

We are going to the market
Campaign Portfolio Report for
A6916 Strategic Visual Communication

Contributed by:

Leong Jing Yun

G1301129C

EXECUTIVE SUMMARY

With development and rapid economic growth, food retail formats have evolved in Singapore. Fresh food retail has changed over the past 60 years with changing consumer's habits. The wet market, once a favorite or the only choice of source fresh food, faces competition from supermarkets and hypermarkets which offer convenience to the modern consumer. Wet markets form an integral part of Singapore's cultural and heritage and is a place for community socialization and bonding. With wet markets becoming increasingly exceptional in this day and age of ongoing modernization and its continuity under threat, it is timely to respond and protect the wet market from being taken over entirely by a developing urban environment.

In this proposal, the image of the wet market will be analyzed before a renewed one is recommended. Next, the means to communicate the competitive advantage of wet market to the consumers will be illustrated. This involves traditional and non-traditional approaches with the aim of raising awareness. These techniques strive too to be as realistic and measurable as possible. Some ways of evaluating the success of the strategy will be looked at towards the end of the proposal report.

ANALYSIS OF SINGAPORE'S WET MARKETS

Development of wet markets

Any visitor to the market located at Tekka Centre (Appendix, Picture 1) at Little India (Buffalo Road) will be greeted by its wet, slippery floor. In fact, the wet floor is a ubiquitous fixture of most markets in Singapore. The term "wet markets" is hence derived from the markets' wet floors which are caused by the melting of ice used to ensure the freshness of seafood sold and by stall holders who routinely clean their stalls by spraying them with water (National Heritage Board, 2013). Wet markets in Singapore are not air-conditioned, so are usually hot and humid, resonate with a cacophony of voices and sounds, and are filled with different scents and smells going by the fresh food products, dried foods, spices and sundries that are sold.

Wet markets form part of Singapore's heritage, with one of the earliest wet markets established in 1824 (Lee, 1990, as cited in "National Heritage Board", n.d.). The Singapore government used the term to distinguish these markets from air-conditioned "supermarkets" that had become popular with the opening of Fitzpatrick's Supermarket (Appendix, Picture 2) in Orchard Road in 1958 (National Heritage Board, 2013).

Wet markets are typically located in "HDB" (referring to the Housing Development Board statutory board which looks into estate

growth and enhancement) estates i.e. the heartlands where a large proportion of Singaporeans reside in. Wet markets meet the basic needs of Singaporeans and have also become a common ground for Singapore's ethnically diverse population to interact and bond, and contribute to Singapore's community heritage.

Challenges that wet markets face

Competition from supermarkets and hypermarkets

According to Goldman, Krider & Ramaswami's (1996) study on wet markets in Hong Kong, they posited that the consumer's choice of retail format to shop for food products is dependent on the retail format's ability to deliver outputs in terms of:

- "Assortment" - breadth and depth
- "Convenience" - location and time-saving
- "Price" - price levels
- "Product" - quality and freshness

The entry of supermarkets in the 1980s and hypermarkets in the 1990s to 2000s provided stiff competition to wet markets as they offer a cleaner air-conditioned environment and a wider variety of products at cheaper prices. With their longer operating hours, supermarkets and hypermarkets are also more attractive to working professionals who find it more convenient to do their marketing in the evenings (National Heritage Board, 2013).

Mixed perceptions of wet market

From "HDB Heartware", a public consultation exercise conducted in 2007 to explore how to build better HDB communities in response to the challenges of globalization, changing demographics and increasing expectations among Singaporeans (Housing Development Board, 2007), the committee found out that younger participants preferred modern supermarkets instead of going to the wet markets. Although the exercise did not derive any specific reason for this behavioral attitude, it resonates with the aforementioned observation.

