

# TIMES THEY ARE A-CHANGING



WHY & HOW SPREEHA NEEDS TO EVOLVE

# WHAT IS THE WORK

**01**

Understanding of  
the problem

What is the issue we are  
facing?

**02**

Crafting Story &  
Business Strategy

What are the big changes  
needed?

**03**

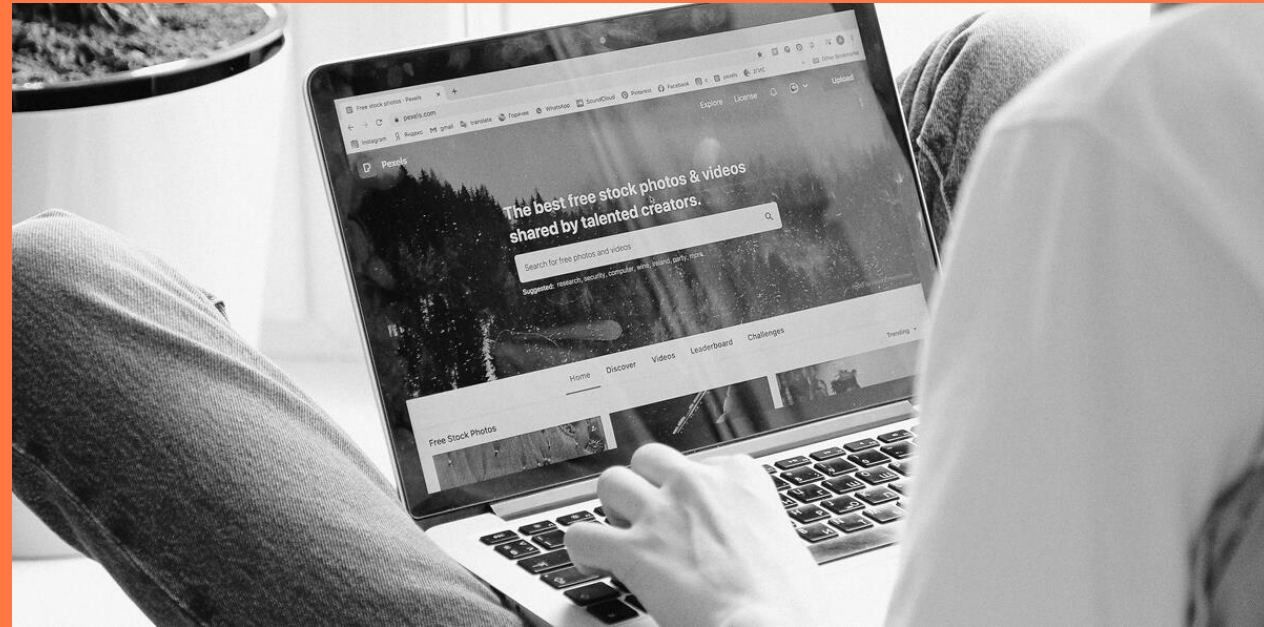
Designing Content  
Strategy Framework

What are the creative  
directions we will follow?

**04**

Designing Content  
Routes & Execution

What are the content designs  
that will drive results?



# WHAT IS THE PROBLEM

01

## Stuck in NGO Position

Despite the Spreeha values saying otherwise, Spreeha positioning and execution is still like a NGO

02

## No clear story

Too much focus on numbers and spread in too many directions, instead of having a story

03

## Lacks engagement

Social media is used to give information and treated like advertisement, instead of Content Marketing

# WHO ARE WE?

SPREEHA STORY

## Vision

Inspire one to full potential to induce collective change

## Mission

Spreeha focuses on developing innovative, affordable healthcare services and inspiring, skills-based youth leadership programs to tackle some of society's biggest problems.

