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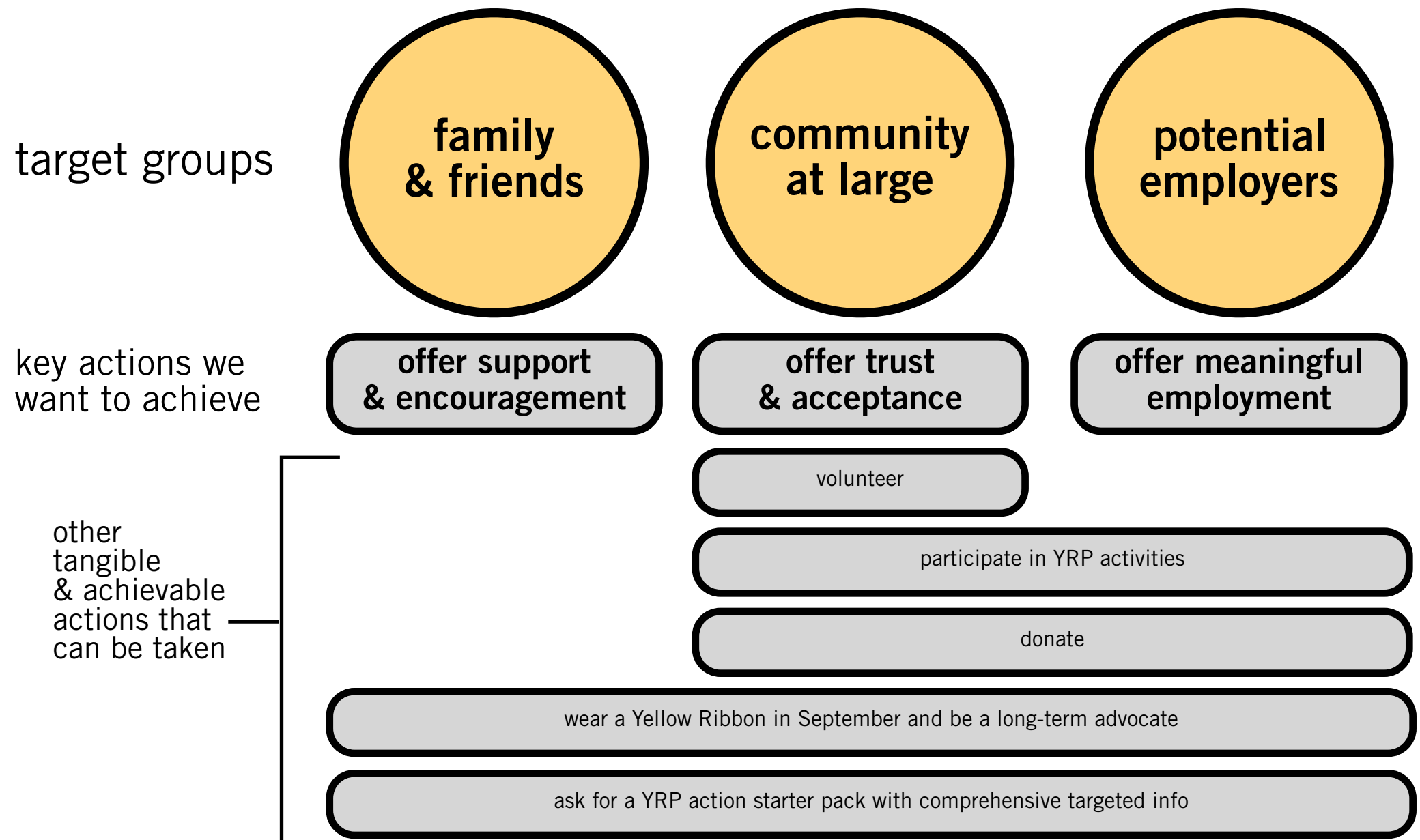


