FUTURE PLAN FOR FAMILY IN 2030

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hdcom311 design communication strategy
THE KUCHING FAMILY 2030
What is Lifestyle?

A way of living of individuals, families (households), and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis. Lifestyle is expressed in both work and leisure behavior patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income. It also reflects people’s self image or self concept; the way they see themselves and believe they are seen by the others.
Lifestyle is a composite of motivations, needs, and wants that are influenced by factors such as cultures, family, reference groups and social class. The analysis of the consumer life style (called psychographics) is an important factor in determining how consumer make their purchase decision.
How Kuching Family’s Living Lifestyle?

Do they just work, rest and play?
Are they spending an increasing amount of their quality time outside the home?
Are they double income families?
Do they own or dream of owning their own home?
Do they socially network?
Are they the same as families anywhere?
Kuching is capital city of Sarawak and become the most popular city in Sarawak. Most of the family are doing their own stuff. Parents going to work while their childrens going to school. Compare to 90’s, nowadays they need technologies to run and fulfill their life.
Opportunity 1

A Family’s require personal transport for work education and leisure. Transport has become essential part of a household’s resources. Not a luxury, a family’s access to work, education and recreation makes it a necessity.
Opportunity 2

A balanced lifestyle is necessary for family physical and emotional health. Health and wellbeing are significant factor for a modern household impacting on their viability in the workforce and socially.
An education and facility in new technologies is necessary to enable engagement with many aspects of an increasingly complex modern lifestyle. Technologies are a medium of social and cultural progress. The family individual abilities and efficiencies engaging with these technologies shape and direct their social, education and work options.
Physical activity is required outside the family home and activities to maintain physical health. Organized sport for the family is largely a media experience. Engaging with sport as a family activity both as participant and spectator is not generally supported.
Objective 1

To promote the sustainability and worth of personal transport in work and leisure and educate car owners and users in their responsibilities, conscientious use and utilization of the community environment.
Objective 2

To identify and campaign for the establishment of a community based youth orientated peak body to voice and facilitate the socially best outcomes for the physical and emotional health of the family.
Objective 3

To launch a targeted awareness campaign of the need for community schooling as a supplementary skill centred vocationally specific secondary education provided for and by the community.
Objective 4

To establish and launch a community wide organised sports network engaging specifically with family households through existing and specifically generated event schedules.
Client
Ministry of Transport is the agency legislating for all forms of transportation in Malaysia.
The aim of Ministry of Health is to improve the quality of life among Malaysian with high quality health system.
Client

Ministry of Education is one of the government ministry that handle Malaysian educational matters which are pre-school, primary, secondary and post-secondary.
Another government ministry that responsible in verifying the policies of to reach the goals of Youth and Sports.
Target Profile (ministry of transport)
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PARENTS
Practice car pool together with colleague which can save fuel and reduce air pollution.
Target Profile (ministry of transport)

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Secondary Target
YOUTH
Walk if the destination that they wanted to go is near and can reduce traffic jam.
Target Profile (ministry of health)
PARENTS
Still keep eating healthy food to maintain health and teach children as well in healthy lifestyle.
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Secondary Target
YOUTH
Should start having a good and healthy lifestyle.
Target Profile (ministry of education)
PARENTS
Studies are important.
They will have a brighter future if well-educated.
Target Profile (ministry of education)

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Studies are important. They will have a brighter future if well-educated.

Secondary Target
YOUTH
We have to go to school so that we learn more. Educations are unlimited.
Target Profile (ministry of youth and sports)
PARENTS
Exercise make us stay healthy even with relax sports. It also reduced stress.
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If we are given a choice between sports and studies, we will choose sports. Sports are fun.
Strategy 1

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Action
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-Road rule education programs
-Secondary education driver education program
-Personal transport maintenance
-Parking regulation
-Road improvement
-Driver/passenger safety program
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Voice
Friendly

Mandatory
Client identity

Media
Internet /Event /Flyers Identity /Teaching materials kit/Video
Strategy 2

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Support
Repetition of the message with introduction of new ambassadors regularly and spreading campaign through social media.
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Support
Repetition of the message with introducing new courses to keep up with the lifestyle of current youth. Encouraging students to share opinions having ambassador to speak on the importance of having a proper education.
Strategy 4

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**Benefit**
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**Support**
To work with school system to implement taking sports to achieve extra credit.