Interestingly, the government's stance towards the wet market is somewhat ambivalent; while it recognizes via this consultation exercise that the wet markets "can serve as the unofficial social hub of the neighbourhood" and announced that more wet markets would be built, it reiterated the importance of property and economic development in the report. This is, however, consistent with the government's move in 1981 where the Environment Ministry considered the feasibility of phasing out old markets and introducing smaller scaled ones (Auyong, Chew & Nur Dianah, 2009, as cited in Mele, Ng & Chim, 2014) as part of modern urban development. Furthermore, the wet market has been portrayed to be "inefficient in the narrow cost sense" (Housing Development Board, 2007)

Wet market as a place for socialization for Singaporeans

"In this market, everyone somehow knows everyone." This is what one would most probably get from a frequent customer of a market or a

stall holder. This cleverly and succinctly sums up the kind of familiarity that is experienced by patrons or stall owners alike. Consuming food and shopping for food are occasions for social interaction (Mele, Ng & Chim, 2014). As opined by Watson (2009, pp 1577), "markets represented a significant public and social space for different groups in the locality as a site for vibrant social encounters, for social inclusion and the care of others, for 'rubbing along' and for mediating differences".

Even though Watson's (2009) study was on markets in the United Kingdom, similar observations could be made of the wet markets in Singapore. Vendors tend to build rapport and relationships with their customers to keep or expand a loyal customer base. Time and thoughts are invested where vendors dish out recipes and advice on types of fish and cuts of meat, positioning themselves as the experts and a source of trust (Everts and Jackson, 2009, as cited in Mele, Ng & Chim, 2014).

To appreciate their customers' patronage, vendors offer "special discounts" or services such as letting customers leave their shopping at their stall while they make their rounds in the market or even to the extent of providing home delivery.

Vendors and shoppers also exchange lifestyle tips (cooking, recipes, and the like) as well as personal stories and encounters, all done face-to-face. Thus, relationships are developed over time.

KEY MESSAGE AND OBJECTIVES

The key message that is to be shared with the target audience is:

**The Wet Market is a place full of life and colours, and is where a
lifetime of bonds are formed.**

Most importantly it is part of our heritage, part of our identity.

We should be proud to go to one.

Taking the form of a social movement or campaign in collaboration with the associations of respective wet markets in various precincts, the key objectives are:

- To **reposition** the image of the wet market while maintaining its sense of warmth, a quality which is rooted in tradition
- To get more **young families** and **young adults** to frequent wet markets

TARGET AUDIENCE

In line with campaign objectives to get young families and young adults to frequent wet markets, the following target market segments are identified as follows:

Primary Target: Young families

- Typically, they are young parents both between the ages of 21 to 35, with one to two children up to 8 years old. The parents are likely both tertiary educated and drawing household income of \$5,000 - \$10,000/month.
- Being young parents, they are likely learning the ropes of being good parents, hence the tendency to place emphasis on family and children's matters while juggling career. Personal time is also shifted towards doing things together as a family unit instead of personal pursuits.
- They are usually technology savvy and values convenience of an urban lifestyle but likely at a stage where they might be seeking a sense of belonging from products and services they consume too.

Secondary Target: Young Adults

These are people with similar demographics as young parents but without focus on the family unit yet. Hence, they should still be targeted in anticipation that they might start a family at some point in time and become the primary target.

DELIVERING THE PROMISE

Proposed brand image for wet market

The Yin-Yang theory is proposed here to form the basis for the "brand image" of the wet market. With this theory, a model is first

created. It states that brand success depends on both the rational and emotional sides of the brand and that while both are necessary, they must also work in harmony. If the *Yin* represents the rational (with brand attributes such as quality and reliability), then there must be a balance of emotional attributes (such as freedom, friendliness), the *Yang*.

Based on the model, the current wet market "brand" poses a lack of emotional benefits. Besides, although it does engender feelings of it being trustworthy and unassuming as a heritage "brand", it faces problems such as appearing to be old-fashioned and run-of-the-mill as new retail format emerge.

Main campaign strategy

Knowing that the target audience seeks a sense of belonging and to spend more time as a family unit, the main campaign strategy aims to tap into these desires in positioning wet market's main appeal.

The Message:

The wet market is a place full of life and colours, and is where a lifetime of bonds is formed. Equally important is that the wet market is a part of our heritage and a place to spend quality family time as well.

The Tagline:

"We are going to the Market"

The tone of voice seeks to let the target audience have a greater sense of ownership. It is not about someone else going to the market but the "we are going..." is a direct voice that represents whoever is reading the statement and a call-to-action that they themselves are the ones that is/ should be going to the market. This statement also serves as a consistent teaser to introduce the reasons why one should be going to the market.

Example 1 - "We are going to the Market - to meet our favourite boyband" to describe the bonds we could share with the stall owners. In this case, it is a pair of young brothers who started a chicken stall with another two friends.

