



**SINGAPORE IS THE DEFACTO URBAN
JUNGLE WITH COUNTLESS MOMENTS OF
OUR LIVES TAKING PLACE IN BETWEEN
POCKETS OF CITYSCAPE.**

BENEATH OR ABOVE STOREYS.

STOREYS





**DRIVEN BY
CREATIVESATWORK AND
SUPPORTED BY IMDA,
STOREYS DISCOVERS,
SUPPORTS, FUNDS, AND
SPREADS CREATIVE
WORKS FROM
INDEPENDENT CONTENT
CREATORS WITH THE AIM
OF DRIVING POSITIVE
SOCIAL CHANGE FOR
SINGAPORE AND
SINGAPOREANS.**



**DRIVING
POSITIVE
SOCIAL
CHANGE**

2019

INAUGURAL LAUNCH IN 2019


To create an impact to our communities, we are selecting 15 teams of content creators to produce 15 digital videos that drive social causes they are passionate about.

Causes that will inspire:

- BETTER COMMUNITIES
- BETTER ENVIRONMENT
- BETTER LIVING

15 SELECTED
TEAMS

15 ORIGINAL
VIDEOS



**WE MATCH
CONTENT
CREATORS
SEARCHING
FOR A CAUSE
WITH
CAUSES
THAT NEED A
VOICE**

**THE CHANNEL OF GOOD FEELS
BRINGING BACK THE GOOD**

THE CAUSE:

**WE BELIEVE THAT VIDEOS FOR A GOOD
CAUSE ARE RARE NOWADAYS.**

**CONTENT HAS BECOME A SAKE OF MAKING
CONTENT. WE WANT TO BRING BACK THE
GOOD OLE DAYS WHERE PEOPLE HAD A
MESSAGE - A GOOD MESSAGE - TO SAY
THROUGH THEIR FILMS.**

THE EFFECT:

**WE'RE CREATING A SPACE AND DEMAND
FOR FILMS WITH AN IMPACT. CAUSES WILL
HAVE A VOICE THAT CAN BE HEARD AND
SPREAD.**



CREATING A DIGITAL IMPACT

In order for the videos to drive social change in Singapore, they must reach out to the Singaporean viewers and stand out from the onslaught of videos we see everyday.

ANCHORS

Each video will be paired with an anchor. The anchor will provide the story source to help further the cause and impact of the video. More importantly, the anchors will serve as important platforms and networks where the videos will be shared.

MULTI VERSIONS

Each video will have multiple versions that will infiltrate the different platforms in their best form from Facebook, Instagram, Youtube and the main website. Each platform leverages on different storytelling method to spread the same message, drilling down the impact of the cause we are driving.

MENTORSHIP FOR CONTENT CREATORS

All 15 selected content creators will be mentored on making videos that best attract the current online viewing habits. Story-telling has evolved overtime with vertical mobile phone viewing, text interacting with video, etc. All content creators are also required to share the video to their own network.

FILM FESTIVALS

All 15 videos will be sent to international film festivals to further drive our cause beyond the shores of Singapore. The Singapore stories will be heard from everywhere in the world.

OUR PROPOSED MENTORS

NUSEIR YASSIN

A travel video blogger who created daily 1-minute videos on Facebook under the wildly popular page Nas Daily. The page has a total of 12 million followers on Facebook.

ALLIE WAXMAN

A two-time Emmy Award-winning digital marketing content strategist with experience working in the entertainment industry, specializing in storytelling through emerging technology.

To ensure that the videos will be impactful and engaging, the content creators have to go through a mentorship programme.

NAWAPOL THAMRONGRATTANARIT

An award-winning director from Thailand who's work has earned critical acclaim for its unique and eccentric style. His films have won major international awards and his 2nd feature film is funded by Gucci.

KEVIN PEARCE

An experienced content creator and strategist with a demonstrated history of innovation in storytelling. Is currently the head of content focusing on digital and social media for HBO.



CAUSE



STOREYS

CONTENT
CREATOR

FUNDING

TIMELINE

Launch of Storeys **MAY-JUL'19**

Call for submissions

Announcement of
chosen filmmakers

Promotional content:

- How Storeys works
- Profiles of 7 filmmakers
- Profiles of mentors

Deliberation of winners **AUG'19**

Call for public voting

Promoting workshops

Filmmaking workshop

Promotional content:

- Specialisations of each mentor
- Workshop topics
- Influencer coverage of workshops

Mentorship **SEP-NOV'19**

Mentorship

Promotional content:

- Behind-the-scenes of mentorship
- Behind-the-scenes of films
- Sneak peeks of final films

Deliberation **DEC'19**

Internal review from mentors,
causes and producing team,

Promotional content:

- Screening dates and platforms

Screening/Final films **JAN-MAR'20**

Films housed on the
Storeys channel and
website.

