



CREATIVE PORTFOLIO.

Britney Toh

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NTU

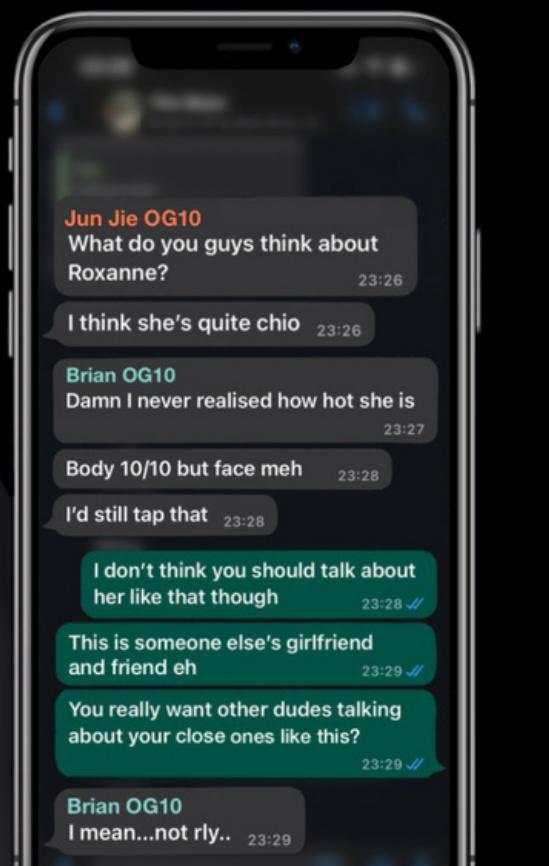
SCHOOL PROJECTS

I worked on a diverse range of projects in University. Some say I can do everything, yet others say I am a master of none.

Defend her

Like how you would
for HER

Click here for 3 easy
ways to help!



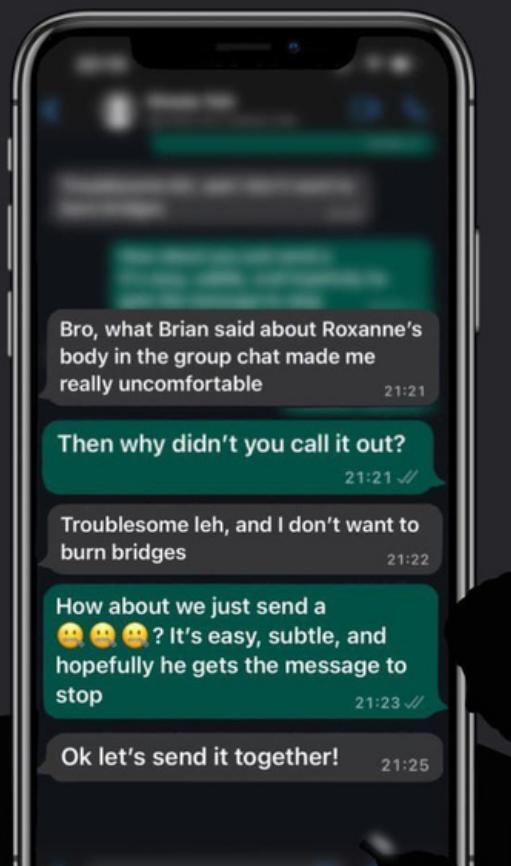
If you or someone you know has faced sexual harassment, you may reach out to AWARE's Sexual Assault Care Centre (SACC) Helpline at 6779 0282.

Defend her

It's as easy as an emoji



Click here for 3 easy
ways to help!

