



# CREATIVE PORTFOLIO.

**Britney Toh**

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NTU

# SCHOOL PROJECTS

I worked on a diverse range of projects in University. These are limited only to creative works.

## Defend her

Like how you would  
for HER

Click here for 3 easy  
ways to help!



If you or someone you know has faced sexual harassment, you may reach out to AWARE's Sexual Assault Care Centre (SACC) Helpline at 6779 0282.

## Defend her

It's as easy as an emoji



Click here for 3 easy  
ways to help!



If you or someone you know has faced sexual harassment, you may reach out to AWARE's Sexual Assault Care Centre (SACC) Helpline at 6779 0282.

## Defend her

Invisible Consequences  
≠  
No Consequences

Click here for 3 easy  
ways to help!



If you or someone you know has faced sexual harassment, you may reach out to AWARE's Sexual Assault Care Centre (SACC) Helpline at 6779 0282.

# FINAL YEAR PROJECT

Manipulators of empathy by relation, ease of intervention, and severity of consequences elicited after conducting primary and secondary research. A/B testing was then conducted to find the most significant manipulator.



## FINAL YEAR PROJECT LOGO

Titled "InterMENtion", our project plays on the word intervention. The couple at the center of the logo is the same couple used in all our social media assets.

# CREATIVE STRATEGY 1: RECLAIM YOUR BALLS WITH RED BULL



1.5s



**Opening Scene**

MUSIC:  
LIFE'S INCREDIBLE AGAIN (JAZZ TO CONTRAST  
WITH THE ACTION PLAYING ON SCREEN,  
SHOWS HOW EASY IT IS TO RECLAIM POWER  
OVER YOUR LIFE)

KEY MESSAGE:

WHAT'S HOLDING YOU BACK (FROM PURSUING  
WHAT YOU WANT)? RECLAIM YOUR BALLS WITH RED  
BULL.



1s

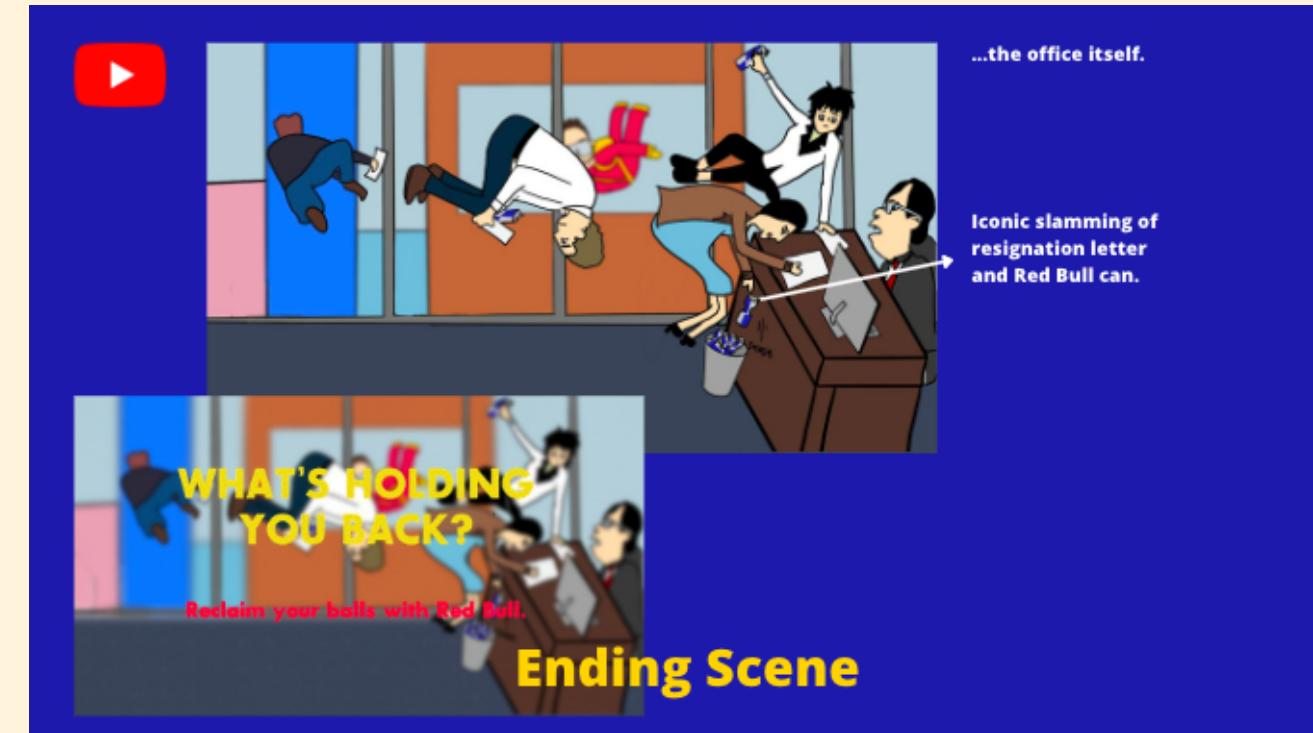


"Life's Incredible Again" fades in as Bob drinks Red Bull.