# WHAT MAKES US UNIQUE?

SPREEHA STORY

- Using **Human-Centered Design (HCD)** thinking to identify & understand human problems, create relevant solutions and deliver them in a sustainable way
- **Blending values** of non-profit, progressiveness of digital technology & best practices of commercial organizations to solve societies biggest problems

# WHAT GUIDES US?

SPREEHA STORY

EMPATHY

SOLUTION FOCUSED

COLLABORATIVE

FOREVER FORWARD

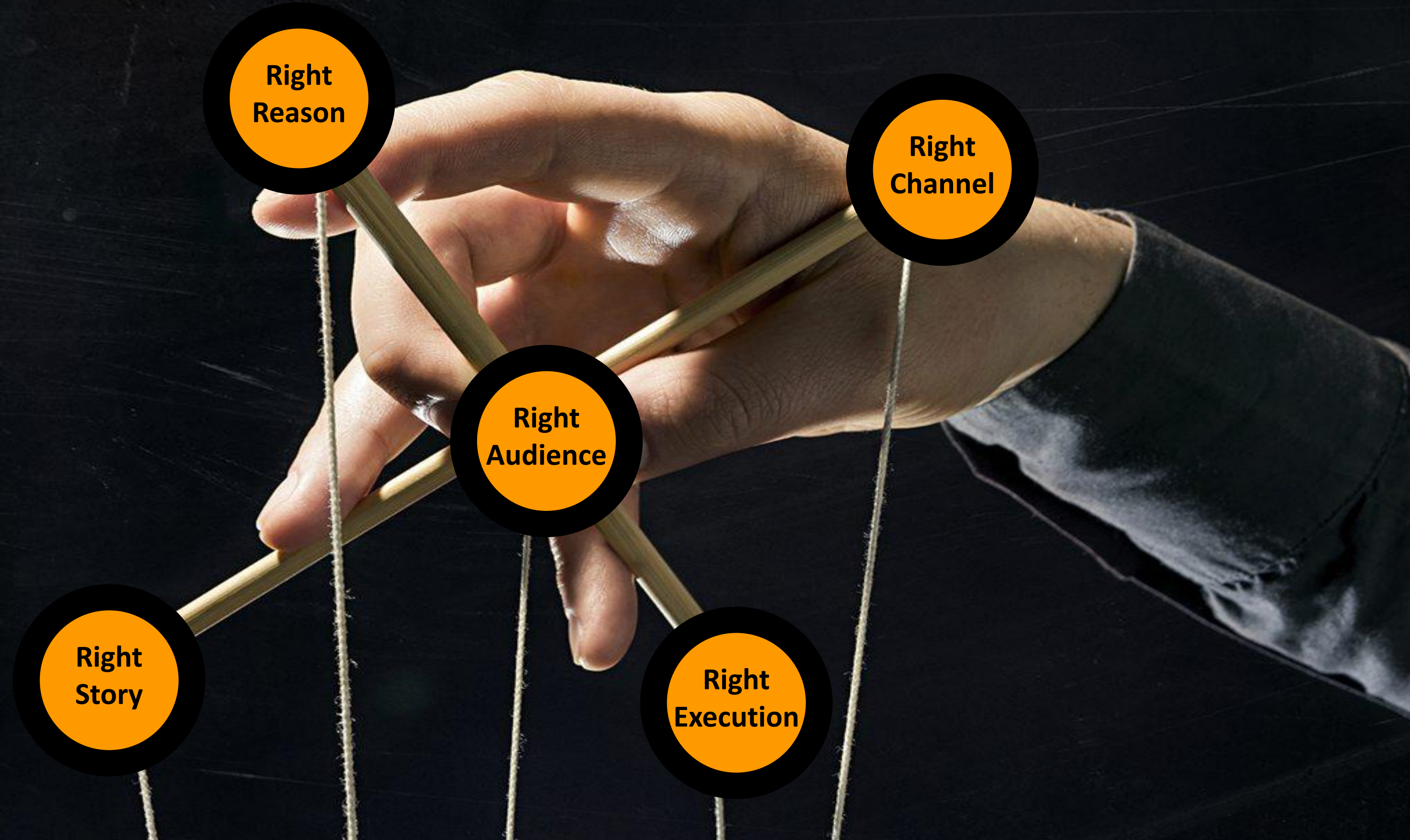
WHAT WE **SAY** IS NOT  
WHAT WE **SHOW** PEOPLE  
THROUGH WHAT WE **DO**

WHO WE **ARE** IS NOT  
WHAT PEOPLE **PERCEIVE**  
US TO **BE**

**REPOSITION SPREEHA**  
**WITH AN IMAGE**  
**BUILDING CAMPAIGN**  
**& YEARLONG**  
**CONTENT SUPPORT**



# Content Strategy Framework



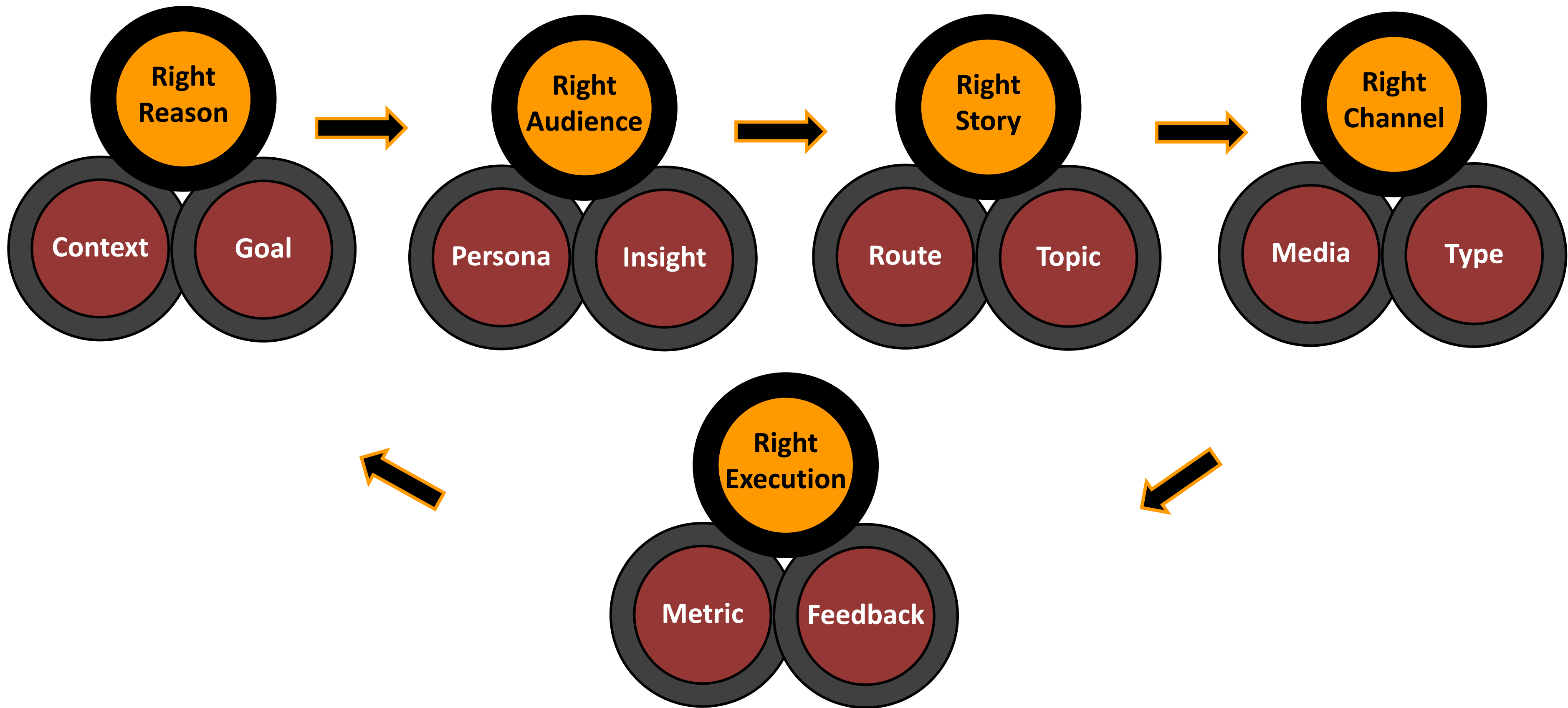
