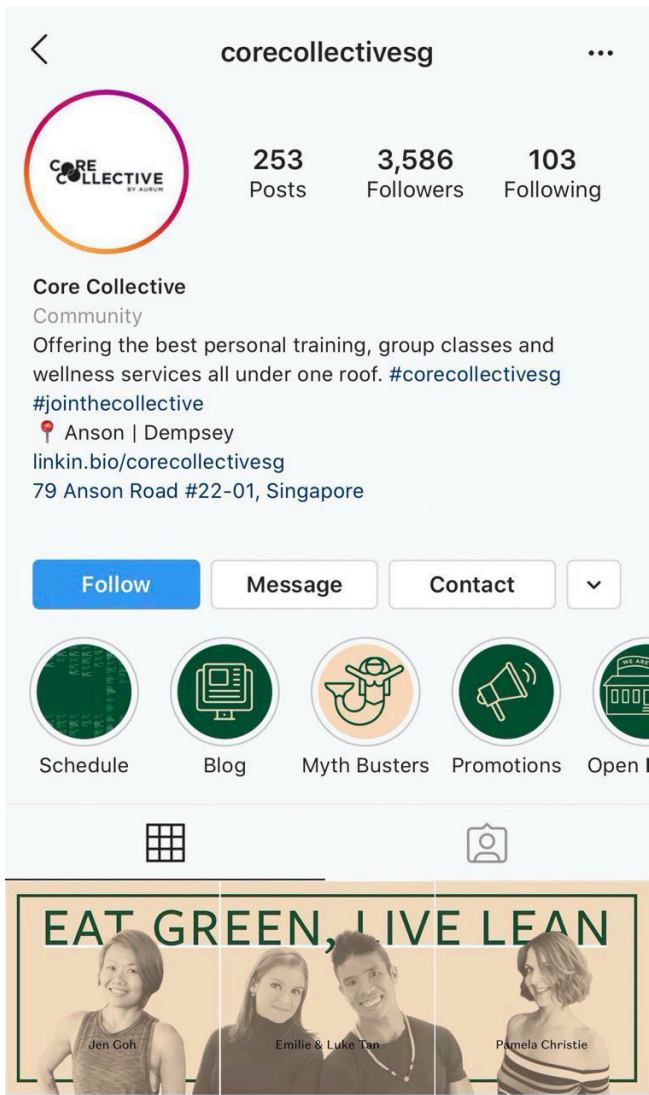
Went live on Core Collective's Facebook on 17 Jan 2020.

<https://tinyurl.com/rnbmwm5>

4.0 EXECUTION

For the Eat Green, Live Lean event, Core Collective decided to only go with one fringe activity which was the stamp card idea. They also used our social media ideas and blog post (“Transitioning to a plant-based diet? Here are 4 common mistakes you should avoid”).

4.1 SOCIAL MEDIA ENGAGEMENT STATISTICS



4.0 EXECUTION

INSTAGRAM - 1ST POST SERIES

Post statistics *Figures as of 12 Feb	Instagram Posts		Facebook Posts		
	Likes	Comments	Likes	Shares	Comments
Jen Goh	18	1	3	1	0
Emilie & Luke Tan	27	5	2	4	0
Pamela Christie	15	1	5	2	0

Disclaimer: The 1st post series submitted to the marketing team were not published, however, the main ideas pitched were adopted into the revised posts.

INSTAGRAM - 2ND POST SERIES

Instagram Posts	Likes	Comments
What constitutes a healthy plant based diet?	43	1
Benefits of a plant based diet	17	5
Small changes to start a plant based diet	27	1

4.2 BLOG & EDM

ARTICLES

How Taking Centre Stage Prepares Your Child for the Real World
Parents tend to overlook the fact that getting kids up on stage can be more than mere fun.
Find out how taking centre stage can help prepare your child for the real world.
[Click here to read more.](#)

How to Overcome Stage Fright or Performance Anxiety in Children
As long as not to extreme levels, jitters in children before a dance recital, school concert or class presentation, is common. How you (as a parent) deal with it, however, plays a major role in letting your child learn how to cope and overcome it.
Here are some ways you can help your child overcome stage fright or performance anxiety.
[Click here to find out more.](#)

Manage Trauma, Stress, Anxiety and More with This Powerful Breathing Technique and Exercise
The breath. From the second we let out our very first cry, until our final moments on earth, we tend to use this incredible gift without any thought.
Discover the remarkable powers of Conscious Breathing, and a simple exercise you can do anytime and anywhere to manage trauma, stress, anxiety and more!
[Click here to read on.](#)

Transitioning to a Plant-Based Diet? Here Are 4 Common Mistakes You Should Avoid
Changing your diet isn't always easy.
To make your transition as smooth and seamless as possible, here are 4 common mistakes you should take note of and avoid when transitioning to a plant-based diet.
[Click here to read more.](#)



BLOG

ALL CATEGORIES +



FITNESS AND WELLNESS

TRANSITIONING TO A PLANT-BASED DIET? HERE ARE 4 COMMON MISTAKES YOU SHOULD AVOID

Please refer to Appendix G for the full blog post.

