Youth hawkerprise campaign

This paper presents the Youth Hawkerprise Campaign, the first-ever communication campaign in Singapore to encourage youths to join the hawker trade, organised by four final year students from the Wee Kim Wee School of Communication and Information. Targeted at youths aged 17-35, this campaign aims to raise awareness of the lack of youths in the hawker trade and challenge negative hawker stereotypes by utilising positive images and success stories of existing youth hawkers. Focusing on interactive platforms such as a photo exhibition and a workshop with networking opportunities, the campaign strives to provide opportunities for youths with the passion in culinary arts to consider the potential of honing their abilities and setting up a viable food business at a hawker centre. It seeks to keep the street food culture in Singapore alive and ensure that affordable dining will be available for generations of Singaporeans to come. This paper summarises the primary and secondary research that formulated key campaign strategies. It outlines the process from creative conception to execution of the campaign initiatives and examines the campaign's tactical effectiveness through extensive evaluative measures. Evaluation includes pre- and post-campaign surveys, metrics from online and mass media publications, as well as an analysis of all media coverage. This report also provides future recommendations for the continuation of the campaign's pioneering initiatives in the hawker industry. Detailed appendices that support the main text with precise graphs, tables and charts as well as original collateral designs are accompanied for further reference.
Tiger Beer has launched its latest “Uncage Heroes” campaign globally, with its focus on young creatives whose bold approach to their craft have also served a good cause. This saw marketing activations being run across 13 markets. This includes Singapore, Malaysia, Korea, Japan, New Zealand and Germany among others. First be featured on its website, the campaign will culminate in a global event hosted by Tiger Beer in September 2018 at Benedetto Marcello Conservatory of Music in Venice, Italy. Campaigns. UK Youth Parliament has been campaigning to bring about social change since 1999. Each year, following the Make Your Mark ballot and a vote by Members of Youth Parliament in the House of Commons, we set about campaigning on the most important issues for young people. Action Against Knife Crime. Our England only campaign for 2019 As knife crime has continued to climb over the last few years, the UK Youth Parliament believes that this issue needed to be addressed. In 25th January 2019. “There are still negative stereotypes about hawkers, for example that they are less well-educated,” says Hazel Tan, a Nanyang Technological University student who is behind Youth Hawkerprise, a campaign to encourage young people to join the hawker trade. BBC: Can Singapore's hawker food heritage survive? The negative consequences of risky behaviors -- for example, getting sexually transmitted diseases or becoming pregnant -- should make teenagers wary of taking unnecessary risks.