# CREATIVE STRATEGY 1: RECLAIM YOUR BALLS WITH RED BULL



Video stills were created after target audience research



Re-formatted for tik tok and out-of-home ads

# CREATIVE STRATEGY 2: SNIPPET OF VEGAN BUBBLE TEA PITCH

Insights TA Ideas

Market Information

Key Insights

GENERAL CONSUMER INSIGHTS

Everyone is more health-conscious, and will make lifestyle changes for their health

Everyone is more concerned for the planet

Everyone is paying more attention to where their food comes from

OPPORTUNITY:  
Healthier bubble tea with 100% vegan and sustainably-sourced ingredients and packaging

Insights TA Ideas

Market Information

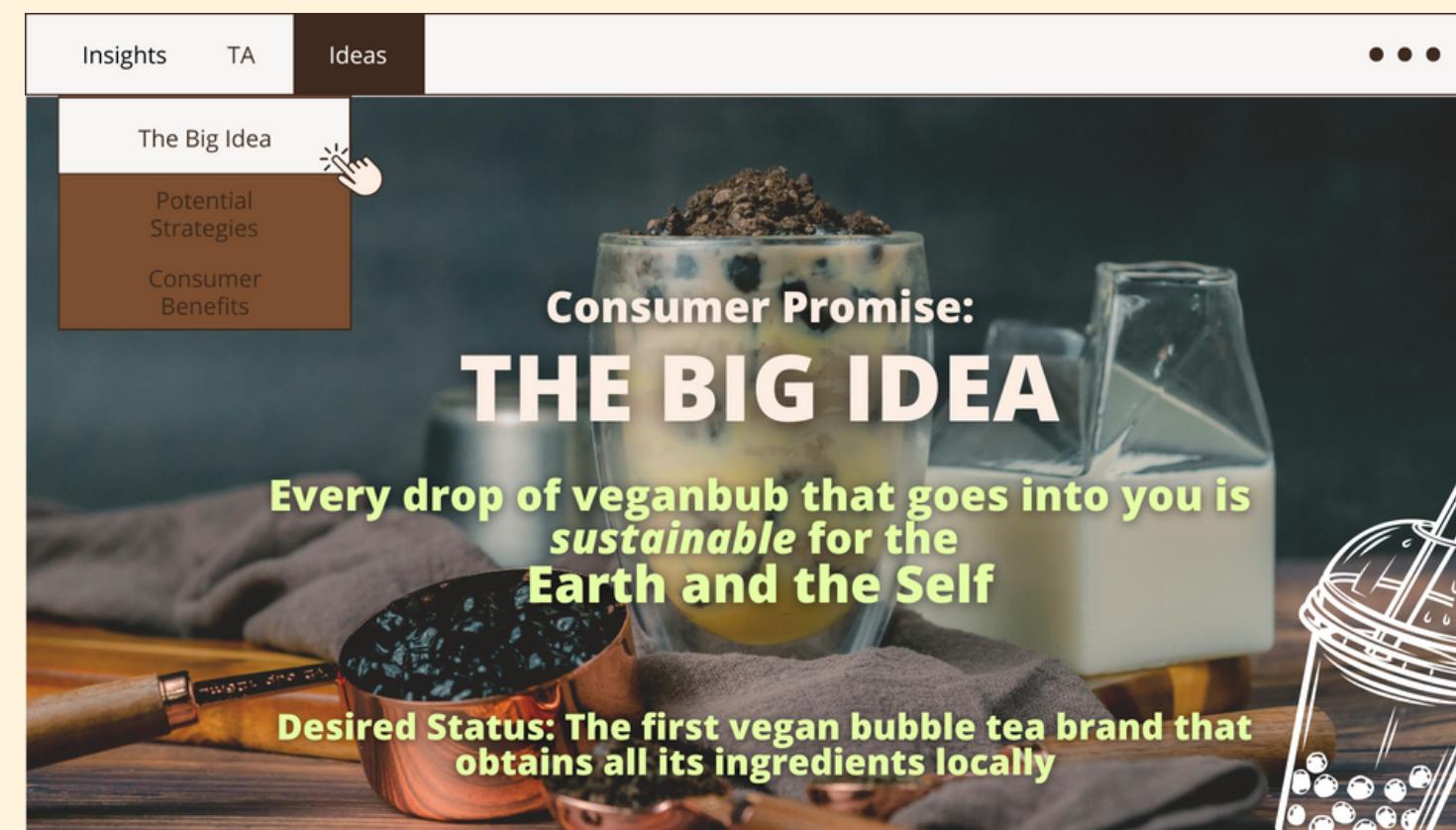
Key Insights

Surge in popularity for plant-based foods like Impossible Meat and acai.

Rise in demand for sustainable materials.

Increased encouragement to support local farms.

The slide features a top navigation bar with 'Insights', 'TA', and 'Ideas' tabs, with 'Key Insights' being the active tab. Below this is a title 'GENERAL CONSUMER INSIGHTS'. Three circular icons represent different trends: a heart and various fruits for health consciousness, a smiling Earth for environmental concern, and a landscape with a barn for local food sourcing. At the bottom, a callout box highlights an 'OPPORTUNITY' for healthier bubble tea. To the right, another navigation bar shows 'Market Information' and 'Key Insights' tabs, with 'Key Insights' active. This section is titled 'CURRENT TRENDS' and lists three trends with corresponding icons: a bowl of açaí for plant-based popularity, a straw for sustainable materials, and a local farm logo for increased support for local farms.





Main Picture: Ms Ranny Yuneni and her team on a shark tagging expedition

In the waters behind Nusa Penida, an island just a few miles off the southeast coast of Bali, Ms Ranny Yuneni was on a boat when she felt the sharp bend of her fishing rod, the reel screaming in the wind. Within seconds, an unmistakable gray dorsal fin poked out of the water.

"We've got a big one!" Ms Yuneni yelled as her crew dashed towards her to help her haul the thrashing shark towards the edge of the boat.

But this was no ordinary boat. The people aboard were no fishermen. They were a group of researchers collecting sharks data by attaching a tracking device on the animals. They call themselves the shark taggers.