**Right Reason**

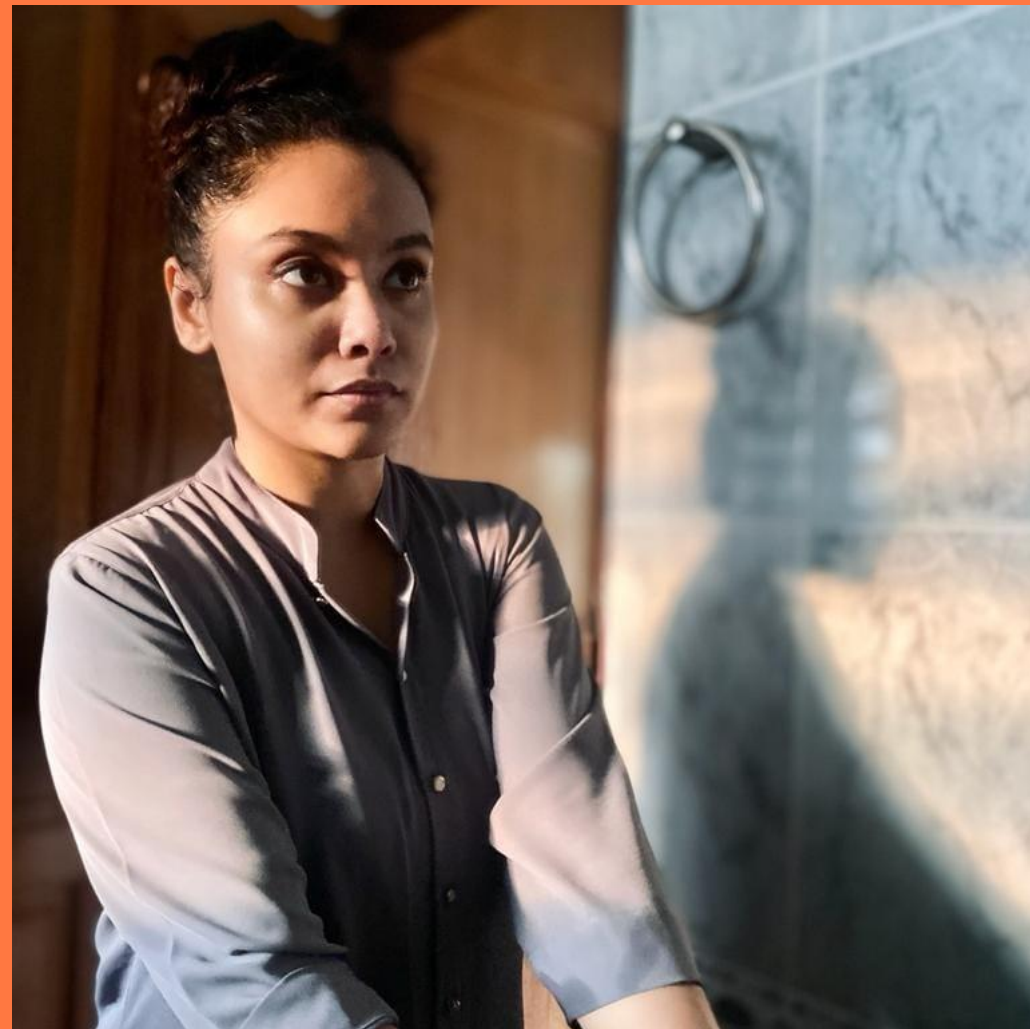
**Right Channel**

**Right Audience**

**Right Story**

**Right Execution**





Targeted Persona

## The Conflicted Women

Stuck in regular white-collar jobs, but wants to feel inspired by contributing, without heavy involvement of time

## Cautious Optimism

Culturally ambivalent – a part of her thinks better days are ahead but the other parts don't find proof to think so

## Status Quo

Pressed with time commitments from everywhere and everyone, she doesn't find time for herself. That's why, the person she knows the least, is herself. Since she doesn't really know what she wants anymore and if life is as good as it is, why rock the boat and change?

What if things fall apart?

*“THE MORE THINGS I CARE ABOUT,  
THE MORE COMPLEX LIFE GETS”*

# FROM NONCOMMITTED TO OWNERSHIP

## HUMAN CHALLENGE

Non-committed

Life is full of complex choices, which none wants to make. Feeling quick fix inspiration is nothing without taking strong actions following hard decisions



## SPREEHA STORY

Inspire to Full Potential

Reaching full potential is nothing but claiming full ownership of your Life. And only by making & owning your choices, you live YOUR life



## NEW IDENTITY

OWN YOUR CHOICE  
LIVE YOUR SPREEHA

Bad choices change life. But not making any is like not living.

SPREEHA believes only by making a choice you make a stand, you move forward.

