



INSIGHTS CASE STUDY

Shaping the future of youth in Singapore



amec
AWARDS | 2019

International Communication Effectiveness

THE CHALLENGE

Uncover the unmet needs of Singapore youth in entrepreneurship, music, dance, arts and e-sports.

Positioned under the Ministry of Culture, Community and Youth , *SCAPE aims to motivate and empower youth to realise their potential.

Singaporean youths are no longer drawn to the '5Cs' (cash, car, credit card, condominium and a country club membership), but are developing their own definition of success.

This notion that the youth of Singapore are changing traditional assumptions about what young people care about is what drew *SCAPE to collaborate with Isentia.

*SCAPE wanted to know what Generation Z and young millennials would be interested in so that they could find a way to connect with them.

However with this large scope and as a not-for-profit with a limited budget, *SCAPE needed a different approach to traditional primary research methodologies, such as focus groups or online surveys.

OUR APPROACH

Bringing together the best of big data from social media, machine learning algorithms and qualitative research.

Strategy

We began by looking at *SCAPE's positioning against key players in different spaces that matter to the youth of Singapore. These spaces include careers, art, performance, e-sports and entrepreneurship.

We also explored what Singaporean youths are looking for or are concerned about across trending conversations.

We modelled these conversations through a Natural Language Processing (NLP) algorithm and qualitative analysis to develop insights and recommendations for *SCAPE.



All together we brought together

over 20,000

youth-centered social media conversations in Singapore and modelled them through

Natural Language Processing (NLP)

and AI algorithms paired with qualitative analysis to develop insights and recommendations for the future.

OUR APPROACH

Ultimately there were 3 steps to bring the best of machine learning, analytics and qualitative research together.

Step 1:

Big data acquisition from social media

We were interested in trending conversations, hence, we went for social media data from last 6 months, from a total of 4,355 Singapore-based online channels including including Hardwarezone Forum, public FB pages, Instagram and Twitter.

Step 2:

Text processing, clean-up of any brand-generated content and ML algorithms

Before any text processing, our analysts verify manually a sample of posts to ensure data relevancy and accuracy. Post this, we modelled how your SG youths talk on social media with N-Gram natural language model.

Step 3:

N-Gram generated trend cloud is analysed through a qualitative deep dive

The machine learning model discovered patterns (trends) within the huge volume of posts. Our team analysed these results and produced insights for white spaces across careers, art, performance, e-sports and entrepreneurship for *SCAPE.

THE RESULTS

*SCAPE has become a platform for fearless entrepreneurial endeavours, embracing ideas from niche areas like music, art, film & gaming.

Key findings

- The fear of failure that thwarts the entrepreneurial spirit: It's not that Singaporean youths are not entrepreneurial, their risk appetite to take chances while launching a business is low. This stems from the fear that friends and family may frown upon them in case they fail.
- Singaporean youths were looking for non-tech business ideas in the arts like forming an e-sports group for professional gaming, and opening boutique photography studios.

These insights formed the basis of Isentia's recommendations and informed *SCAPE's strategy to relaunch themselves as the authority on youth voice in Singapore, repositioning themselves.

***SCAPE took Isentia's recommendations onboard and launched various initiatives (including a co-working space) and platforms where young entrepreneurs can test, learn and brainstorm new business ideas.**

*SCAPE opened a youth-centric co-working space & celebrated the spirit of youth entrepreneurship.

Launched Singapore's First Esports Studio Concept, with events focused on gaming to identify future e-sports business ideas.

Partnered with Singapore's largest bank DBS, to start 'Pitch please' series, a mentorship-showcase platform for aspiring musicians to showcase their talents and crafts and *SCAPE ResiDANCEy which encourages youth dancers to pay it forward by volunteering as dance instructor assistants for underprivileged youths to sustain the choice of dance as a career among youth in Singapore.

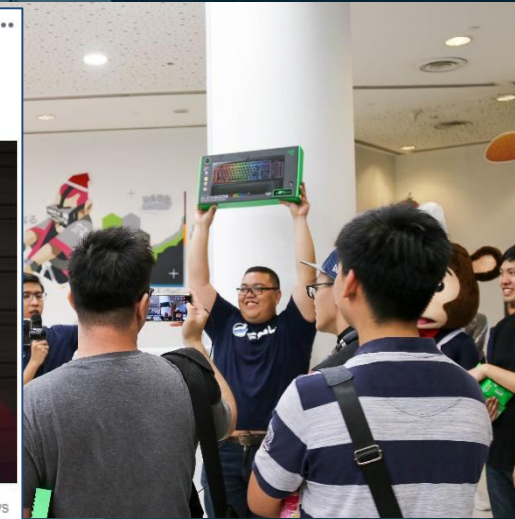
Youth co-working space opens at *Scape in Orchard



The space will be able to accommodate some 120 young entrepreneurs who can use it to brainstorm new ideas, hold project meetings and network with other collaborators. PHOTO: THE STRAITS TIME



596 38 Comments 187 Shares 40K Views



"They are learning through experimenting with ideas, sometimes seeing them fail, but then coming up with new and better ideas.

They are learning how to turn workable ideas into concrete projects, and in doing so, learning what it takes to run a successful start-up, such as building networks of partners."

said Ms Sim Ann, Senior Minister of State for Culture, Community and Youth

THE STRAITS TIMES

“The Isentia team has gone above and beyond to provide *SCAPE with a comprehensive coverage of the established, and emerging categories and modes of youth engagement.

The insights have been invaluable to the team in carrying out their various programmes and also to the management in terms of identifying future areas of development in the youth scene.

Kudos to Isentia for their thorough research, personalised service and professionalism in attending to all our requests”.

***SCAPE Strategic Planning**
Haslina Hassan



SCAPE
dream it. live it.