Yellow
Ribbon
Project
2011
proposal



target
audience
groups
& actions

target groups & actions





strategy
& approach

key thoughts

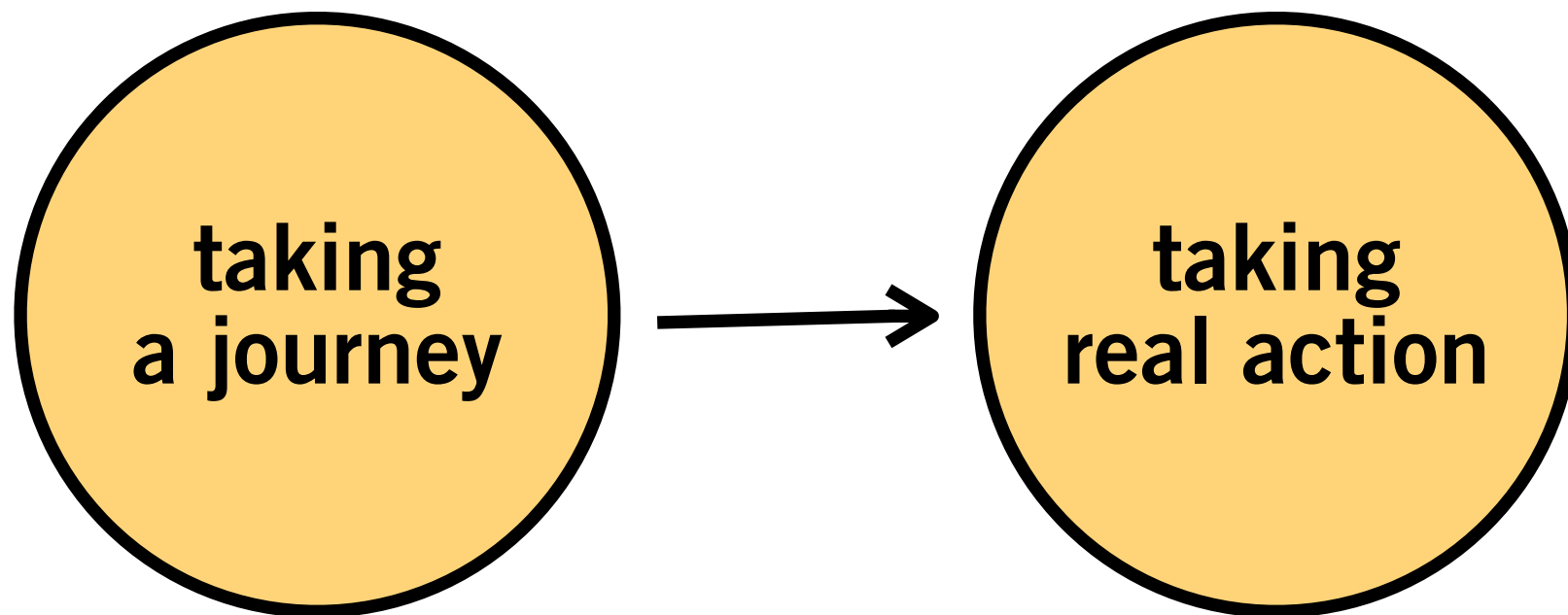
On the 2010 campaign: “This is our yellow ribbon. This is our journey.”

The 2010 campaign centered around the journeys of various key people from the Care Network, and illustrated from a 1st-person view what their individual journey was like in a common aim of trying to rehabilitate ex-offenders into society and help them start a new life without prejudice. The journey of one ex-offender was told in 3 parts: Restart, Relearn and Rebuild, and put together the campaign paid tribute to the tremendous efforts that are needed from several individuals to reform just 1 ex-offender.

2011: From taking a journey to taking real action.

Moving forward for 2011, while 2010 reinforced awareness to a very high degree, it is now important to shift the messaging of the campaign from knowing about the Yellow Ribbon Project and what it stands for, to how an individual should and can actually take real action to make a difference.

messaging shift



key thoughts

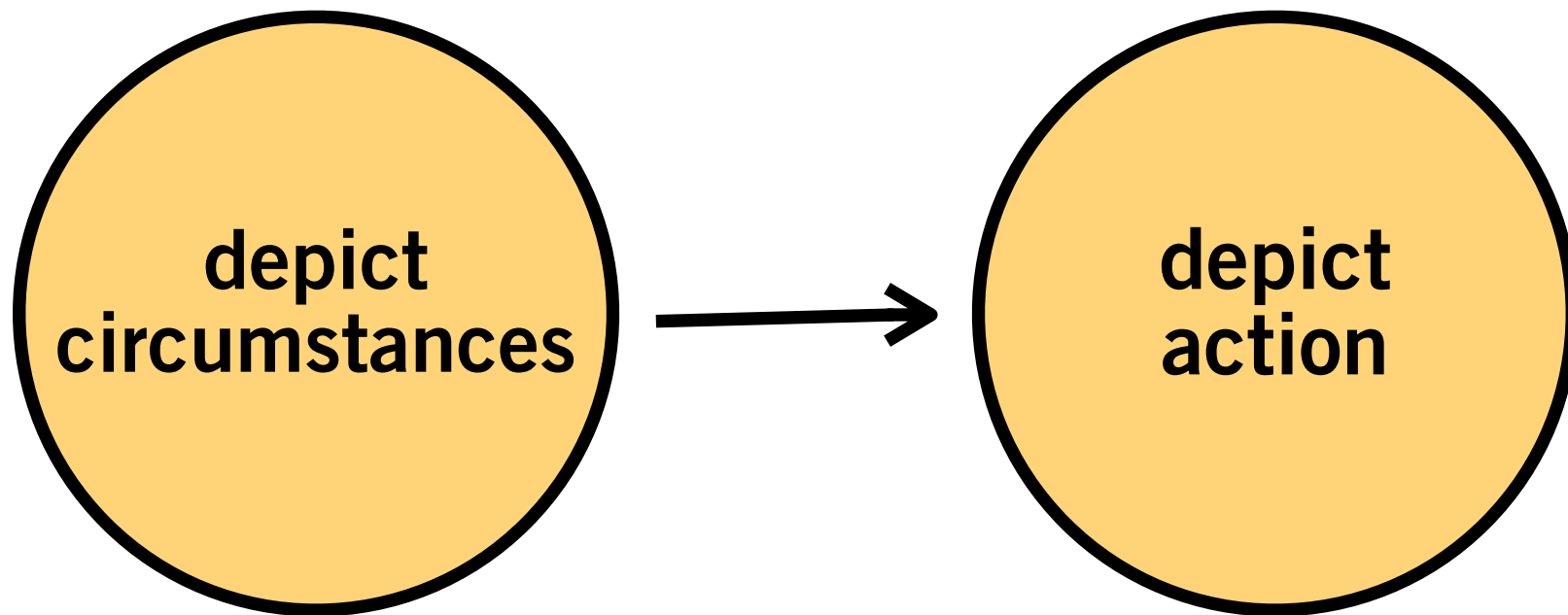
The 2011 Yellow Ribbon: to represent ACTION instead of CIRCUMSTANCES.

