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Introduction	Your local government is trying to build recycling habits among citizens. They have been using the same tactics the past few years which include, brochures, posters, and awareness programmes in school. However, they have not yielded any significant improvements.
The Objective	<p>Primary</p> <ul style="list-style-type: none"> • Connect with a younger audience • Encourage them to embark on a recycling habit <p>Secondary</p> <ul style="list-style-type: none"> • Encourage environmental consciousness among citizens
The Challenge	Government campaigns are often seen as old school, boring, and especially disconnected with the younger generation. They lack the interactivity and fun that is needed to truly connect with the young generation.
The Task	<p>The Main Ask</p> <ul style="list-style-type: none"> • To create engaging educational TikTok content that encourages audiences to pick up recycling habits <p>Key Messages</p> <ul style="list-style-type: none"> • Bring your own plastic bag when shopping • Bring your own utensils & reusable straws
Target Audience	Citizens of your country aged 16 - 45
Expected Deliverables	<ul style="list-style-type: none"> • Minimum 1 x TikTok Video Creative <ul style="list-style-type: none"> ◦ File size should be 50MB or under • Each submission should only address one of the following markets. Please create a new submission if you'd like to work on more than one. <ul style="list-style-type: none"> ◦ Regional <ul style="list-style-type: none"> ■ To cover min. 3 countries within SEA ■ Submission language: English ◦ Indonesia <ul style="list-style-type: none"> ■ Submission language: Bahasa Indonesia ◦ Thailand <ul style="list-style-type: none"> ■ Submission language: Thai ◦ Vietnam <ul style="list-style-type: none"> ■ Submission language: Vietnamese
Requirements	<ul style="list-style-type: none"> • Register before submission <ul style="list-style-type: none"> ◦ <i>To submit an additional entry, submission process has to be repeated</i> • Only one person is allowed per entry
Deadline	15 January 2021, 23:59 (GMT+08:00)