As a shark tagger, Ms Yuneni's job scope includes attaching acoustic tags onto the dorsal fins of sharks and collecting information on their migratory patterns. She can pinpoint the sharks' exact locations as the tags emit a high frequency signal whenever their fins break the water surface, which is then read by satellites.

Using this data, researchers set up designated protective zones for sharks, also known as Marine Protected Areas, said the 32-year-old who works for the World Wide Fund Indonesia (WWF).

Within the Marine Protected Area (MPA), human activities like commercial fishing and deep-sea mining are restricted.

In the past, it was a lack of baseline shark information that caused sharks to be largely unprotected from threats like overfishing and by-catch. Consequently, shark populations plunged into decline.

Now, governments have established multiple MPAs for the enigmatic creatures, thanks to shark tagging data.

However, shark tagging is no easy feat. A lot of work goes into each expedition.

Ms Yuneni and her team have to get up as early as 3am to check on the weather and tide, prepare logistics like life jackets and oxygen tanks, and organize emergency contacts.



Ms Yuneni preparing oxygen tanks before expedition with her teammate

Nevertheless, the hardest part of the job is the sea expedition itself.

During the expedition, the team needs to work seamlessly together to measure the shark, tag its fin, and extract tissue samples to analyze its health status. To prevent the shark from thrashing around, the team has to be quick in subduing the animal by inducing a trance-like state, a phenomenon known as tonic immobility.

They do all this while hanging off the side of a boat, sometimes enduring perilous sea and weather conditions.

The pandemic has added new challenges for the shark taggers. Many expeditions have to be put on hold because of travel restrictions. This sets back the work shark taggers do to restore declining shark populations.

"Bali is not just a tourist hotspot. It is where critical shark habitats lie. Yet, we can't do much to help these sharks because of the pandemic," said Ms Yuneni.

But the nature of catch-and-release has precipitated polarizing views about shark tagging, with some thinking that the process can have deleterious effects on sharks.

"It's really, really detrimental to sharks," said Ms Tamara Gan Kristensen, a marine sustainability advocate pursuing a masters in sustainable international development. "I've heard of horrific encounters where the shark was so drained during the initial struggle of getting caught that it died shortly after release."

Researchers should divert more resources to less invasive data collection methods like underwater video systems that document live activity underwater, said Ms Kristensen.

Ms Yuneni is back at home now, far from the open sea. Dismissing criticism of her work, she says that shark taggers should not be in the spotlight for trying to reverse the damage caused by consumers.

# JOURNALISM FINAL PROJECT

The early humans were prey, not hunters. Humans evolved over the centuries to outwit their predators and emerge top of the food chain, becoming who we are today. However, we are not the only ones who have developed this level of evolutionary instinct.

An enigmatic insect, the water scavenger beetle, has helped scientists peel back the layers of how evolution can help even the tiniest of animals to survive.

A new study has found that these beetles have evolved to survive getting eaten by their predators, escaping unscathed.

The research paper, published in the July issue of *Current Biology*, showed that when swallowed by a frog, 90 per cent of the beetles were excreted from the frog, virtually unharmed.

Scientists attributed this phenomenon to the legs of the beetles. Swallowed beetles likely used their legs to swim through the frog's digestive tract, surviving perilous conditions like the lack of oxygen and high acidity.

"This is a weirdly wonderful behavior that I hadn't heard about before. That a little beetle can actively swim through a digestive system is peculiar and amazing," said [Dr Carla Bardua](#), evolutionary biologist at London's Natural History Museum.

The study also revealed that survival in the lethal environment of a predator's digestive system depends on how fast the prey moves through it.

Interestingly, swallowed beetles were excreted within six hours of being eaten. In normal circumstances, food would take about 24 hours to pass through the frog's digestive tract before excretion.

"Because frogs swallow their prey whole, their digestive juices have to be potent. You're dealing with a chemical and acidic environment built to pull things apart

[Britney Toh](#)

and break them down. It is amazing the beetles come out unscathed," said [Dr Aurora Alvarez-Buylla](#), frog researcher at Stanford University.

Indeed, it is amazing to see how a tiny beetle can adapt to survive even the harshest conditions in their predator's stomach. Overtaking humans in the food chain is no longer a matter of if, but when.

# SOME SAMPLE JOURN CLASS WORK

Scientists have successfully created an artificial kneecap that can be surgically implanted in growing children suffering from debilitating knee conditions and injuries, mimicking the properties of a fully functioning kneecap.

The breakthrough is set to usher in an exciting new era where children with damaged kneecaps no longer have to suffer further lifestyle liabilities, which includes undergoing multiple surgical procedures and lifelong walking difficulties, said Professor Krishnasamy Pillai, a research orthopaedist at the Duke-NUS Graduate Medical School, who headed the research with a team of six scientists.

Locally, about 500 children are born each year with a damaged kneecap. Among this group, about a quarter of them are born completely without a kneecap, a condition known as leositis. Professor Pillai announced during the unveiling of the new orthopaedic surgical suite at Singapore General Hospital.

Previously, children suffering from leositis had to undergo repeated operations to replace worn-down artificial kneecaps throughout their childhood.

Now, these children are spared this agony, as the new artificial kneecap made with the breakthrough material Synflex-T, is flexible and durable enough to withstand the pressure of the growing bones and ligaments of a child, said Professor Pillai.

"There has been talk about Synflex-T for a while now. Children with leositis and other knee disabilities suffer a lot," said Dr Kanwaljit, an orthopaedic surgeon in private practice. "I'm very glad we are finally able to do something to help them improve their lives significantly."

