

MINISTER'S INNOVATION AWARD (SOCIAL MEDIA)



MERIT AWARD

CARING COMMUTER AWARD 2025 PIXEL ART ANIMATION



PROJECT TEAM



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IMPETUS FOR PROJECT

Background of the challenge – Addressing need to educate what is a caring act

The Caring Commuter Award (CCA) recognises caring commuters who have displayed exemplary acts of care of public transport and aims to inspire others to do the same. Winners are recognised at the annual Caring Commuter Week.



Group Photo of CCA 2024 Winners

In the past, the team would rely on traditional channels including social media posts, outreach by persons of influence (i.e. Minister of State Mr Baey Yam Keng), physical posters (discontinued in 2025) and Google Ads to raise awareness about CCA.



Key Visual for Call
for Nominations



Video Produced by
Our Grandfather Story (OGS)



Google Display Network

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Google Ads purchases

A factual approach through texts and street interview contents

These channels would feature more write-ups (texts) than visually appealing elements to capture attention to encourage visual association or memory retention. This has affected the quality of the CCA nominations submitted by the public as the members of the public lack awareness about what constitutes a caring act.

This calls for a need to engage members of the public through a more captivating approach, educating them through visually appealing elements to better understand what is a caring act for more meaningful nominations by the members of the public.

Statement of Need:

There is a need to capture commuters' attention to educate them about what is a caring act and create memory retention, so that the nominations received from the members of the public are more meaningful.

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EXTENT OF INNOVATIVENESS

The team conducted preliminary research on current trends through social media and compared the outreach of the past approaches to identify options which can:

- (a) capture attention of commuters to learn about the Movement, and;
- (b) share about what constitutes a caring act, during their commute or free time.

While there is a high outreach based on the existing contents, it did not translate into visible results in the quality of the CCA nominations submitted by members of the public, due to:

- Failure to determine what is a caring act;
- Length of existing contents (more than 1 minute) for commuters on the go.

In addition, with the growing low attention span, compounded by proliferation of "brain-rot" contents online, the team reviewed the past approaches, and adopted the usage of animation and rhythmic background music to address the abovementioned issues.



2 X collaborated videos with Singapore Kindness Movement (SKM) Statement Clips

709 963 views
(across Tik Tok, FB, IG and Youtube)
Higher outreach due to ads purchase by SKM



1 X Street interview video content engaging content creator from OGS

97,848 views
(across FB and IG)
Publicity via OGS platform.

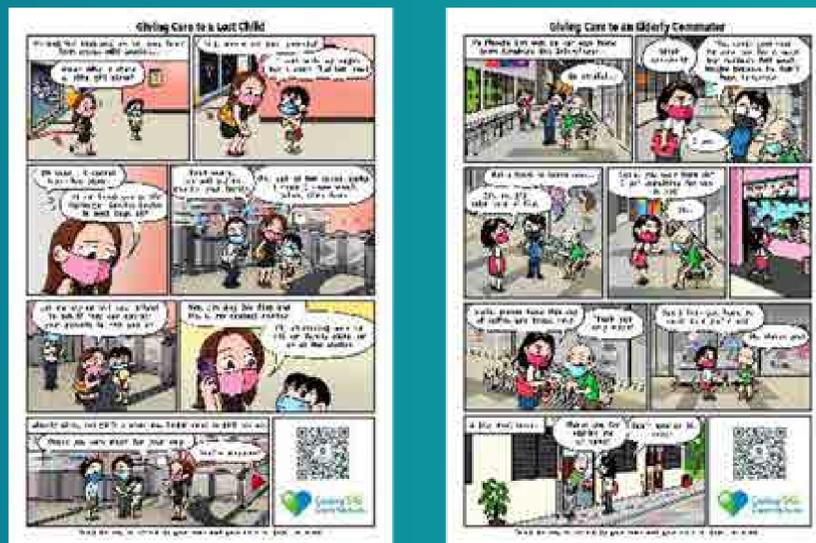
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EXTENT OF INNOVATIVENESS



2 X Comic illustration for 2022

34,438 views
(across FB and IG)

(Call for nomination content for past CCAs)

A visual, light-hearted approach to spread key message

We therefore came up with the idea of a 2D pixelated animation using bright colors & motion to capture attention. The team used simplified acts of care and interaction between commuters in the content to better educate the public on what constitute caring acts in public transport spaces via a linear, pixelated story within 43 seconds. A rhythmic background music was also inserted to attract attention right from the start of the content.

Using these game-like elements for the visual and background music, these elements allow us to fully capture the attention of the viewers, educating them on what is a caring act and associate these visuals with their learning.

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EXTENT OF INNOVATIVENESS



(Caring Norm of Give Care in Pixel Animated Production)

| Campaign | Start date | End date | Impression | Views | View rate. | Video played to 25% | Video played to 50% | Video played to 75% | Video played to 100% |
|--------------------|------------|----------|----------------|---------------|---------------|---------------------|---------------------|---------------------|----------------------|
| Youtube June 2025 | 4 Jun | 30 Jun | 121,045 | 63,155 | 52.17% | 59.48% | 46.51% | 40.93% | 36.27% |
| Grand Total | | | 121,045 | 63,155 | 52.17% | 59.48% | 46.51% | 40.93% | 36.27% |

(Content performance on Youtube)

| Objective / Month | Impressions | Link clicks |
|------------------------------------|-------------|-------------|
| Post 5 (Animation Video) - Traffic | 827,889 | 2,963 |

(Content performance on FB and IG)

The content managed to reach a wide audience, with more than 900k impressions across Facebook, Instagram and Youtube. These also translated into reduced irrelevant submissions for the CCA 2025 nominations, reducing man-hours needed to filter and verify the submissions.

The content can be reused for future educational engagements or regular reminder screenings at public transport nodes. This would add value to the sustainability of the product due to versatility of usage over time.

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EXTENT OF INNOVATIVENESS

Statement of Innovation Highlights:

The pixel art animation helped to raise awareness of the CCA and what constitute caring acts in a playful manner, utilising the game-like animations and background music to capture the attention of audiences. This results in reduced irrelevant nominations submitted by members of the public and improving work efficiency.

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IMPACT AND VALUE-CREATION

The content allows us to reach out to more members of the public, and educate them on what constitute caring acts and how they can nominate caring commuters. The team managed to reach out to more than 900k viewers in a month with the content only costing \$3,500.00.

The content also translated into a more visible result for the CCA nominations via education about caring acts, with a reduced number of irrelevant submissions as compared to the previous years. This helps to improve work productivity by enabling the team to focus on shortlisting relevant, meaningful nominations instead of irrelevant nominations.



The team achieved an overall reduction in the number of man hours spent on filtering the irrelevant nominations which enabled the team to focus on quality submissions. This addresses both the need to educate the commuters about caring acts and increased the capacity of the team to review the quality cases.

Outcome Statement:

The team improved its work productivity and achieved its intended outcome of educating the public with the content costing only \$3,500.00.

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FEASIBILITY AND SCALABILITY

The content (as a whole) can be replicated across PTC or WOG whereby key messages can be communicated to the members of the public in a creative manner.

Through the sharing of key messages in a visual format, which allows commuters to pick up the messages on the go easily, PTC or WOG can bring about the intended outcomes in a light-hearted manner. Apart from its versatility in being adapted for all ages and languages, this format can also complement and add value to existing outreach methods.

Potential of Project:

The project can be scaled to convey different messages to educate the public, and executed within six months of conceptualisation.