Own your choice. Live your SPREEHA

Life is about choices.  
Choose to stay angry  
Choose to quit halfway  
Choose to feel powerless  
Choose to leave the room without asking  
Choose to change when you are the best

Whatever you do, make a choice.

Because though hard choices change life,  
Not making any, means you haven't lived at all

SPREEHA believes only by making a choice you make a stand, you move forward.  
SPREEHA believes what got us here won't get us where we want to go.

That's why SPREEHA decided to Evolve.  
After impacting xxxxc lives & living x years of purposeful existence,

From April 14 2021, SPREEHA will be much more than a social business  
We will be a..... (CEO to decide wording)

Own your choice. Live your SPREEHA

# THE SPREEHA MANIFESTO

# How it will work

## PHASE 1: INTERNAL BELIEF (Q1)

Finalize the plan, Alignment with board, internal workshops, CEO workshops, Internal branding

## PHASE 2: EXTERNAL ROLLOUT (Q2)

A 3 month 3 phase campaign to explain the new Spreeha story and positioning through Social media

## PHASE 3: INNOVATE (Q2)

Use Mental health & HCD as the innovative space to bring credibility to New Spreeha story

## PHASE 4: SUBSTANTIATE (Q3-Q4)

Bring focus back to other programs + additional content directions

# INTERNAL ROLLOUT

Convince internal stakeholders  
to believe, commit and evolve

## Co-creation Workshop

A off-site to create plans to activate the new SPREEHA identity

## Toolbox

Create all necessary assets to rollout the campaign internally and externally

## Alignment Meetings

Align board and key stakeholders on the new direction

## Brand Champions

Assign a group of handpicked brand champions who will oversee the project

## Breakfast of Champions

A series of meetings between CEO, Brand Champion and smaller teams to explain & sell the plan

# Giving the Year a theme using “Symbols”

## Phase 1: “PAUSE” Campaign



Campaign name:  
**THE GREATEST HITS**

A campaign to reflect the great achievements of SPREEHA and extending Thank You

## Phase 2: “FWD” Campaign



Campaign name:  
**OWN YOUR SPREEHA**

A short campaign to explain to announce the new SPREEHA – key content is the SPREEHA manifesto & AV based on that

## Phase 3: “TICK” Campaign



Campaign name:  
**OWN YOUR CHOICE.**

A campaign to engage audience to hammer in the new SPREEHA positioning by asking audience to make a choice from two tough options

## Phase 4: “CROSS” Campaign



Campaign name:  
**DARE TO DELETE**

A campaign to engage audience to further reinforce new SPREEHA positioning by inviting them to Delete choices from their life that is holding them back

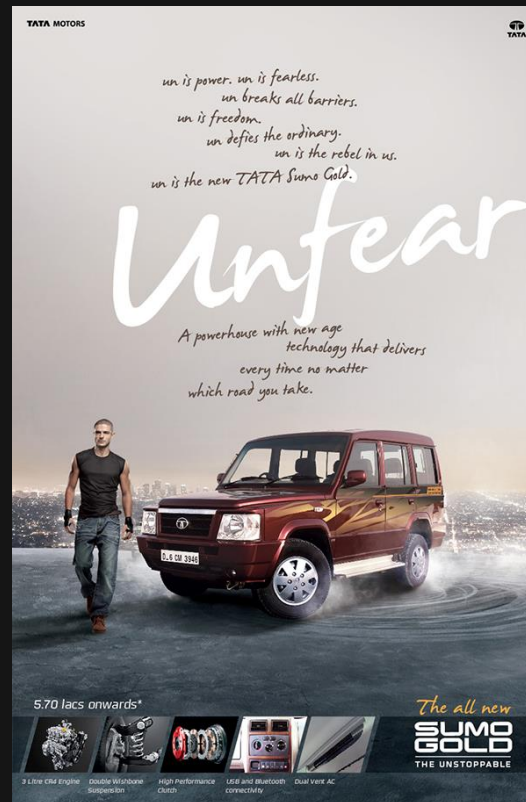


# SAMPLE CAMPAIGN CONTENT

## “FWD” CAMPAIGN

Message: OWN YOUR SPREEHA

# TURNING THE SPREEHA MANIFESTO INTO STATIC CONTENT & DYNAMIC AV



Stylistic reference:

<https://www.youtube.com/watch?v=MQCSJtMDnVM>

Stylistic reference:

<https://www.youtube.com/watch?v=lwJkP4Ayqvl>



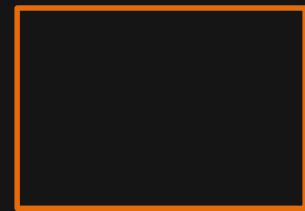
# SAMPLE CAMPAIGN CONTENT

## “TICK” CAMPAIGN

Message: OWN YOUR CHOICE



**GO ABROAD TO GET WHAT YOU DESERVE**



**STAY BACK TO FIGHT ANOTHER DAY**

Put a Tick. Make a choice.

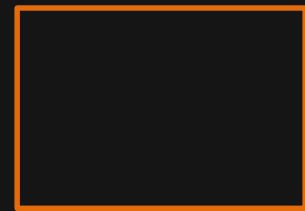
Because though bad choices ruin lives, not making any means you haven't really lived

Our new SPREEHA believes only by making a choice you make a stand, you move forward

So, go ahead champ. Own your choice. Live your SPREEHA



**BE ANGRY WITH ALL THE MISTREATMENTS**



**TURN THE OTHER CHEEK TO MOVE ON**

Put a Tick. Make a choice.

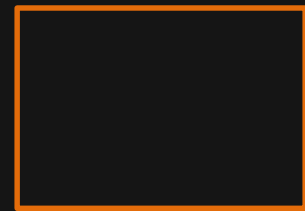
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**STAY TOGETHER FOR THE CHILDREN**



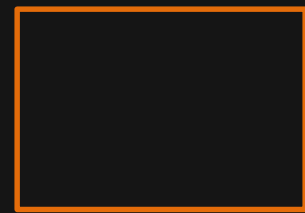
**RUN AWAY TO LIVE FOR YOURSELF**

Put a Tick. Make a choice.

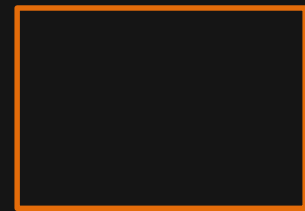
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**QUIT DAYJOB TO PURSUE YOUR DREAM**



**STAY IN THE JOB TO PROVIDE FOR FAMILY**

Put a Tick. Make a choice.

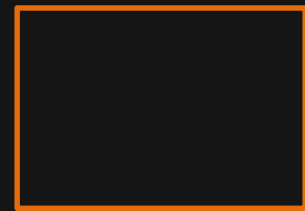
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**STAY IN A COMMITTED RELATIONSHIP**



**FALL IN LOVE AGAIN & AGAIN**

Put a Tick. Make a choice.

Because though bad choices ruin lives, not making any means you haven't really lived

Our new SPREEHA believes only by making a choice you make a stand, you move forward

So, go ahead champ. Own your choice. Live your SPREEHA



# SAMPLE CAMPAIGN CONTENT

## “CROSS” CAMPAIGN

Message: #DARETODELETE



# WHAT WE DON'T DO DEFINES WHO WE ARE

A new era deserves a new SPREEHA.  
And a new SPREEHA needs a new YOU.

What would you delete to become new you?

SPREEHA BELIEVES only by letting go, we move ahead.  
So in the comment section below, let us know what would like to Delete from your life.  
In return, SPREEHA will turn that into a beautiful design for your  
mobile wallpaper & social media profile, custom made only for you.

Do you #DARETODELETE?



# OTHER ACTIVITIES TO SUPPORT THE CAMPAIGN

**01**

Create a  
#DARETODELETE

**02**

Most frequent “Delete”  
submissions are  
thrown in a bonfire and  
photographed/made  
into a video

**03**

Write back to each of  
the submitters to  
reinforce the  
relationship

**04**

Create numerous  
contents/merchandise  
based on  
#DARETODELETE and  
its submissions

# 6 Key Strategies for SPREEHA Content Marketing

Change the story

Reposition Spreeha from a social business to a XXXXX

Don't talk about SPREEHA.

Talk about the cause that people feels more invested in

Focus on the Individual Stories

Stylistic references; "Humans of New York" etc.

Do Keyword Research

Do Keyword search and center your content around it such as "Covid vaccines", "Mental health" etc.