The 2010 campaign creatives narrated the perspectives of key individuals in the Care Network by featuring them prominently in the various deliverables, and cleverly played up the symbolism of a Yellow Ribbon by depicting the Ribbon in various states depending on the circumstances that were being conveyed. The Yellow Ribbon thus took on a deeper, richer meaning - a meaning that close to the hearts of the portrayed individuals that visually described the circumstances the ex-offenders were facing and how the individuals helped to solve them.

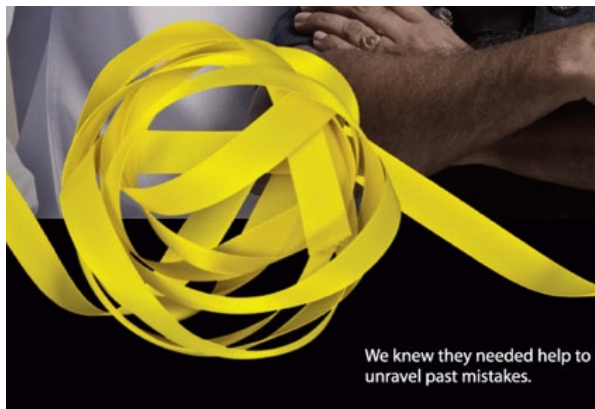
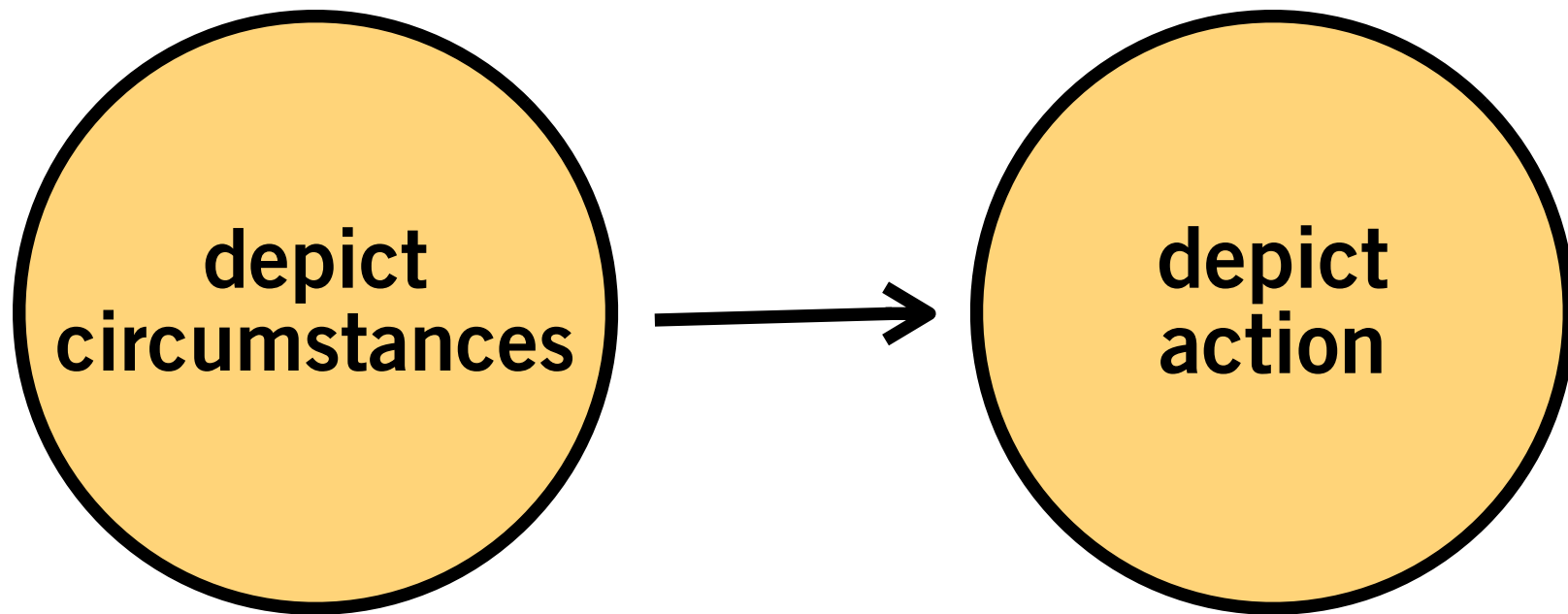
Moving on to 2011, it is important to carry on this Ribbon depiction and symbolism, and elevate it a new level of meaning that will now inspire action.

Thus the challenge now is to depict the Yellow Ribbon creatively in a way that represents **ACTION instead of CIRCUMSTANCES.**

yellow ribbon symbolism shift



how can we achieve this shift?



how can we
turn the Ribbon
from **awareness**
into **action**?

the approach

Turning the Yellow Ribbon from AWARENESS into ACTION.

By itself, one Yellow Ribbon stands for its cause to give second chances.

That creates awareness. But can hardly induce any ACTION.

Our creative approach is simple but powerful:

Tell the world that while a single Yellow Ribbon stands for second chances,
when you initiate the action of combining another (or more Yellow Ribbons) to a single Ribbon,
the entire Yellow Ribbon Project becomes much more meaningful.

Because it takes more than **ONE** to make it work.

the concept: **for family & friends**

It takes more than **ONE** to make it work.