The team of scientists experimented with Synflex-T five years ago, starting with chimpanzee trials, before moving on to experiment on toddlers suffering from severe leositis two years ago.

Britney Toh U1830444A

However, the operation, which was recommended by the study to be done before the age of two, has yet to be approved by the Ministry of Health.

Apart from official approval, Dr Leonard Wong, an orthopaedic surgeon at KK Women's and Children's Hospital, expresses his concern with procedural costs.

Moving on, the team should also look into making the procedure financially accessible.

# MORE SAMPLE JOURN CLASS WORK



Name: Horseshoe Crab

#### The History of the Horseshoe crab

Fossils of horseshoe crabs have been dated at 445 million years old, which is during the Paleozoic Era. They existed long before the age of dinosaurs. While extreme temperature changes drove the dinosaurs and many other marine reptiles to extinction, the horseshoe crab proved to be resilient, surviving several mass extinctions. It continued to thrive in the different ages across millions of years. Yet, because of human activity, our generation may be the first to witness the horseshoe crab's downfall.

#### The Downfall of the Horseshoe crab

The unique blue colored blood of the primitive creature provides the only known natural source of *limulus amebocyte lysate*, an enzyme that detects a type of toxin. This bacterial toxin is known to contaminate vaccines and produce deadly results. Pharmaceutical companies globally harvest the blood from these crabs

for vaccine production. Annually, more than half a million Atlantic horseshoe crabs are drained of their blood and returned to the ocean, after which many will die. This practice has caused the horseshoe crab to be listed as 'near threatened' on the IUCN Red List of Threatened Species.

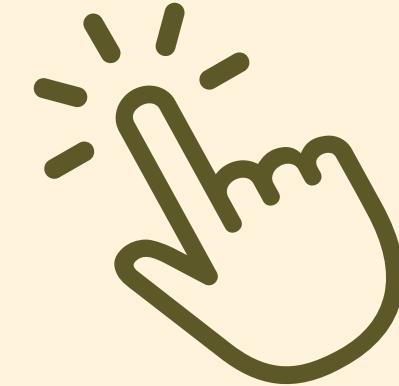
#### Novel method to produce the Limulus *Amebocyte Lysate* enzyme

The National University of Singapore has found a way to manufacture the enzyme without physically harvesting it from horseshoe crabs. This scientific breakthrough can potentially be the turning point for the decline of horseshoe crabs. Hopefully, human activity can also prevent the horseshoe crab's demise.

# HORSESHOE CRAB EXPLAINER

# BLACK HOLE EXPLAINER VIDEO

[https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTA1Mzg0NzgxMjc3MDQx  
?story\\_media\\_id=2684334373178167779&igshid=YmMyMTA2M2Y=](https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTA1Mzg0NzgxMjc3MDQx?story_media_id=2684334373178167779&igshid=YmMyMTA2M2Y=)



WWFSG, W.O.W!

# CREATIVE ASSETS

Some of the many creative assets I generated during my time in WWFSG  
and W.O.W!