Promotional content:

- Film Teasers
- Competition highlights
- Final films



Promotional content
will be on Facebook,
Instagram, Youtube
and LinkedIn.

ONLY THE BEGINNING

Outside the competition, we will continue to reach out to various organizations and groups of filmmakers to create more videos with a meaningful message.

INFLUENCERS

Having dabbled in content creation, they are looking for their next piece to have more meaning.

SCHOOLS

Reaching out to students to cultivate the next generation of content creators.

BUDDING CREATORS

They have already made their first films and are looking for their next project.

Creating a sustainable capsule of videos, content creators and causes for good.

A NEW CURATED SERIES OF VIDEOS TO BE RELEASED EVERY 3 MONTHS

ISSUES WE ARE FOCUSING ON



ENVIRONMENT RELATIONS AND ISSUES



COMMUNITY/ NEIGHBOURHOOD RELATIONS



With awareness comes positive thinking. But only positive actions give birth to impactful changes.

A lot of digital content focuses on building awareness, but with the content that we are generating, our main aim is to encourage viewers to take action.

Change cannot happen without action.



DISADVANTAGED COMMUNITIES RELATIONS AND ISSUES




ELDERLY RELATIONS AND ISSUES



FAMILY RELATIONS AND ISSUES



YOUTH RELATIONS AND ISSUES

The image is a horizontal collage of five vertical panels, each featuring a portrait of a different person. From left to right: a man in a white shirt, a man in a light blue shirt, a man in a plaid shirt and glasses, a woman in a dark top, and a man in a plaid shirt and glasses. The text 'SELECTED CONTENT CREATORS' is centered across the middle of the collage in a bold, white, sans-serif font.

**SELECTED
CONTENT CREATORS**



Andie first made his foray into the media industry as a Mediacorp artiste back in 2005. A year later, he was given a prominent role in the period drama, *The Little Nonya*. Since then, he has been a household name in Singapore and a common face on local screens.

He was nominated for 3 categories at Star Awards 2017, which are Best Actor for *If Only I Could*, Best Supporting Actor for *Hero* & Top 10 Most Popular Male Artistes, and again for Top 10 Most Popular Male Artistes at the Star Awards 2018.

He started vlogging in 2017 and has since amassed a faithful following of over 11,000 subscribers on the online video platform, and over 178,000 followers on Facebook and Instagram.

ANDIE CHEN

ACTOR/YOUTUBER

SINGAPOREAN ACTOR AND YOUTUBER, ANDIE CHEN NOW HAS HIS OWN VLOG ON YOUTUBE, WITH AN ONLINE TALK SHOW FEATURING LOCAL ACTORS AND FILMMAKERS.



Derrick's 2nd film, *Colours*, screened at more than 40 festivals worldwide and won awards in Australia and Asia. His poetic short, *When Night Falls*, secured a Special Mention at the I've Seen Films International Film Festival, the only Asian film that was awarded in Milan.

In 2015, Derrick completed his independent feature film, *1400* which had its World Premiere at the prestigious Festival des Films du Monde, and won Best Feature Film in Sydney's fLEXiff 2015 and Maverick Movie Awards in Los Angeles. In 2016, Derrick was invited to join the Jury of Reel Sydney Festival of World Cinema. Collectively, his films have screened at numerous festivals including London, Tokyo, Sydney, Sao Paulo, Iran, New York, Pusan, Shanghai, Los Angeles and Milan.

DERRICK LUI

DIRECTOR/FILMMAKER

STARTING HIS CAREER AT MEDICORP'S TVC ARM, DERRICK MOVED ON TO MTV ASIA BEFORE LEAVING TO PURSUE HIS OWN FEATURE FILM DREAMS.



Ghazi holds a Master of Fine Arts in Filmmaking from film.factory, an intensive programme created by the Hungarian film director Béla Tarr.

In his career till date, Ghazi has produced more than 50 short films, which screened at various international film festivals in Europe and Asia.

In 2014, he produced a feature length omnibus documentary Lost in Bosnia, which screened to critical acclaim. His directorial debut feature length film, Temporary Visa, shot entirely in Bosnia Herzegovina, is currently in post-production.

Skuad Cilik 2, a children's TV programme he directed, recently won Best Kid's Show at Pesta Perdana 2019,

GHAZI ALQUDCY

DIRECTOR/FILMMAKER

HIS WORKS VARY IN APPROACH - FROM FICTIONAL NARRATIVES, TO DOCUMENTARIES, TO EXPERIMENTAL PROJECTS.



Nicknamed Spoon, she is a recipient of the Akanga Film Asia Prize in scriptwriting, Cathay Organization Film Prize, and was also awarded the Shaw Foundation Silver Medal & Prize.