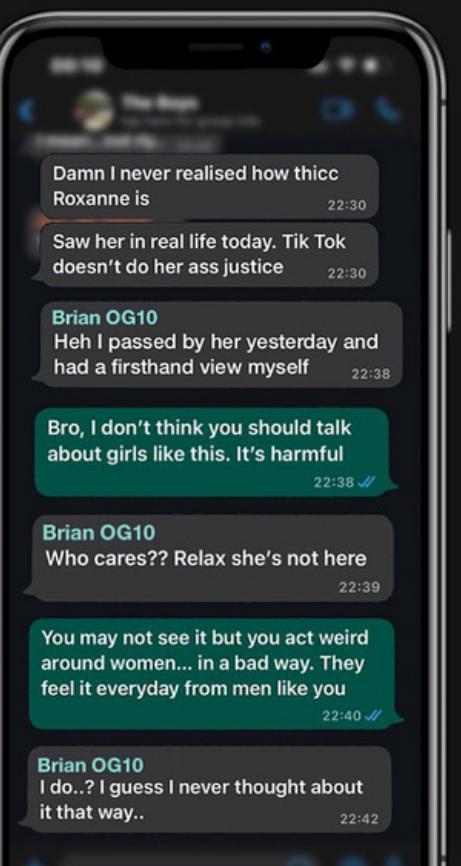


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Defend her

Invisible Consequences
≠
No Consequences

Click here for 3 easy
ways to help!



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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.

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

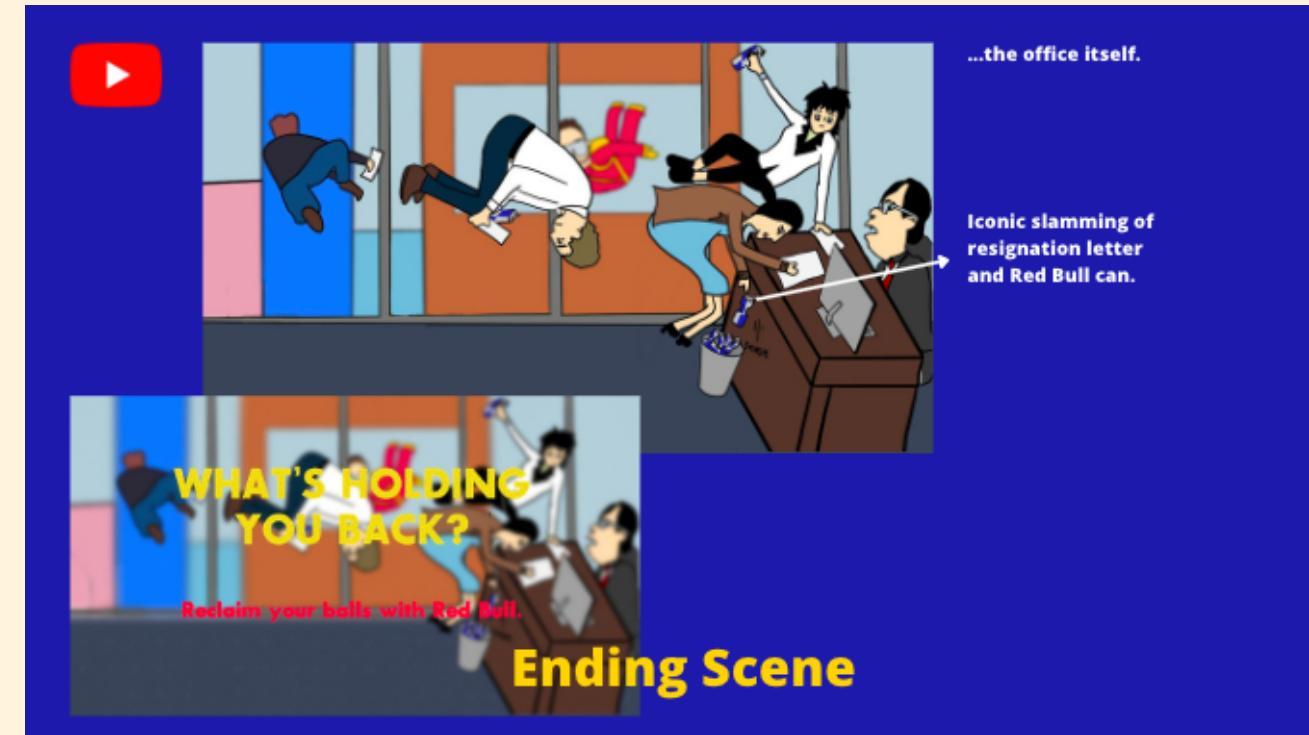


"Life's Incredible Again" fades in as Bob
drinks Red Bull.