The deadline for the blogpost was shortened by the client and the team only had 3 days to craft the blogpost. Nonetheless, there were minimal changes from the client side and it was published on Core Collective. According to Site worth traffic, the blogpost garnered a total of 18,240 page views in a month. The blogpost was featured in Core Collective monthly newsletter.

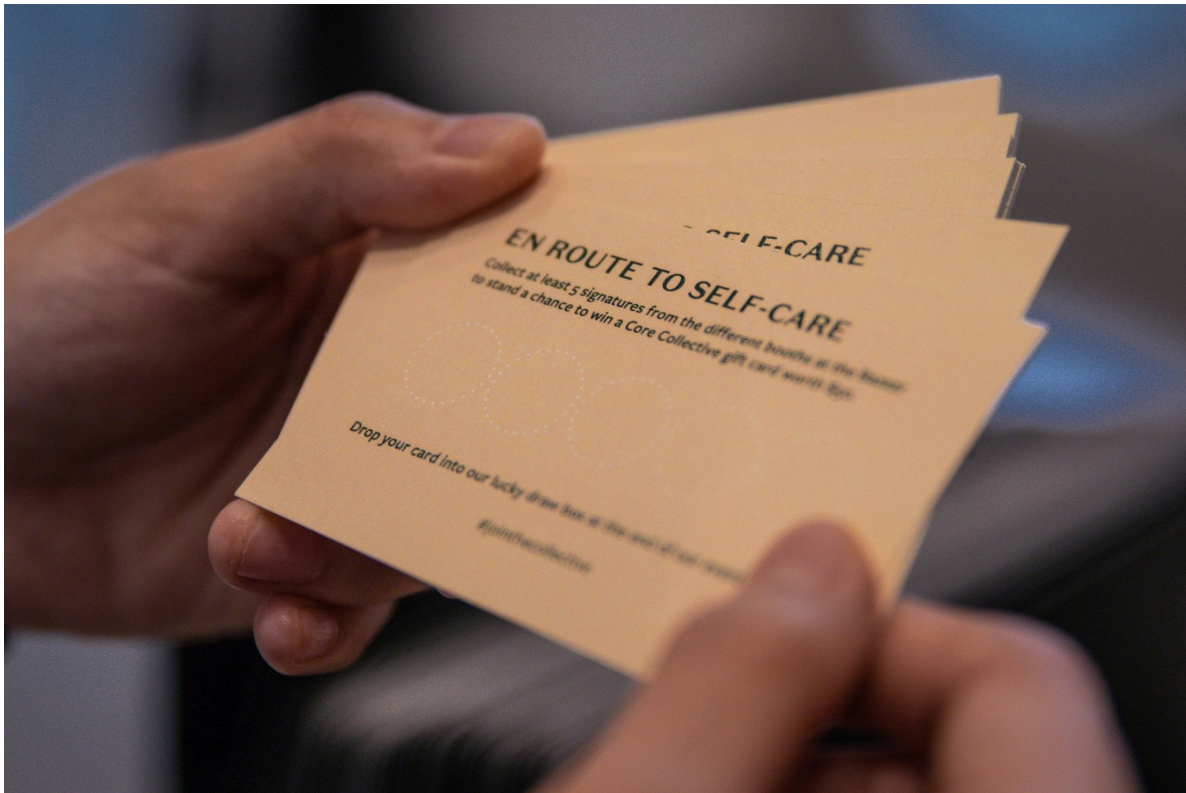
4.0 EXECUTION

4.3 EAT GREEN, LIVE LEAN EVENT

7 TLDR members volunteered to play a part in the “Eat Green, Live Lean” event. The roles are:

1. IC: Xiang Er
2. Registration/ Ushers: Arisa, Tisha
3. Stamp Card: Wan Ann, Alexis
4. Photographers: Jonathan, Megan

Our creative idea of a “stamp card” was adopted and executed by Core Collective at their “Eat Green, Live Lean” event.



Despite the minimal preparation, at least 10 attendees managed to completely fill up the stamp card. The stamp card was effective as it fostered engagement between residents and attendees.

Please refer to Appendix H for event photos.

5.0 REVIEW

5.1 PRE-EVENT REVIEW

What went well:

1. The blogpost for the event was completed within the given deadline and with minimal changes.
2. The communication between the media team and Core Collective was efficient.