Her works have went on to the 6th Singapore Indie Documentary Fest, 6th Singapore Short Films, Beijing Film Academy Awards, London The Smalls Film Festival and National Youth Film Awards.

Sabrina (S.poon) believes that there are always stories to be told and conveyed in an interesting perspective. She is always up for new challenges and eager for collaborations to kickstart the right ideas for the right purposes.

SABRINA POON

DIRECTOR/FILMMAKER

IN HER DIRECTING CAREER, SABRINA'S SHORT FILMS AND DOCUMENTARY SHORT HAVE BEEN SCREENED ON FILM FESTIVALS AND ONLINE MEDIA.



Stanley Xu is a filmmaker from Singapore. Graduated from Ngee Ann Polytechnic's School of Film & Media Studies, he is currently pursuing his MFA in Filmmaking at Taipei National University of the Arts. His short films have screened at international film festivals such as Hawaii amongst many others.

Drawing inspirations from his observations of everyday life, he hopes to explore and capture the nuances of the human condition using moving images.

STANLEY XU

DIRECTOR/FILMMAKER

STANLEY'S FILM, MOTHER, TRAVELLED WIDELY IN THE SCENE OF INTERNATIONAL FILM FESTIVALS. HIS FILM, 'BLK 401' ALSO WON BEST EDITING IN CINE65 2018.



SCHEDULED TIMELINE



**PUBLICITY
LAUNCH**
: **MAY 2019**

**CALLING FOR
SUBMISSIONS**
: **MAY - JUL 2019**

PUBLIC VOTING
: **AUG 2019**

**SELECTION OF 8
SYNOPSIS**
: **AUG 2019**

PRODUCTION
: **SEP - DEC 2019**

DISTRIBUTION
: **DEC - MAR 2020**





**LOOKING
FOR
SUPPORTERS
TO HELP
FURTHER
OUR CAUSE**

ANCHOR PARTNER

\$\$8,000 PER VIDEO

YOU ARE ENTITLED TO:

**NAME A THEME TO DRIVE YOUR CAUSE WITH
STORYTELLING**

USE THE VIDEO/S YOU FUND ANYWHERE

**LOGO/BRAND EXPOSURE ON WEBSITE,
SOCIAL MEDIA PLATFORMS AND ALL
MARKETING COLLATERALS AS ANCHOR
PARTNER**

MENTIONED IN FUNDED FILM'S END CREDITS

VIP INVITATION TO THE PREMIERE EVENT

**HELP US DRIVE POSITIVE SOCIAL CHANGE IN
SINGAPORE THROUGH THE MOST POWERFUL
MEDIUM - SOCIAL MEDIA**

**LOOKING
FOR
SUPPORTERS
TO HELP
FURTHER
OUR CAUSE**

SILVER PARTNER

S\$25,000

YOU ARE ENTITLED TO:

**NAME UP TO 2 THEMES TO DRIVE YOUR CAUSE WITH
STORYTELLING**

USE ALL 15 CAMPAIGN VIDEO/S ON OWN PLATFORMS

INVOLVED IN THE DIRECTION OF THE CONTENT

**LOGO/BRAND EXPOSURE ON WEBSITE, SOCIAL MEDIA
PLATFORMS AND ALL MARKETING COLLATERALS AS
SILVER PARTNER**

**LOGO IN ALL 15 FILMS' END CREDITS AS 'SILVER
SPONSOR' OR 'EXECUTIVE PRODUCER'**

VIP INVITATION TO THE PREMIERE EVENT

**HELP US DRIVE POSITIVE SOCIAL CHANGE IN
SINGAPORE THROUGH THE MOST POWERFUL MEDIUM -
SOCIAL MEDIA**



**LOOKING
FOR
SUPPORTERS
TO HELP
FURTHER
OUR CAUSE**

GOLD PARTNER

\$50,000

YOU ARE ENTITLED TO:

NAME IN TITLE OF CAMPAIGN (OPTIONAL)

**NAME THEMES TO DRIVE YOUR CAUSE WITH
STORYTELLING**

USE ALL 15 CAMPAIGN VIDEO/S ON OWN PLATFORMS

**HAVE DIRECTION IN FILMMAKING PROCESS OF YOUR
NAMED CAUSE**

**LOGO/BRAND EXPOSURE ON WEBSITE, SOCIAL
MEDIA PLATFORMS AND ALL MARKETING
COLLATERALS**

**LOGO IN STANDALONE END TAG IN ALL 15 FILMS' END
CREDITS**

BE PART OF THE PANEL OF JUDGES

VIP INVITATION TO THE PREMIERE EVENT

**HELP US DRIVE POSITIVE SOCIAL CHANGE IN
SINGAPORE THROUGH THE MOST POWERFUL MEDIUM
- SOCIAL MEDIA**



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