Example 2 - "We are going to the Market - to learn about Kim Jio" to suggest to young families that going to the market is about spending time together with their family, like an excursion. In this case, it is about an experiential learning opportunity for a young child in the context of various types of "kim jio" or banana.

The Logo:

The choice of using a circular shape for the campaign logo is because circle is a geometrical figure that can easily symbolize completeness and bonding. It is good for grabbing attention, providing emphasis and breaking up familiar rectangular blocks of text or pictures.

The typeface (font: funkydori) gives the text a spirited and lively appearance. It also exudes a sense of groovy heritage as how the typeface designer intended it to be, being a child of the 1970s. The words "Go! Market" are to give the message a stronger action tone in the logo, the wave line further reinforces a sense of motion and the use of an exclamation mark to give more sense of urgency as well.

The use of the background texture is reminiscent of old weaved rattan bag, so commonly used in the early days as the shopping bag of choice. The background texture however is given a fresh and brighter colour treatment so that it appears vintage but not dated. The green circular ring that forms the first exterior of the logo is intended as an association to freshness, followed by a red ring that signifies excitement or action and ending with a turquoise ring to soften the overall logo and make it more personable.

Lastly, the use of fresh produce graphics within the logo is to complement the word "market" so that target audience can easily understand the products that one will find in a market. All these above elements combined is the intention for the logo to be consistent with the campaign messages, to serve as a strong call-to-action reminder and encourage target audience to embrace our heritage & identity in a manner that is appealing to our target audience; visually and emotionally.

Other Supporting Strategies:

It is also the intention to use photographs with closed-up facial expressions of stall owners and customers as they interact, to illustrate range of positive emotions (e.g. Sense of belonging, friendship and bonding) within visual communication items. The positive emotions are enhanced by tagging each tagline variation and photograph with a short, real story. This allows target audience to know the characters introduced in the campaign better and make the overall campaign messaging more personable as well.

With reference to Example 1, the photograph shows the young chicken stall owners all smiling and looking keen to serve you. The short story further shows the passion they have in their work and their willingness to build a bond with customers.

With reference to Example 2, the photograph shows a young child reaching out for a banana looking very curious. The father carrying him, looks on with excitement. The short story explains how the market is a place full of experiential wonders and a place where one can spend quality time with family.

The Channels:

A well designed message is only as good as how it is delivered to the target audience. In understanding our target audience's tendency towards convenience and technology, two main channels are identified in effectively bringing the message to them.

MRT stations and community areas are high traffic areas where we can potentially find our target audience in required numbers. For our target audience's preference on convenience we strategize to target young families at MRTs and community areas near markets specifically. So that it will be very convenient for young families to respond to our promotional efforts and easily head to the markets nearest to them. The vehicle of choice will be through the use of posters and flyers, which are cost effective options in consideration of limited campaign budget.

The Internet and social media is no longer a preference but an inseparable part of urban lifestyle. Hence, no outreach strategy is complete nowadays without online initiatives to complement. Instagram is a widely popular online photo sharing portal that we can tap on to get people to show their wet market experience and photos via hash tag #iamgoingtothemarket. Well known "mom" and "dad" bloggers could be engaged to blog about their wet market experience, focusing on interesting human stories of wet market characters.

Iconic mementos in the form of printed tote bags will also be distributed via online platforms or offline initiatives to reinforce message retention among our target audience.

TIMELINE

Project Timeline: Go! Market Campaign (3 months campaign to commence in June 2014)				
		Duration	Start Date	End Date
1.	Campaign Conceptualisation & Planning			
	- Finalizing campaign concept, design direction and implementation plan	2 weeks	17-Apr-14	1-May-14
2.	Offline Initiatives near Wet Markets			
2.1	Poster display at MRTs near wet markets			
	- 1st draft design and copywriting for posters	1 week	1-May-14	7-May-14
	- 2nd draft design and copywriting for posters	1 week	8-May-14	14-May-14
	- Final Artwork of posters	1 week	15-May-14	21-May-14
	- Posters production	1 week	22-May-14	28-May-14
	- Campaign poster implementation	12 weeks	29-May-14	29-Aug-14
2.2	Flyer distribution at MRTs & Community Areas near wet markets			
	- 1st draft design and copywriting for flyers	1 week	1-May-14	7-May-14
	- 2nd draft design and copywriting for flyers	1 week	8-May-14	14-May-14
	- Final Artwork of flyers	1 week	15-May-14	21-May-14
	- Flyers production	1 week	22-May-14	28-May-14
	- Campaign flyer implementation	12 weeks	29-May-14	29-Aug-14
3.	Online initiatives			
3.1	Instagram campaign			
	- setting up of instagram account and securing key online promotional partners	4 weeks	1-May-14	28-May-14
	- instagram campaign implementation	12 weeks	29-May-14	29-Aug-14

