

Communication Arts - Senior Project

Notice the Unnoticed



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ABOUT US

An intermediary that aims to address and notice the unnoticed issues and find the most practical solution that covers all 3 stakeholders from the upstream to the downstream



UNNOTICED PROBLEMS:

Due to covid-19, **Vulnerable businesses**

Unnoticed foundations

Overlooked food surplus problems

Notice the Unnoticed Project aims to address them and make a change for the better of the society

TARGET



Primary = Donators

- Based on the psychological factors:
 - Their values in the donation
- High concerns in making the most out of their money, making a change to society, environmental responsibilities
- Value credibility and transparency
- Tend to donate to underprivileged children the most

INSIGHTS



- Make decisions by themselves
- Focusing on social good
- Actively searching for information especially on Facebook
- Not convinced by big and famous foundations
- Find the use of ads or influencers commercial

Secondary = Business owners

- Located in Bangkok, around university, office, and community areas
- Suffer from the COVID-19 situation
- Deal with residual food stock
- Active on social media platforms, especially Facebook.

- Up to 70% of customer loss
- Only recover to 50% compared to pre-covid
- Weekly food loss stands from 10 to 30 kilograms
- Usually get rid of it by selling in half price, eat it themselves
- Willing to take initiatives on environmental matters.

OBJECTIVE



Learn

To raise awareness concerning the issues of businesses suffering from COVID-19, residual stock problems, unnoticed foundation, and environmental problems

Feel

To gain interest among the target on the issues and provoke the desire to take part in noticing the unnoticed problems

Do

To lead the primary target, donators, to be engaged and take actions in the donation.

WHO WE'RE HELPING?

Pathumwan Princess Hotel

Tung Jai Yhu Restaurant



Need:

- Dealing with 10-30 kilograms of food surplus weekly
- Up to 70% of customer loss and only 50% recovered

METHODOLOGY



Step 1

Fundraising for the budget to be used in exchange of the residual stock



Step 2

Transfer the money to make the businesses some earnings and trade with the food stock



Step 3

Connect the foundations with the food stock so they make most use out of it

Foundation



Child Protection Foundation
Samut Songkhram, Thailand

Need:

- Provide daily food and shelter to over 70 children
- Donations decreased by 30-40%
- In need of commodities and normal goods



SOLUTION:

--> Create a social media platform on Facebook

--> Collaborate with vulnerable businesses and in need foundations

--> Post contents according to the Learn-Feel-Do stage

--> Approach the target through Facebook groups where they depend on for information

COMMUNICATION STRATEGIES:



Addressing the needs of the target

- Introduce the flow of the supply chain and the benefits created
- Trustworthy, official, transparency
- Acknowledgment of the problems of all stakeholders

Key message

Fill **3** needs with **1** deed

Fill three needs with one deed:
In one donation, they will contribute to assisting businesses affected by COVID-19, unnoticed foundations, and environmental problems, focusing on the benefits they will be able to create which maximizes the most social good as possible

EVALUATION:



Learn	Facebook reach
Feel	Facebook Engagement
Do	1. Conversion rate 2. The amount of funds raised 3. Food waste saved 4. Business supported 5. Foundation reached 6. Donators participated

Goal

466
500
3%
6,960 Baht
80% from that of previous week
At least 2
At least 1
14 people

SUCCESSFULLY FILLED 3 NEEDS

- ✓ 730 people has reached the project
- ✓ 717 engagement has been generated
- ✓ 6.5% Conversion Rate
- ✓ Supported 1,960 baht and 5,000 baht to 2 businesses
- ✓ Total fundraising 36,320 Bah
- ✓ 6,960 baht of food stock handed in to one foundation
- ✓ 8.2 and 29.7 kgs of food surplus saved from becoming food waste (82% and 84.86%)

โอนเงินสำเร็จ
19 เม.ย. 65 09:15 น.

น.ส. นิตยชานา ค.ร.กสิกรไทย xxx-x-x1197-x

น.ส. สุนทรณ์ พรธิตินศ รศัลยกรรมแพย์ xxx-xxx-3655

เลขที่รายการ: 012109091506897556

จำนวน: 1,960.00 บาท

ค่าธรรมเนียม: 0.00 บาท

Verified by K+

บันทึกช่วยจำ: NOTICE THE UNNOTICED PROJECT for ตั้งใจอยู่

โอนเงินสำเร็จ
19 เม.ย. 65 18:04 น.

น.ส. นิตยชานา ค.ร.กสิกรไทย xxx-x-x1197-x

โรงพยาบาลพญวันปรีณิเชส ร.ทหารไทยรมชาติ xxx-x-x0289-x

เลขที่รายการ: 012109180415197334

จำนวน: 5,000.00 บาท

ค่าธรรมเนียม: 0.00 บาท

Verified by K+

บันทึกช่วยจำ: Notice The Unnoticed Project สำหรับโรงโอบุพญวันปรีณิเชส

ยอดเงินที่ใช้ได้
36,320.00