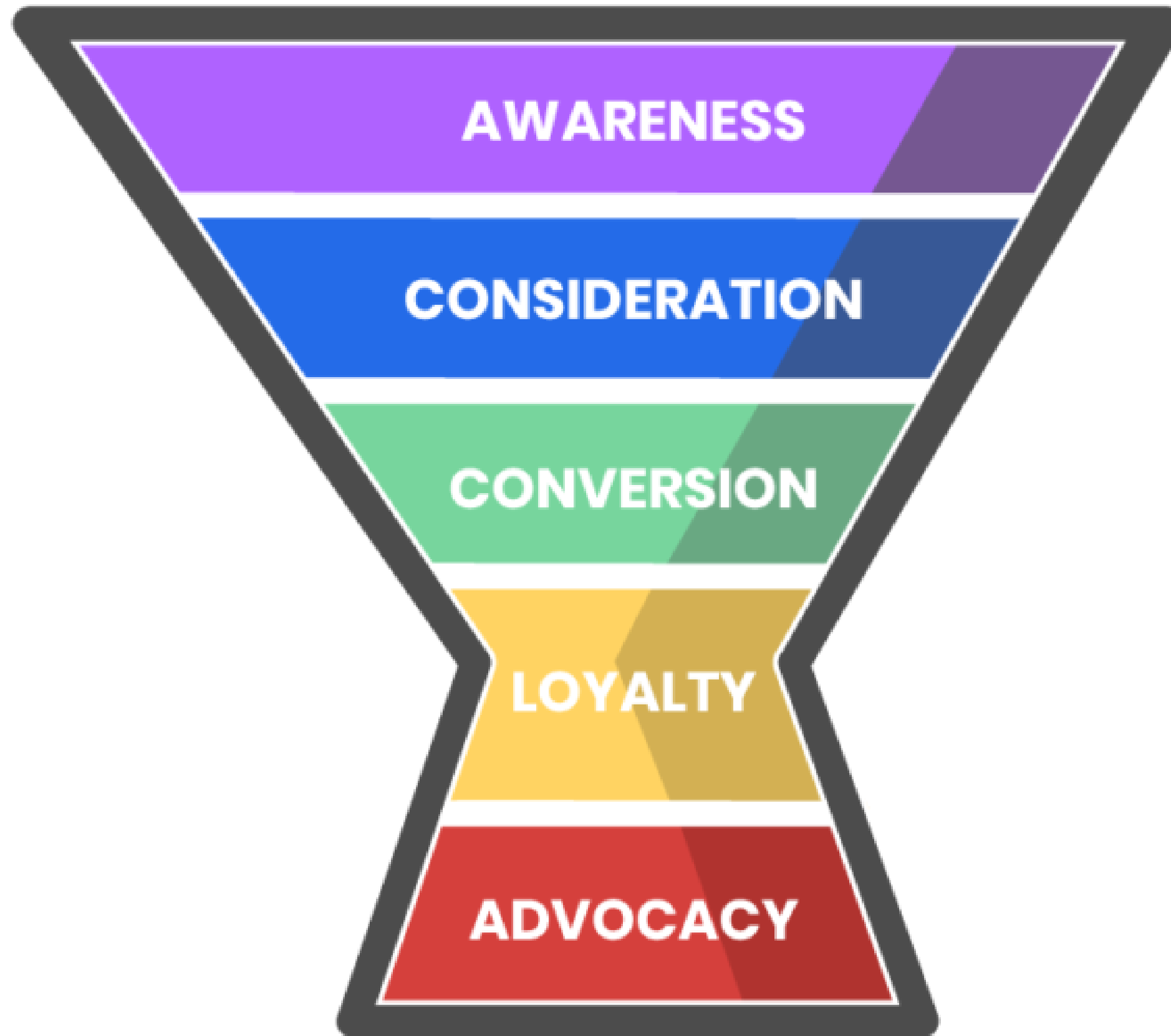
Collaborate Laterally & Vertically

Collaborate not just with other like minded Artists or brands or partners but also like minded audience members

Follow a Thematic Cycle

Have a theme and focus for each Month / Quarter and use the Content Calendar attached for planning

# Right Reason – Goal



# Right Reason – 3 Content Type

## HERO-HUB-HYGIENE CONTENT PYRAMID