(single ribbon)



You know that a Yellow Ribbon stands for second chances.

(hand places another ribbon beside it to represent taking action)



But as a family member or friend, you need to make the first move, to stay beside the ex-offender in his or her new journey for a fresh start in life...

(heart shape revealed to show that real love can be felt only if you don't leave them alone)



...and this unconditional love is what makes the Yellow Ribbon Project truly meaningful.

the concept: **for community at large**

It takes more than **ONE** to accept them into part of a community.

(single ribbon)



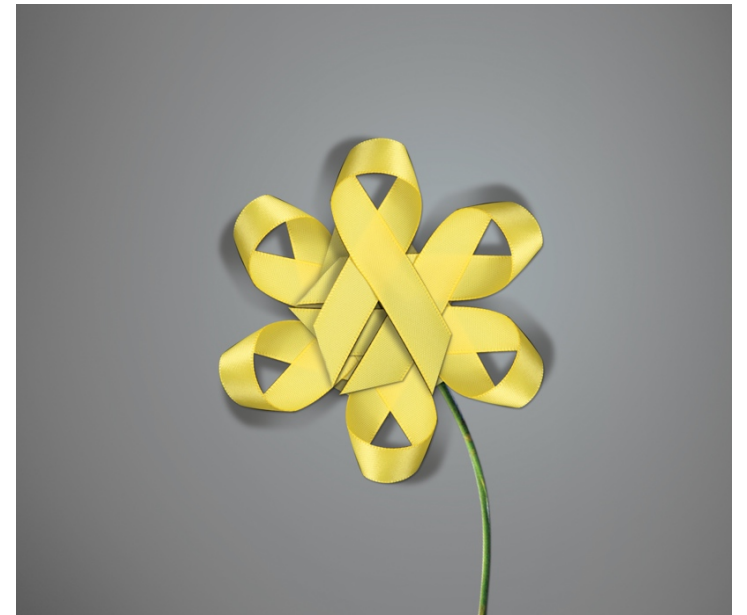
You know that a Yellow Ribbon stands for second chances.

(hands take turns to place many ribbons beside it to represent taking action)



But to make it truly meaningful, you must make the first move to start accepting them into the community without prejudice...

(flower shape revealed to represent blossoming in a community)



...to give ex-offenders a fair chance to grow and blossom.

the concept: **for potential employers**

It takes more than **ONE** to help them take flight.

(single ribbon)



You know that a Yellow Ribbon stands for second chances.

(hand places another ribbon beside it to represent taking action)



But as an employer, you need to make the first move to give them the trust they need...

(Symbol of butterfly starts to come alive and take off to symbolise true freedom)



...only then can ex-offenders truly take off with a sense of purpose and freedom.



creatives

info-mercial 1 endframe

for: family & friends

We have picked the 2010 “RESTART” infor-mercial to be adapted for a message to bring out the importance of love and support from family and friends of ex-offenders.

Reasons:

1) The original info-mercial carried a strong family bonding element, with appearances from the inmate's mother during visitation and a mention of his daughter (photo in the cell).

2) We will be highlighting the importance of family/friends' support from the perspective and voice of Prison Officer Bala. The angle is that in prison, while a Prison Officer can play a surrogate role in helping to give an inmate a purpose, outside of prison, only the ex-offender's family and friends can play this role of support.

Note:

We recommend that the endframe flow proposed on the next page is best executed in an animated/moving format to achieve the best impact. This way, the endframe can also be a modular one that can be extracted and used separately to drive home a strong message.

We have attached the cost of having this option in the quotation for consideration, on top of having a more cost-effective static version.

info-mercial 1 endframe

for: family & friends
(using 2010 “RESTART” info-mercial)

(camera zooms into Yellow Ribbon)



My name is Bala Murali, and I'm a Prison Officer.
In prison, I help inmates find a new sense of purpose.



Outside, they count on family and friends to accept them, and give them hope to lead a new life.



We all know what the Yellow Ribbon means.
It's about celebrating second chances.



But it's when you take action
to show them unwavering support...



...by staying beside them in their new journey...



...that makes the Yellow Ribbon Project truly meaningful.

Celebrate second chances.
Make the first move.

www.yellowribbon.org.sg/action

 **Yellow Ribbon PROJECT**
Help Unlock the Second Prison

Organized by:  Co-Sponsors: 

info-mercial 2 endframe

for: community at large

We have picked the 2010 “RELEARN” infor-mercial to be adapted for a message to bring out the importance of accepting the ex-offenders into the community, and of taking action to volunteer to make a bigger difference.

Reasons:

1) The original info-mercial is all about volunteering and the importance of helping ex-offenders re-learn their first steps into society, and being accepted by the community.

2) We will be driving home the importance of this message from the perspective and voice of aftercare volunteer Clara.

Note:

We recommend that the endframe flow proposed on the next page is best executed in an animated/moving format to achieve the best impact. This way, the endframe can also be a modular one that can be extracted and used separately to drive home a strong message.

We have attached the cost of having this option in the quotation for consideration, on top of having a more cost-effective static version.

info-mercial 2 endframe

for: community at large
(using 2010 "RELEARN" info-mercial)

(camera zooms into Yellow Ribbon)



My name is Clara, and I'm an aftercare volunteer.



I help ex-offenders unlearn old ways of life,
and relearn a new one.