Join us on IG LIVE

A Discussion about Sustainable Seafood:  
**FISHING FOR ANSWERS**

CHARLOTTE MEI  
NUTRITIONIST



CHESTER GAN  
RESPONSIBLE SEAFOOD  
PROGRAMME OFFICER

USE BY: WEDNESDAY | 21 JULY | 7PM

LET'S GET TO KNOW THE  
**HAMMERHEAD**



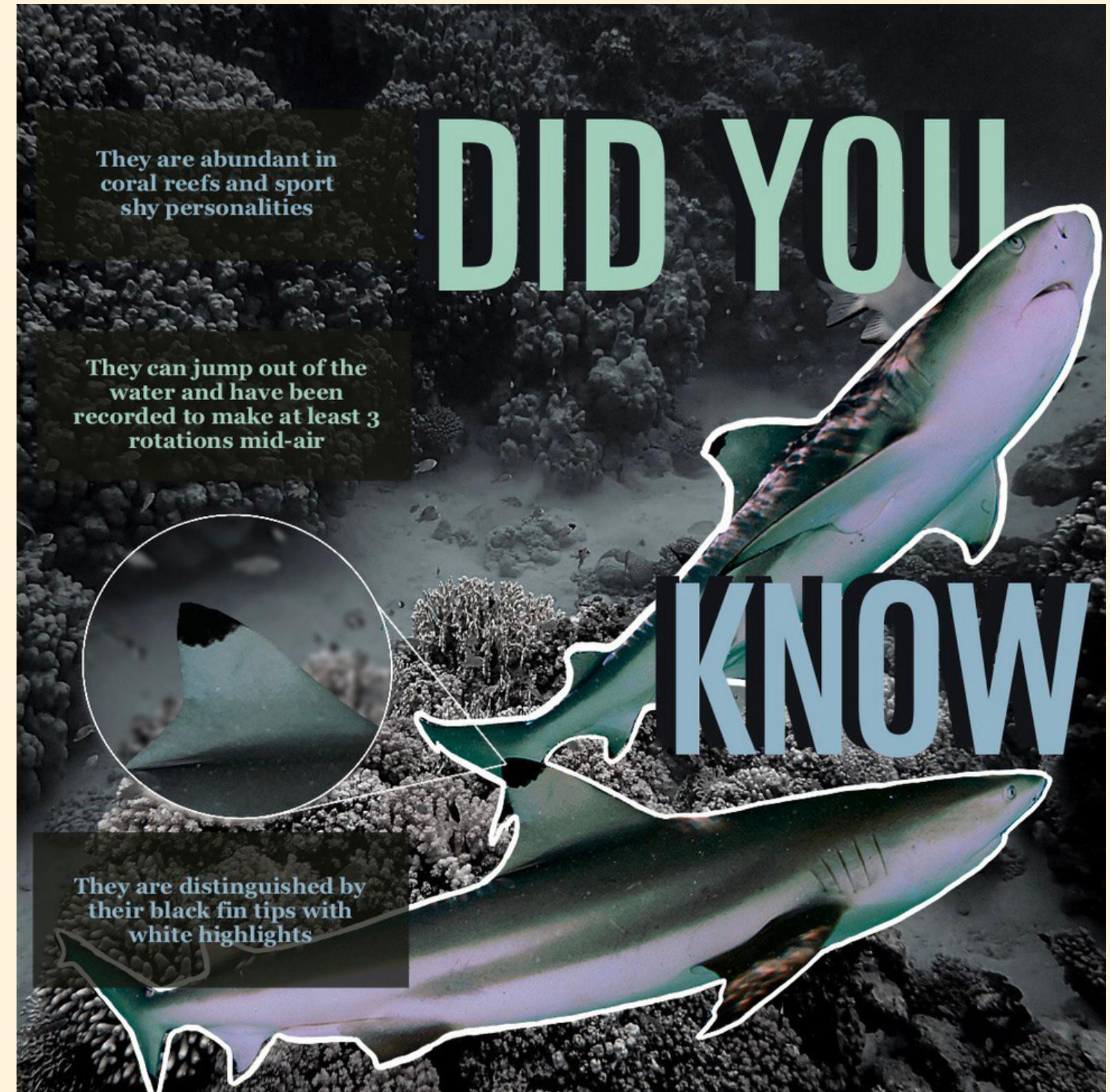
**SHARK**

**CORAL CATSHARK**

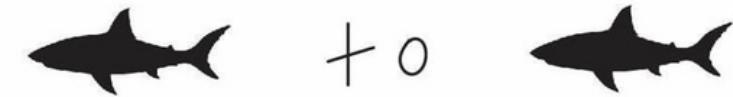
status: near threatened



**WWFSG SHARKS CAMPAIGN**



SAY **NO**



SHARK FIN SOUP

CNY  
EDITION

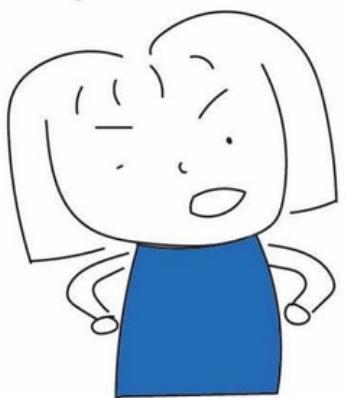
So if I stop eating  
Shark fin, is it enough?



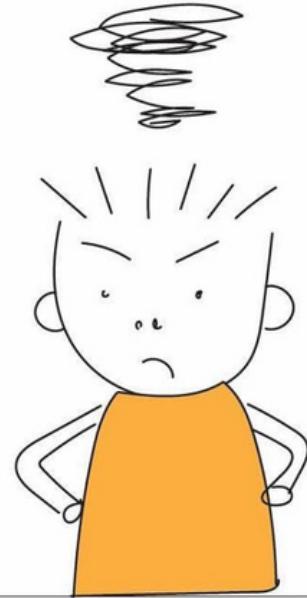
AT GRANDMA'S HOUSE...

We shouldn't eat Shark fin soup!

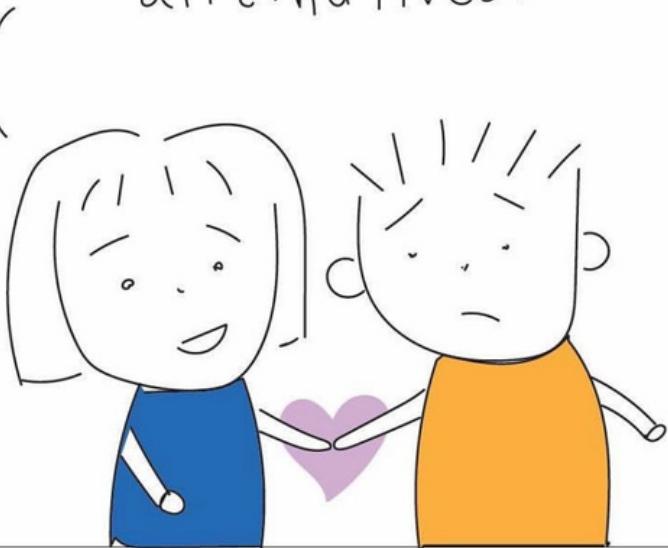
( why not? It's already dead,  
me not eating won't  
change anything )



Food vendors will continue to serve  
Sharkfin soup until we stop eating it!  
Supply stops if demand drops



We can do more to help  
food vendors switch to  
sustainable seafood  
alternatives!

