

## **Rationale**

Statistics have reflected an average of 1190 reported cases of molestation yearly between 2016 and 2020, which is approximately 24% higher than between 2011 and 2015 (Sin, 2021). According to the Ministry of Home Affairs – Singapore Police Force, there were a total of 1411 victims of molestation in 2020. 679 victims were aged 21 and below, while the remaining 732 victims were above 21 years old (Refer to Figure 1) (Data.gov.sg, 2021).

As more people gain awareness about the increasing number of such offenses, many have wondered why victims do not come forward sooner. Victims fear speaking up for many reasons, such as the feeling of shame, doubt, their scrambled memories due to the trauma, fearing retaliation, or society's prejudice that the victim was 'asking for it' (Karlos, 2019).

In Singapore, it is very common to see posters tackling molestation at Mass Rapid Transit (MRT) stations by the Singapore Police Force and National Crime Prevention Council. Some posters were designed to warn would-be offenders lacking self-control and self-discipline to think twice, highlighting the punishments and repercussions for committing molesting. Others targeted potential victims, alerting them of the possibility of becoming a victim of crime (Refer to Figures 2 & 3) (Chong, 2019).

In Australia, Living Well – a Queensland-based service – provides support to males and their loved ones who have been sexually abused or assaulted. With societal expectations and assumptions due to gender, being a victim deals with a lot of ideas around 'being a man'. Multilingual posters were designed to raise awareness and increase support for men who were victims of such crimes (Refer to Figures 4 & 5) (Living Well, n.d.).

In Los Angeles, an animated series "The Protect Yourself Rules" was produced for children. This animation series' great success was based on research that showed that children would imitate the actions of an animated character before taking guidance from an adult. The series describes in detail how children might fall victim to such crimes and that they might not know how they should react (Refer to Figures 6 & 7). The medium of animation allowed them to better understand how they can face and deal with such situations (PR Newswire, 2019).

The biggest drawback in advertisements regarding molestation is that the topic is difficult for children to comprehend, thus causing low awareness of such issues. Most of these advertisements are designed and targeted toward adults, leveraging fear and empathy.

Thus, we aim to shift our creative strategy and focus on speaking up in a light-hearted way so that it will be easy to grasp. Our target audience consists of children aged 9 to 14, as well as youths aged between 15 and 35 years old.

We aim to empower past and potential victims to speak up and increase the awareness of molestation within the general public. The main message would be that your voice is your power. As long as you take the first step by speaking up, you can better protect yourself. No individual should fear speaking up against any discomfort experienced. It will be designed in a way that will be easy for everyone to understand what they can do and say to protect themselves. We would also like to show that anyone could be a victim of molestation, without relating to any societal or gender expectations.

Our campaign uses the headline 'Your Voice, Your Power' to symbolize that each individual, no matter who they are, has the capability and right to speak up against their assaulter. A child has the same power as an adult does. In addition, our tagline, 'Speak Up & Win The Fight' aims to empower victims of molestation to stop doubting themselves, speak up and not back down without a fight. The message urges victims to win their battle against their assaulters by calling them out for it and reporting them for molestation. Through our executions, we hope to show that everyone has a right to speak and stand up about molestation.

The 30-seconds video will start with a scene of how molestation can occur in real-life scenarios. Before such an act occurs, the victim will catch the perpetrator red-handed. The victim then confronts the perpetrator about how his actions are wrong and how he should not be doing this. The molester gets 'attacked' verbally which will also be further emphasized by the visual graphics of words and emojis in speech bubbles, showing that her words pack a punch. Tighter shots will be used to add tension to the scene. The ending would have a Call-To-Action so that victims who are now empowered, know that they are allowed to speak up by our video can contact the police for assistance and support.

Lastly, the MBTI coasters, badges and MRT stickers will be used to convey the message that everyone has the power of speaking up in their way despite the different personalities and individuals. The 16 MBTI personalities will be used to demonstrate how each personality type would speak up to its perpetrators (16Personalities, n.d.). There will be a strategic placing of coasters in locations where molestation is common, such as bars, to raise alertness. Badges will be handed out to children during Moral and Sexual Education lessons during their academic years to have the knowledge and understanding to speak up if they

were to face such scenarios. We will also be collaborating with SMRT, to plaster MBTI posters on train cabins and buses. Doing so can help to further spread alertness and awareness of the public when they commute.

## References

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## Appendix

Figure 1: Victims Of Outrage Of Modesty In 2020

Year	Offense	Age Group	Number (Person)
2020	Total Victims Of Outrage Of Modesty	Above 21 Years Old	732
2020	Total Victims Of Outrage Of Modesty	21 Years Old And Below	679
2020	Total Victims Of Outrage Of Modesty	Youths (7 To 19 Years Old)	523
2020	Total Victims Of Outrage Of Modesty	Unknown Age	7
2020	Male Victims Of Outrage Of Modesty	Above 21 Years Old	46
2020	Male Victims Of Outrage Of Modesty	21 Years Old And Below	109
2020	Male Victims Of Outrage Of Modesty	Youths (7 To 19 Years Old)	86
2020	Male Victims Of Outrage Of Modesty	Unknown Age	0
2020	Female Victims Of Outrage Of Modesty	Above 21 Years Old	686
2020	Female Victims Of Outrage Of Modesty	21 Years Old And Below	570
2020	Female Victims Of Outrage Of Modesty	Youths (7 To 19 Years Old)	437
2020	Female Victims Of Outrage Of Modesty	Unknown Age	7

Figure 2 & 3: Posters In Singapore



Figure 4 & 5: Posters in Australia, Queensland



Figure 6 & 7: Animated Series In Los Angeles