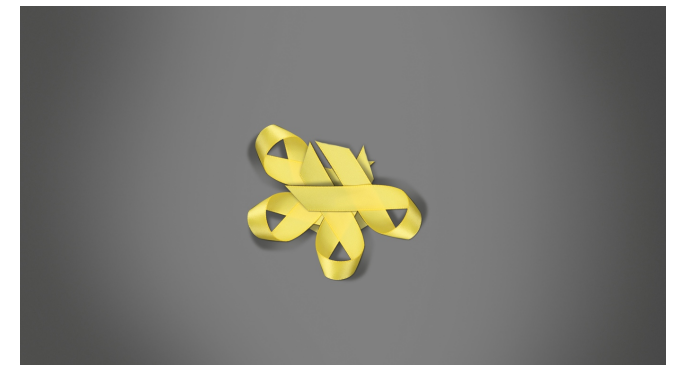
We all know what the Yellow Ribbon means.
It's about celebrating second chances.



But it's when you take action...



...to accept them as part of the community...



...and help them grow and blossom...



...that makes the Yellow Ribbon Project truly meaningful.



info-mercial 3 endframe

for: employers

We have picked the 2010 “REBUILD” infor-mercial to be adapted for a message to bring out the importance of trusting ex-offenders, and giving them a fair opportunity to prove themselves and rebuild their new lives.

Reasons:

- 1) The original info-mercial is all about employment and trust.
- 2) We will be driving home the importance of this message from the perspective and voice of employer Jimmy.

Note:

We recommend that the endframe flow proposed on the next page is best executed in an animated/moving format to achieve the best impact. This way, the endframe can also be a modular one that can be extracted and used separately to drive home a strong message.

We have attached the cost of having this option in the quotation for consideration, on top of having a more cost-effective static version.

info-mercial 3 endframe

for: employers
(using 2010 “REBUILD” info-mercial)

(camera zooms into Yellow Ribbon)



My name is Jimmy, and I employ ex-offenders.



I help them rebuild their lives as I build my business.



We all know what the Yellow Ribbon means.
It's about celebrating second chances.



But it's when you take action...



...to trust them...



...that makes the Yellow Ribbon Project truly meaningful.



That's when you truly set them free.



print ad/poster: “heart” for: family & friends

Featuring the transformation
from a single Yellow Ribbon into
a symbolic heart with the
addition and action of another to
represent the unconditional love
and unwavering support needed.

It takes more than one.

COPY:

We all know what a Yellow Ribbon means.

It's about celebrating second chances,
and knowing that ex-offenders need equal opportunities
to restart and rebuild their lives.

But being aware is often not enough.
If you are a friend or family of an ex-offender, take action
to show them unwavering support by staying beside them
in their new journey.

That's what makes the Yellow Ribbon Project truly
meaningful.

**Celebrate second chances.
Make the first move.**

www.yellowribbon.org.sg/action



We all know what a Yellow Ribbon means.
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Organised by: **Yellow Ribbon Project**
Help Unlock the Second Prison

CARE Network members:

Main Sponsor: **ISCOS**

Co-Sponsor:

new creation church

print ad/poster: “blossom”

for: community at large

A single Yellow Ribbon, together with many other to represent the acceptance of an ex-offender into the larger community. Only when that happens can the ex-offender truly have the chance to grow and blossom.

It takes more than one.

COPY:

We all know what a Yellow Ribbon means.

It's about celebrating second chances, and knowing that ex-offenders need equal opportunities to restart and rebuild their lives.

But being aware is often not enough. it's when you take action to accept them as part of the community that makes the Yellow Ribbon Project truly meaningful.

That's when they have a chance to grow and blossom.

**Celebrate second chances.
Make the first move.**

www.yellowribbon.org.sg/action



print ad/poster: “truly free” for: employers

The Yellow Ribbon morphs into a fluttering butterfly with the addition of another, forming a pair of wings to symbolise freedom. Only when you offer your trust can they truly be set free from the Second Prison.

It takes more than one.

COPY:

We all know what a Yellow Ribbon means.


It's about celebrating second chances, and knowing that ex-offenders need equal opportunities to restart and rebuild their lives.

But being aware is often not enough. It's when you take action to trust them to be able to take off with new responsibilities that makes the Yellow Ribbon Project truly meaningful.

That's when you truly set them free.

**Celebrate second chances.
Make the first move.**

www.yellowribbon.org.sg/action




We all know what a Yellow Ribbon means.
It's about celebrating second chances, and knowing that ex-offenders need equal opportunities to restart and rebuild their lives.













But being aware is often not enough.
It's when you take action to trust them to be able to take off with new responsibilities that makes the Yellow Ribbon Project truly meaningful.





That's when you truly set them free.


**Celebrate second chances.
Make the first move.**

www.yellowribbon.org.sg/action

Organised by:  **Yellow Ribbon PROJECT**
Help Unlock the Second Prison

CARE Network members:            

Main Sponsor:     

Co-Sponsor: 

print ad/poster (main)

for: all target groups

This is the main ad that combines all the symbolisms into one powerful message. The headlines below each ribbon symbol can be read as a message to individual groups, and also in a flow that ends with the butterfly symbol, to end with a freedom message.

COPY:

It's tough to face a new world alone.

It's when you stay beside them,
accept them into the community,
that's when you truly set them free.