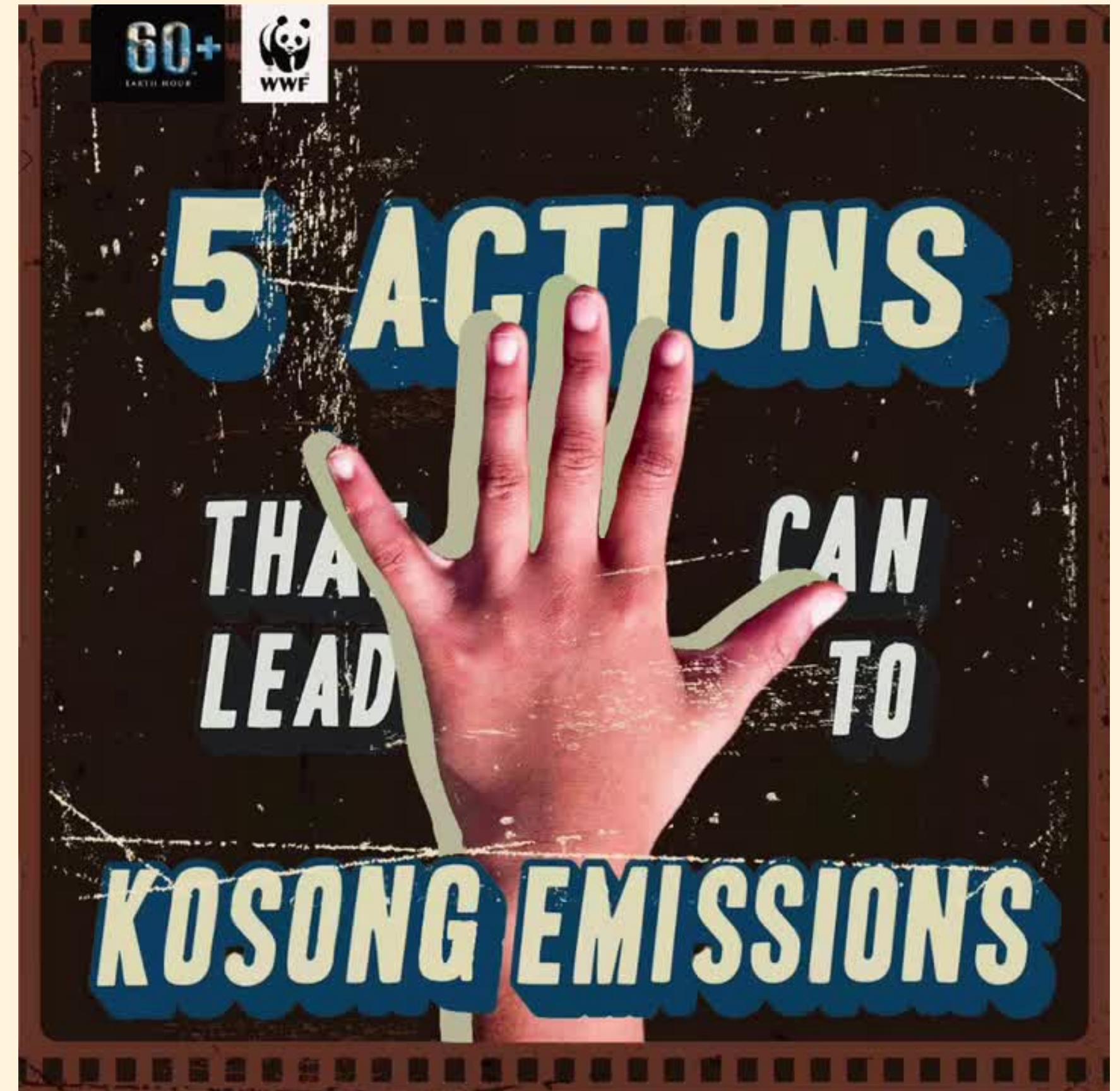


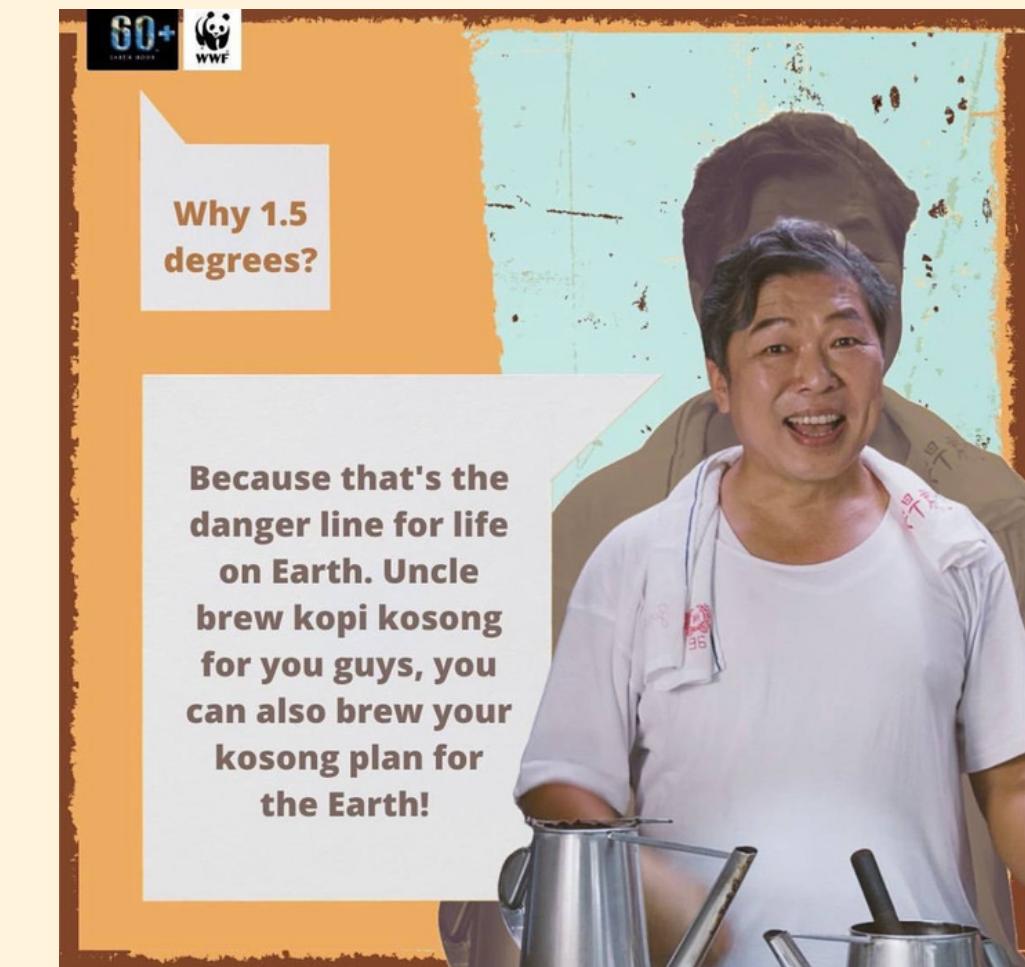
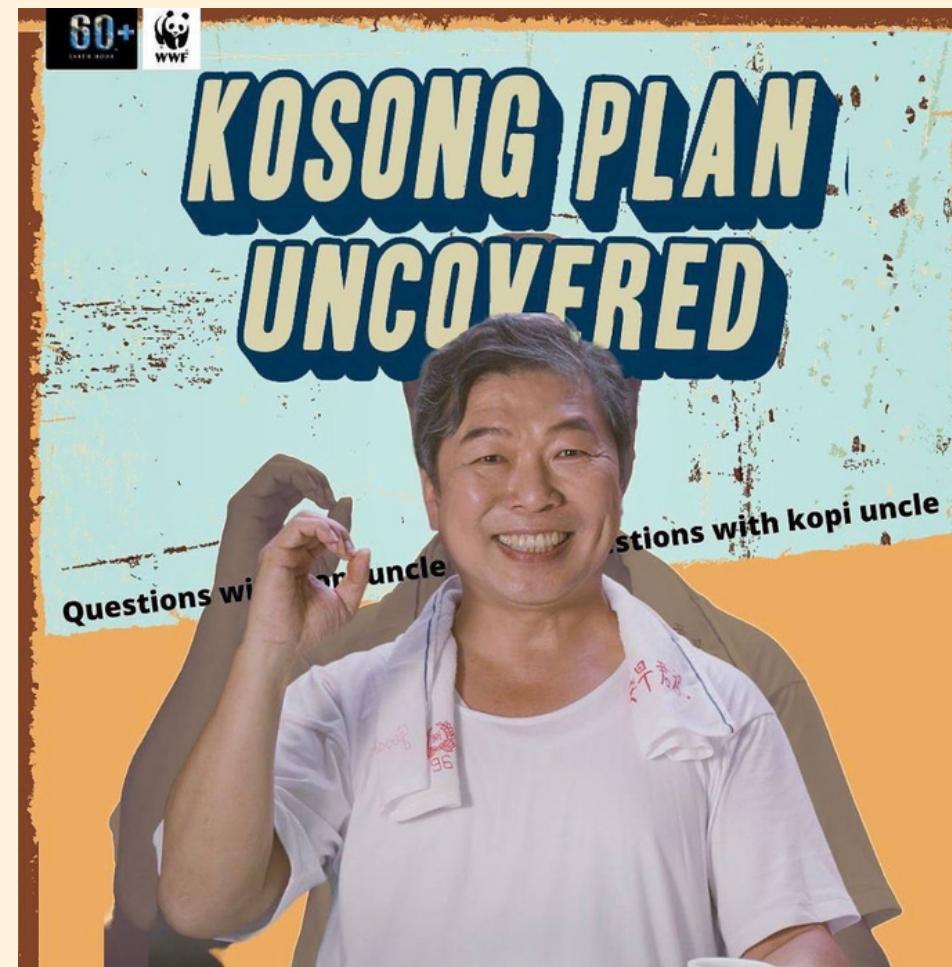
This CNY, let's do our part  
to raise awareness on  
reducing demand for Shark fin!





# WWFSG EARTH HOUR CAMPAIGN







## What it targets:

Skin with fine lines, rough skin texture, and loss of radiance

## What it does:

Durian extract reduces skin inflammation, inhibits degradation of collagen and elastin to provide superior skin hydration

Stops pigmentation at its source

w.o.w\_sg Royalty in Skincare? While Durian is considered the King of fruits, Mangosteen is his Queen. Incorporate them in skincare and you get a host of benefits that one would not expect from these local fruits!

Both the Advanced Durian Hydration Serum and the Mangosteen Brightening Detox Serum are cult favourites for targeting dry skin. While the Durian Hydration Serum focuses on delivering skin hydration, the Mangosteen Brightening Detox Serum focuses more on brightening the complexion, something that dry skin often lacks.

From now till the end of July, W.O.W! will be releasing a promotion for these two serums. Receive a free complimentary facial for each serum purchased (up to a maximum of 3 facials redeemable for purchases of 3 serums and up).

Simply send us a screenshot of your purchase receipt with your name via Instagram DM, Facebook message, or whatsapp @ +65 8838 4882 to book and redeem your free facial

Both serums can be purchased on our online website, with free shipping for orders over \$100. Happy shopping! ~

[ABOUT US](#)[TREATMENT](#)[PROMOTIONS](#)[SHOP](#)[CONTACT US](#)[BOOK NOW](#)[REVIEWS](#)

## Just for you

Not all of us have time for our monthly dose of wellness, and we understand that. Which is why we put together a collection of your favourite home care products, crisply packaged and ready for door-step delivery just for you.

Our derma-skincare collection consists of two brands: Beaubelle and B&B Labs.

Go beyond conventional skincare as B&B Labs integrates traditional modalities with the latest technology. Some of these integrations include unique Asian ingredients such as the king of fruits Durian, and the queen of fruits Mangosteen.

