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PITCH DECK

GRUMPY KING GONG

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PROBLEM STATEMENT

Known to be stingy with their smiles and hesitant about showing emotions, Singaporeans are unaware of the impact negative emotions can bring to those around them.



Based on our survey, **90%** of respondents are unaware of the International Moment of Laughter Day.

Only **18%** of our respondents stated that they participate in community events and initiatives.

RESEARCH ANALYSIS



However, **78%** feel that it is important to bring laughter and joy to the elderly in our community, stating reasons such as "it's just nice to make people laugh" and "I like to see them happy".

RESEARCH ANALYSIS

A photograph of two young girls in a room filled with art supplies. They are holding up their drawings. The room is cluttered with various art materials, including paint cans, brushes, and finished artwork. The lighting is dim, creating a focused and creative atmosphere.

OUR SOLUTION

The Grumpy King Gong film and challenge seeks to counteract negativity and encourage the spread of joy and positivity through laughter

TARGET AUDIENCE

*Our primary target audience will be **community-focused youth**, followed by secondary audiences, **elderly, families and young children**.*

Our film showcases an uplifting story with a simple message of spreading joy and positivity collectively, attracts people of all ages and backgrounds and is especially appealing to youths and children as it includes an interactive challenge.



IDEATION & CONCEPT

Ah Gong was once the **life of the party**, always cracking jokes and making everyone laugh. However, as he got older, he became grumpier after the **loss of his wife** who had been his rock and source of joy for many years.

Her passing left a void that grew until he became **Grumpy King Gong**, the grumpiest Ah Gong in all of Singapore.





With his sharp tongue and quick wit, he is still the **"king of the house"** and youth from around the land seek out his advice but are always met with a grumpy sigh or sarcastic comment.

Beneath his grumpiness lies a **heart of gold**. Ah Gong is a proud member of the **community** and always willing to share his wisdom with the young ones.

This International Laughter Day, the youth of Singapore are challenged to **put a smile** on Ah Gong's face. Come down to Ten Square and join in the fun, with **games** designed to tickle Ah Gong's funny bone.

Who knows, you might just make him laugh for the first time in years and be the one to bring **joy** back into Grumpy King Gong's life.





UNIQUE SELLING POINT

People-Focused

Showing how people can come together for a common, good cause

Pathos

Emotional appeal adds an extra layer of memorability to our piece.

The use of a fictitious talent/game with the objective of making Ah Gong laugh is an obscure yet plausible idea hence, being **grounded by a set of realistic values and purpose.**



EXECUTION

1-MIN SOCIAL MEDIA VIDEO

Genre: Heartwarming, Homely

Characters:

Grumpy King Gong
"Ah Gong"



Ah Ma



Ah Gong's
Grandchild



1-MIN SOCIAL MEDIA VIDEO

Synopsis

The video **starts in black and white**. Ah Gong sits on his throne, grumpy as always. A photo frame of his late wife Ah-Ma on the table next to him, smiling in full colour.



1-MIN SOCIAL MEDIA VIDEO

Synopsis

Ah Gong's grandchild returns home and realises he is unhappy. He tries to make him happy again by showing him funny drawings, and actions, slowly cheering him up and **literally** bringing colour back into his life.



1-MIN SOCIAL MEDIA VIDEO

Synopsis

Once Ah Gong is happy and smiling again, **all colour has returned to the household**, in tandem with Ah-Ma's smiling photo. The video blurs and the title "International Moment of Laughter Day" is shown, with the quote ***"Together, we can make a ripple of happiness"***.

This International Laughter Day, take on the challenge of putting a smile on Grumpy King Gongs face!

Head down to Ten Square on the 14th of April and show how your small act of kindness can go a long way in making someone's day.

"Together we can make a ripple of happiness"

30-SEC TEASER VIDEO

15-SEC INTERACTIVE VIDEO

How will we implement the Grumpy King Gong challenge?

Challengers will submit drawings that can consist of memes, jokes and images through a QR Code.

The Laugh-O-Meter will slowly increase as Grumpy King Gong's smile brightens bit and bit.