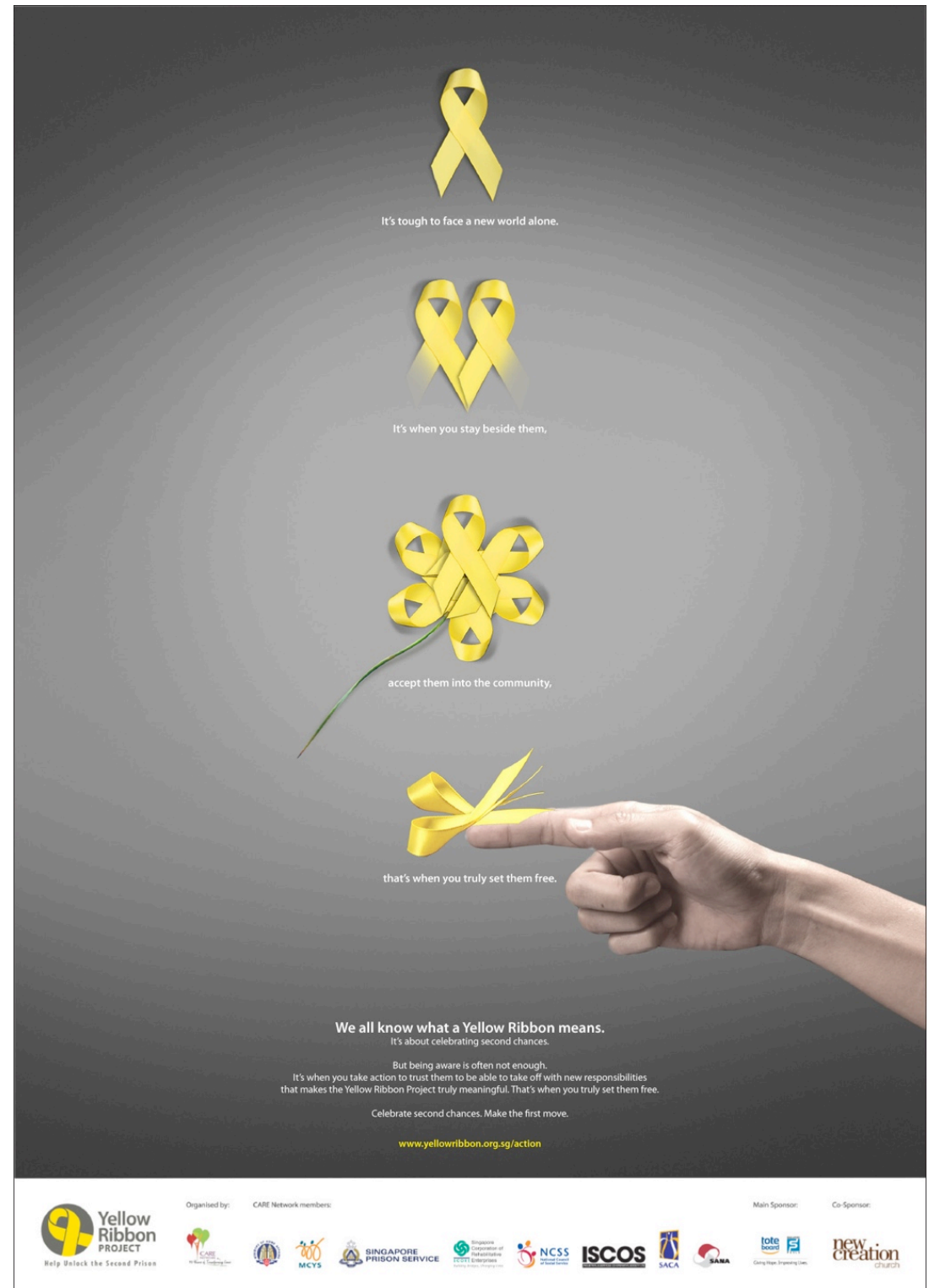
We all know what a Yellow Ribbon means.
It's about celebrating second chances.

But being aware is often not enough.
You need to show them unwavering support by staying
beside them in their new journey, accept them as part of
the community, and trust them to take off with new
responsibilities.

That's what makes the Yellow Ribbon Project
truly meaningful.
That's when you truly set them free
from the Second Prison.

Celebrate second chances.
Make the first move.

www.yellowribbon.org.sg/action



print ad (main, landscape)

for: all target groups

It's tough to face a new world alone.

It's when you stay beside them,

accept them into the community,

that's when you truly set them free.

We all know what a Yellow Ribbon means.
It's about celebrating second chances.
But being aware is often not enough.
It's when you take action to trust them to be able to take off with new responsibilities
that makes the Yellow Ribbon Project truly meaningful. That's when you truly set them free.
Celebrate second chances. Make the first move.

www.yellowribbon.org.sg/action

Yellow Ribbon PROJECT
Help Unlock the Second Prison

Organised by: CARE Network members:

Main Sponsor: Co-Sponsor:

CARE Singapore Prison Service MCYS Singapore Corporation of Rehabilitative Enterprises NCSS ISCOS SACA SANA tote board new creation church

adaptation: bus-stop panel



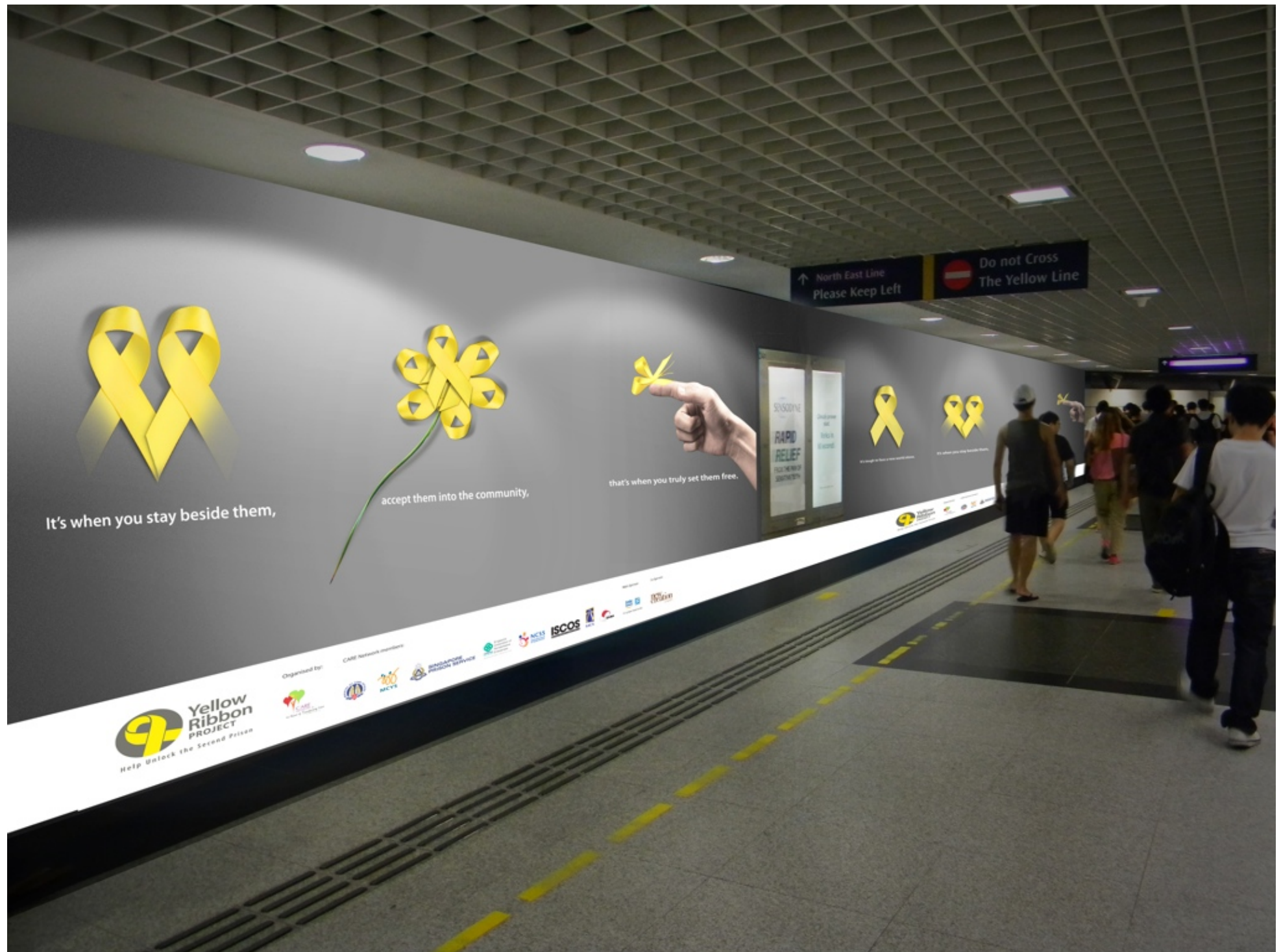
adaptation: banner (eg. for events like YRP run)