What did not go well

1. There was a lack of communication between Core Collective and TLDR agency during the pre event planning period.
2. More engaging social media posts could have been done to hype the event up.
3. Creative direction was not very clear thus, it created confusion and uncertainty.

What can be improved

1. More time could have been spent on planning the Eat Green Live Lean event instead of on the Beyond Enough Fiesta.
2. Social Media efforts were executed during the holidays thus it was difficult to communicate.
3. TLDR could have come up with questions to form a concise brief for a clearer creative direction.

5.2 POST-EVENT REVIEW

What went well:

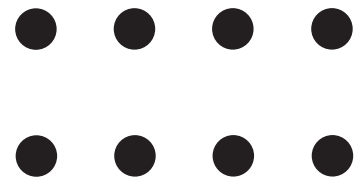
1. There was a high turn out rate with at least 50 out of the 60 participants that signed up for the event were present.
2. Compared to the ACL event, there was more buzz during the Eat Green, Live Lean event. This is because there was an increase in interaction with the residents and participants.
3. With the stamp card initiative, engagement between the residents and participants also increased as participants were required to engage in an activity given by the resident in order to receive one stamp. After achieving 5 stamps, they were entitled to enter a lucky draw.

What did not go well

1. There was a lack of initiative to push out the stamp cards during the event.
2. There could have been more done to leverage on Core Collective's Instagram story during the event.
3. Post-event efforts could have been done to entice those who didn't attend the Eat Green, Live Lean event to attend the next one.

What can be improved

1. For example, more efforts could have been done to get more participants to interact with the residents to increase the number of completed stamp cards.
2. For example, the residents at the event could have been introduced on Core Collective's story so that the participants would have a better idea of who the residents are and what services they offer
3. For example, a highlight of the event could be placed on their instagram page so new participants that would be interested in the next event would get a gist of how Core Collective events are like.



PHASE 2

ADHOC PHOTOSHOOTS



1.0 THE BRIEF

1.1 PURPOSE

The purpose of the photoshoots was to create an archive of marketing collaterals for Core Collective's social media or media's use. Photographers and models were required from TLDR.

1.2 ART DIRECTION OF PHOTOS

The creative direction for the shoots were along the lines of vibrant high-quality professional-centric images with depth. The photos should have the natural and premium look that Core Collective seeks to convey as it represents their approach to their work - authentic and community-driven with life.

Please refer to Appendix I for mood boards on the art direction.

1.3 CODE OF CONDUCT FOR MODELS

Models for the shoots were required to wear active wear in neutral solid colours, avoiding big printed logos or slogans. Female models had to wear light makeup with hair tied up neatly.

Please refer to Appendix I for guidelines on model's outfits and dress code guidelines.

1.4 PHOTOSHOOT AND DELEGATION SCHEDULE

	DESCRIPTION	DELEGATION	TIME
CORE COLLECTIVE ANSON	Daniel Tan (Personal Trainer) - Foam Rolling Content IC: Stephanie	TLDR Photographer: Sherlyn	7 Feb, Fri, 10.30 - 11.30am
	TRX HIIT by The Movement Space IC: Stephanie	TLDR Photographer: Jonathan TLDR Models: Hestia, Edric, Arisa	7 Feb, Fri, 4.30 - 5.30pm
	Sam Gallo (Personal Trainer) IC: Stephanie	TLDR Photographer: Megan	13 Feb, Thurs, 4 - 5pm
CORE COLLECTIVE DEMPSEY	HIIT Bootcamp by Lex Chan IC: Stephanie	TLDR Photographer: Jonathan TLDR Models: Jiayi, Xiang Er, Wan Ann, Natalie, Jae Yee	4 Feb, Tues, 1 - 2pm
	Post Natal Reformer by Pure Movement Centre IC: Yuka + Steph (Photography)	TLDR Photographer: Alexis	6 Feb, Thurs, 12.30 - 1.30pm

2.0 TASK DELEGATION

JOBS

Photographers
Post-editing
Delegation
Sending out reminders

IN-CHARGE

Jonathan, Alexis, Megan, Sherlyn
Jonathan
Pei Xuan
Xiang Er



3.0 EXECUTION

3.1 TLDR PHOTOGRAPHER IN ACTION

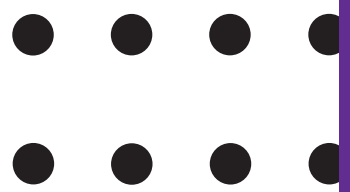


3.2 DELIVERABLES

Core Collective requested that TLDR submit edited photos to them by 14 February 2020.



3.0 EXECUTION



PHASE 2 (ADHOC PHOTOSHOOTS)

3.0 EXECUTION

