

华语 COOL
MANDARIN COOL

Speak Mandarin Campaign (SMC) 2004

- 1 **SMC 2004 focuses on 华语 COOL**
Mandarin as cool, fun, hip and happening.
- 2 **Strategy: SMC 2004 employs popular culture, the arts and reading as key channels to**
 - Attract and engage the hard-to-reach post ¹65-ers and their offspring, and the youth of today;
 - Driving home the key messages from a “softer” approach, hence making Mandarin fun and part of “everyday life”.
 - Be proud to be able to speak good Mandarin
- 3 **SMC 2004**
 - Encourages Chinese Singaporeans to be as comfortable speaking Mandarin as they are speaking English, and vice versa
 - Contribute to building a community of Chinese Singaporeans with a strong command of the language as well as an appreciation and understanding of the Chinese culture, tradition and history.
- 4 **Target Groups: SMC 2004 targets Chinese Singaporeans, in particular the post 65 generation and Singapore’s youth. They can be further characterized as:**
 - Parents / DINKS (double income, no kids) in their late 20s, 30s and early 40s
 - Young Professionals & Aspirants in their early and mid 20s
 - Students (mostly kids of the 1st group)
- 5 **The Approach is to use three channels:**
 - Pop Culture – Mandarin pop music, movies, television programmes, comics magazines, fashion trends, text messaging (SMS), Internet etc
 - Arts – theatre, dance, music, calligraphy, etc
 - Reading – newspapers, magazines and other leisure and recreational reading
- 6 **Partners and Events**
SMC events and programmes take place from 1 Dec 2004 – late 2005, eg:
 - MediaCorp – 4-episode game show called The Speak Mandarin Challenge on Channel 5 hosted by Sharon Au and Allen Wu
 - Golden Village – Moviethon, Movie Appreciation Series
 - The Straits Times – Cool Speak
 - Lianhe Zaobao – comic strip
 - ST Eduworld – Han Zi Gong
 - Music Street – Singapore Mandarin pop artiste Joi Chua
 - Raw Music – Singapore rap group Chou Pi Jiang
 - National Library Board – programmes at libraries
 - Various language, education and arts groups
 - Various logistics and merchandising companies

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Use It, Don't Lose It.

¹ The post-65 generation or “3G” refers to Singaporeans born after 1965.

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