Expect to see creative textures and new, evidence-based formulations that are proven to provide lasting and visible skin results. The brand is targeted at younger users who want performance first. Go bold in skincare. Go B&B Labs.

Beaubelle products remedy the effects brought about by the unforgiving and stressful lifestyle demands of today where the aging process is accelerated. At the heart of all its products lies the Swiss Alpine Spring Water, extracted from glaciers in the alpine mountains of Switzerland. Swiss Alpine Water is rich in trace elements, a valuable source of vitality for the skin. The brand is targeted at more mature users who are looking to re-vitalize aging and stressed skin. Slow down the effects of time. Go Beaubelle.

## The Story Behind the W.O.W!

Wellness. Oneness. Wonders. Not simply an acronym, but a way of life. A way to redefine the wellness industry.

W.O.W! Wellness was born in late 2019.

In unison with our beauty product partners, we have the goal of exceeding your every expectation.

Feel refreshed, rejuvenated, and beautiful after every treatment session with us.

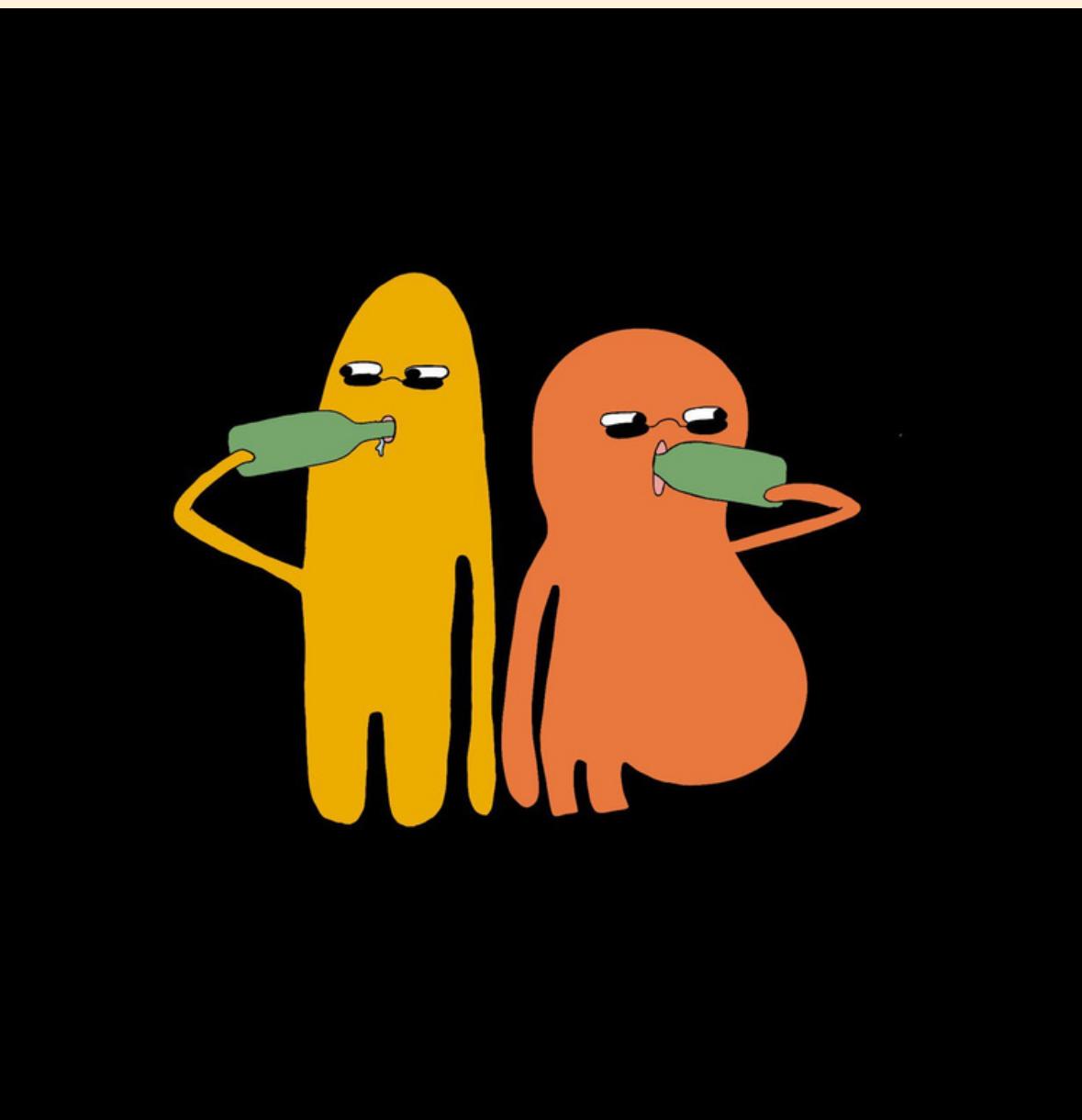
Come experience the pure luxury of Singapore's only garden inspired, art themed, and café-style salon.

# WEBSITE COPYWRITING SAMPLES

Side hustle

# PERSONAL PROJECTS

Stuff I did for friends of mine. Free-of-charge, exposure only :-)



SunSips Alcohol  
Delivery Inc.  
Logo represents the  
two business owners,  
me and my partner, in  
the colors of a sun

**SMALL SOJU SIDE  
HUSTLE**



创引装修工程

**Chuang Yin Construction**

We specialise in tiling and masonry work



# CHUANG YIN CONSTRUCTION LOGO- CUM-SHIRT-DESIGN



**MOVING OUT OF HOUSE-OF-20-  
YEARS 1.5M BANNER**