adaptation: escalator



adaptation: MRT / CityLink Mall panels

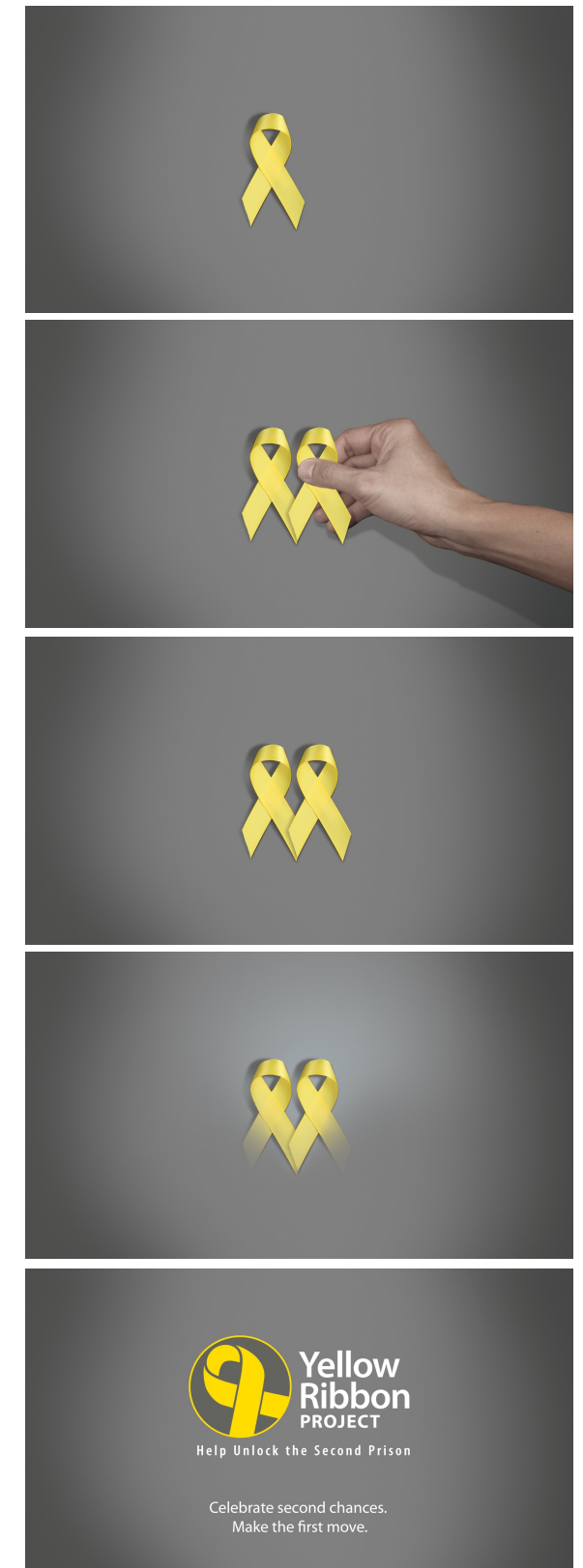


info brochure

Real Yellow Ribbon attached here.



online: animated web banner

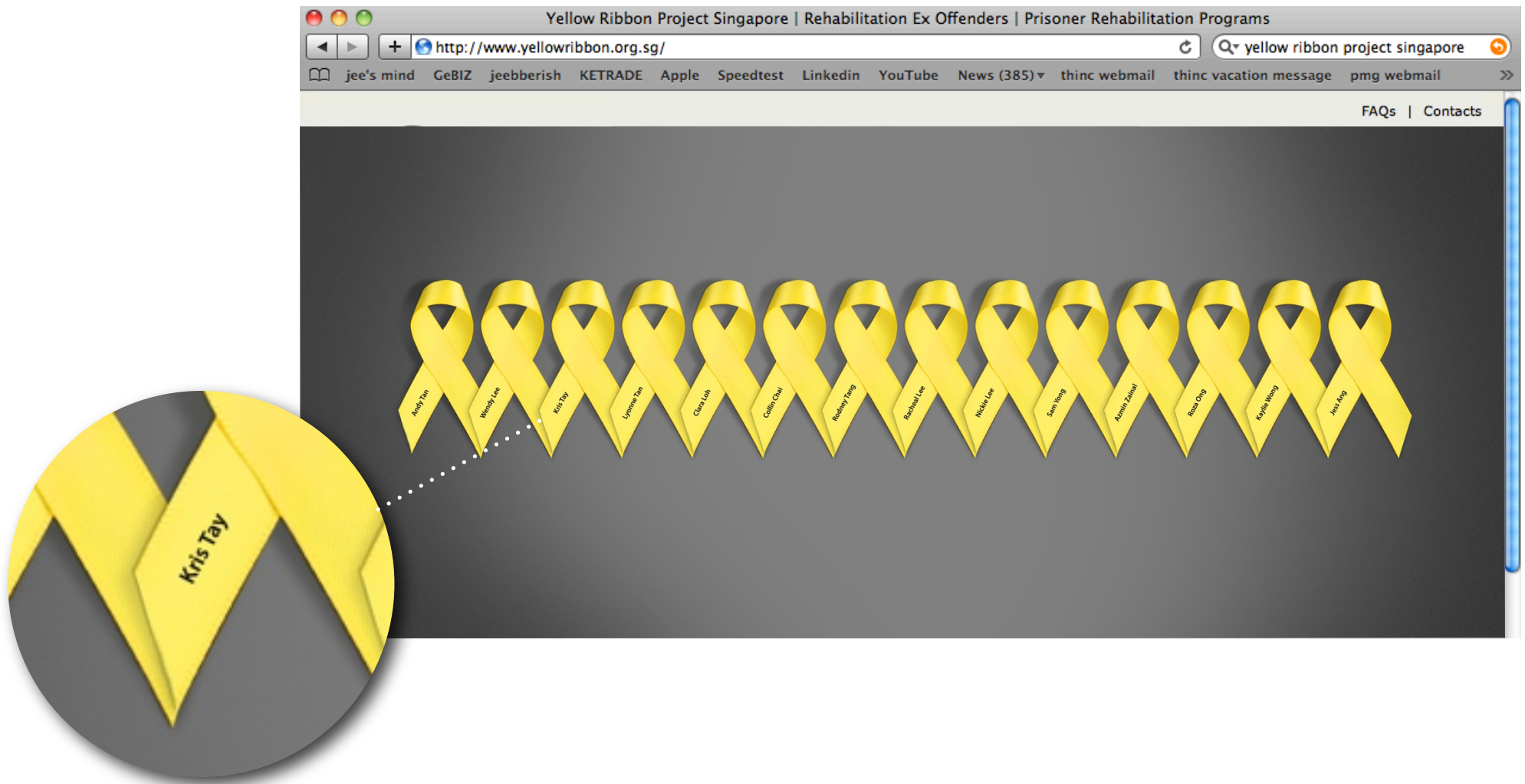


online suggestion: interactive pledging of action

To encourage action, we can set up an interactive “Heart-to-Heart with the Community” Yellow Ribbon virtual chain.

Anyone can enter his or her name via a simple interface, which will then appear on a virtual Ribbon. This Ribbon will be linked to other Yellow Ribbons to form an infinite chain of hearts.

From the PR angle, we can try to set a new record for the longest Yellow Ribbon virtual chain to create more buzz.





think
you!

www.thincgroup.com

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