

# Michelle CHONG

## PRODUCTIONS

### [Background]

Singapore celebrates its 54th birthday in 2019. Client is looking to engage content partners to create interesting concepts that revolve around the number “54” that is authentic to the respective content creators. There will be tactical promos for the different attractions but they revolve around the number 54 as well.

### [Concept 1: Gor Zhap Xi\*]

\*54 in Hokkien

#### Tie-in with RWS:

The video would feature all 4 RWS attractions as Ah Lian makes her way through them in the story. The hilarious and ridiculous nature of how the number 54 keeps appearing despite Ah Lian’s best efforts to avoid it would also leave a positive impression of RWS on viewers. Through the video, viewers would also be informed of the spectacular deals taking place at RWS during the National Day period, compelling them to share the funny and insightful video with their friends and maximise reach.

#### Reference video:

<https://www.facebook.com/watch/?v=1168293086647945>

Ah Lian is invited to RWS to promote its attractions but her impatience at the ticketing line offends the spooky ticketing lady. The lady gives Ah Lian a ticket with the number 54 and tells Ah Lian to watch out for the number. Ah Lian is annoyed and confused but proceeds to check out RWS’ attractions anyway. Ah Lian then starts seeing the number 54 in the various things around her (e.g. two tourists wearing jerseys 5 and 4). She is freaked out and runs away to a clearing where she feels safe. Ah Lian heaves a sigh of relief but then she notices some people dancing (wu\*), sees the merlion’s head in the distance (shi\*) and sees someone tearing a bag of potato chips (si\*). Ah Lian faints as she realizes that she cannot escape the ‘54 curse’.

*\*the words for dance and five, lion and ten, tear and four are similar in Chinese.*

Ah Lian is awoken by the spooky ticketing lady. Ah Lian frantically apologizes to the lady for being rude earlier and begs her to remove the ‘54 curse’. The ticketing lady is confused at first but after further explanation from Ah Lian, the lady bursts out laughing. She clarifies that when she told Ah Lian to watch out for 54, she was referring to how it is the 54th year of Singapore’s Independence and how RWS is celebrating it with posters all over their attractions. Ah Lian is embarrassed by her own paranoia.



**[Concept 2: How much do tourists know about Singapore?]**

Tie-in with RWS:

All 4 RWS attractions would be featured in the video as Ah Lian would interview tourists at those locations. The engaging interview would be a nice segue into promoting the different deals that take place at RWS during the National Day Weekend. Viewers would get to enjoy a good laugh as Ah Lian's snappy retorts and brash personality would draw out hilarious reactions from the polite and confused tourists. Through the video, viewers would also be informed of the spectacular deals taking place at RWS during the National Day period, compelling them to share the funny and insightful video with their friends and maximise reach.

Reference video:

<https://www.facebook.com/michellechongrocks/videos/1400744356736149/?v=1400744356736149>

Ah Lian visits 4 RWS attractions and asks tourists what they know about Singapore! Fun questions include: 'What is on the Singapore flag?', 'What is this called? (Ah Lian points to a picture of the Merlion)' and 'Can you name 3 famous Singaporeans?'. The questions would draw out hilarious reactions as the interviewees wrack their brains trying to figure out an answer or give answers that are downright ridiculous! Ah Lian's quick-witted responses and forthright personality would also drive the comedy in the video.

During the interview, Ah Lian would also touch briefly on the attractions (e.g. "Wah your steak look weh nice leh. Dis one must go with Cah-ber-neh red wine." at the F&B establishment), promoting RWS as an exciting and lavish place to visit.

Different promos of each attraction could also be superimposed during each respective segment.

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### Questions:

- Other than chilli crab, what other Singaporean dishes can you name?
- Can you name 3 famous Singaporeans?
- What is Singapore's national language?
- What is Singapore's national flower?
- Who is the Prime Minister of Singapore?
- What is the capital of Singapore?
- How many states does Singapore have?
- What is on our flag?
- What are the colours of the Singapore flag?
- Can you name the races in Singapore?
- What is Singapore famous for?

### Opening PTC

To all my forrower, hoseh bo? Today lim bu is at Resorts World Sentosa. National Day coming up so Lim Bu want to ask tourist how much they know about Sinkapor and here got a lot mah. Hana mai tu liao lah! Let's go!



## Social Media Captions

### **YouTube**

Title: Ah Lian VLOG #20: KANI NABE! Do tourists know NOTHING about Singapore?? 🤔

Description: Ah Lian visits Resorts World Singapore and asks tourists some tough questions!

Special Thanks: Resorts World Singapore

### **Instagram**

Ah Lian puts tourists to the TEST 🤔

Link of full video on my Instagram profile page, under "LINK IN BIO".

#resortsworldsingapore #singapore #nationalday #ndp #visitsingapore

### **Facebook**

Title: Ah Lian TESTS tourists about Singapore!

Caption: Ah Lian goes to [Resorts World Sentosa](#) and finds out how much (or little) tourists know about Singapore. 😊

Unbelievable SG54 deals at [rwsentosa.com/SG54](http://rwsentosa.com/SG54)!