3.2	Bloggers campaign			
	- Shortlisting and securing relevant bloggers	4 weeks	1-May-14	28-May-14
	- Blogger campaign implementation	12 weeks	29-May-14	29-Aug-14
4.	Campaign giveaway			
	Campaign Tote Bag			
	- Draft design of tote bag	1 week	8-May-14	14-May-14
	- Final artwork of tote bag	1 week	15-May-14	21-May-14
	- Tote bag production	1 week	22-May-14	28-May-14
	- Distribution of tote bag through online/ offline initiatives	12 weeks	29-May-14	29-Aug-14

BUDGET

	Month 1	Month 2	Month 3	Total
Marketing Communications				
Branding				
=> Logo and design direction	3,500	0	0	
Advertising				
=> 3 months sponsorship by SMRT at MRTs near wet markets	0	0	0	
Direct marketing				
=> Distribution of A5 Flyers at selected MRTs near wet markets	800	800	800	
Internet marketing				

=> Design for Web banners (up to 10 sizes variations)	2,500	0	0	
=> Bloggers Engagement - Singapore Mom Bloggers	1,700	1,700	1,700	
Team of mom bloggers that have unique views from 2,200 to 10,000/month + 1 dad blogger with 24,000 unique views per month (veteran parenting blogger)				
Collateral				
=> Design Suite for SMRT Posters, A5 Flyers and Tote Bag	3,800	0	0	
=> Production of SMRT Posters (1,000 units)	5,000	0	0	

=> Production of A5 Flyers (60,000 units)	600	600	600	
=> Production of Tote Bags (1,500 units)	6,750	0	0	
Press relations				
=> Budgeting for press kits (50 units)	500	0	0	
Target audience engagement				
=> Setup and maintenance of project instagram & FB account	0	0	0	
Total	\$25,150	\$3,100	\$3,100	\$31,350

TRACKING AND MEASURING OBJECTIVES

Unlike a product in which its sales volume could be monitored to assess how well it is doing in the market over time, the evaluation of the success of the campaign is likely to have to be in a qualitative sense. Marketing research can be carried to determine if the presence of the wet market "brand" is in the mind of consumers. Range of topics include recognition, recall, top of mind, brand familiarity etc. However, this form of marketing research can be expensive to administer as such surveys often require professionals to design an effective questionnaire. Interviews and participant observation are also necessary to look into how the target audience and even vendors talk about and give meaning to wet markets.

CONCLUSION

The government has initiated upgrading projects to modernize the appearance and organization of the wet market in the past decade. These efforts could help to attract Singaporeans to shop at wet markets and also to improve their views of the wet market. However, the risk of "taking too much" from the original flavor of the wet market is present. The revamped Tiong Bahru market proves itself to be a successful new wet market typology with the architectural features retaining the wet market friendly and lively atmosphere. However, currently, there is the concept of bringing the wet market to shopping malls with one being set up at Elias Mall at Pasir Ris in 2011. This

wet market is air-conditioned, a stark contrast to the conventional ones.

By combining the recommendations in this proposal, there would definitely be spin-off synergy that would enhance the overall perception of the wet market and increase its relevance to the target audience. In assessing the proposed plan, promoting the case for sustainable development should also be looked into. The suite of communication designs and tools shall be specially tailored for different target audience groups, one of whom to add to the list could be that of teenagers. To appeal to them, humour could be applied in the copy and visual representations for collaterals.

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Appendix

Picture 1: Wet market at Tekka Centre



Source: <http://www.superstock.com/stock-photos-images/4034-58330>

Picture 2: Fitzpatrick's Supermarket



Source: <http://www.singas.co.uk/>