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

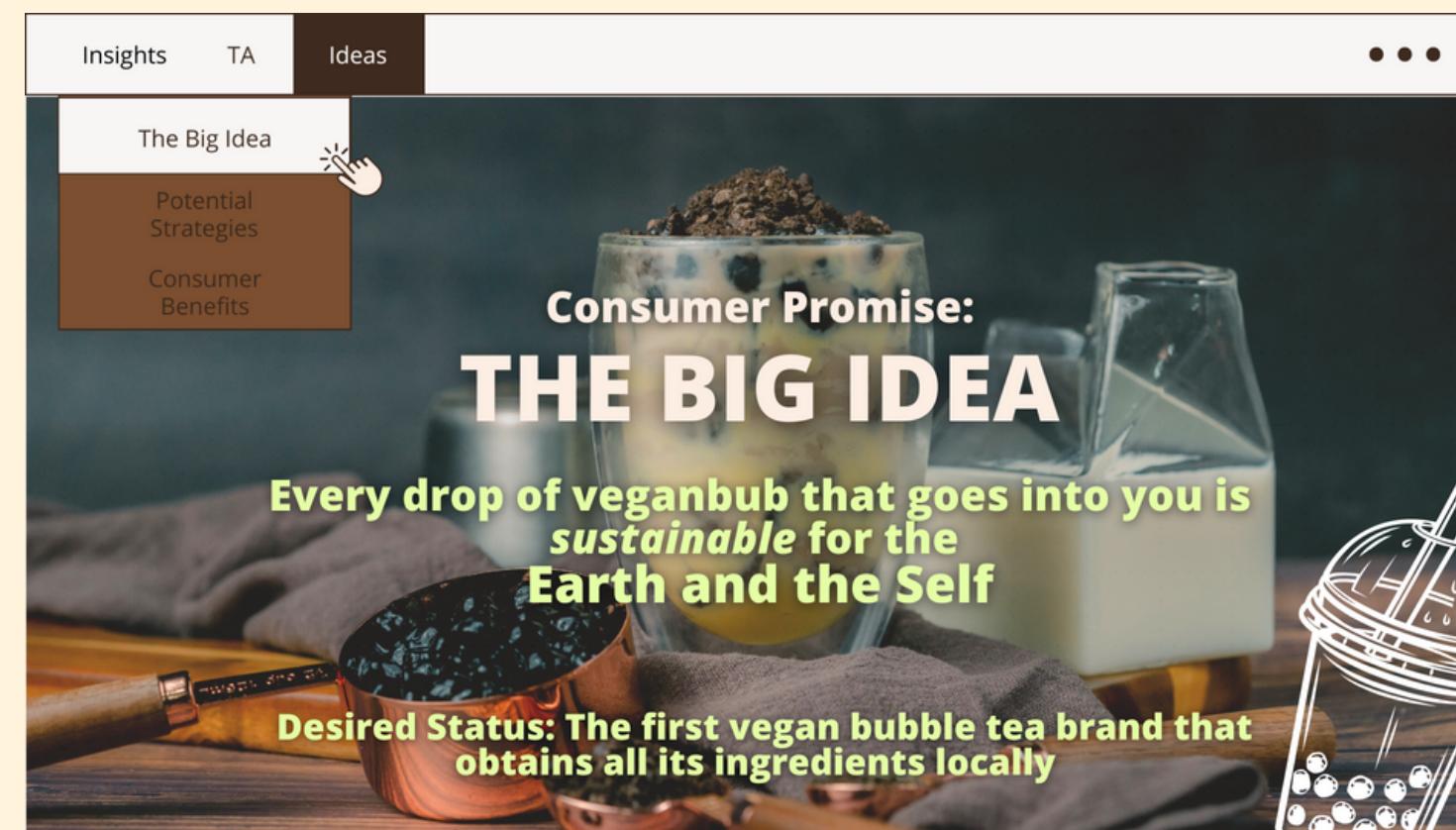
Key Insights

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 and paper straws for sustainability, and a local farm logo for supporting 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

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=)



Britney ☺ = @wkwcs4043backup

See Instagram 'Britney ☺' highlights from
CS4043 back up! (@wkwcs4043backup)

 [instagram.com/wkwcs4043backup](https://www.instagram.com/wkwcs4043backup)

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

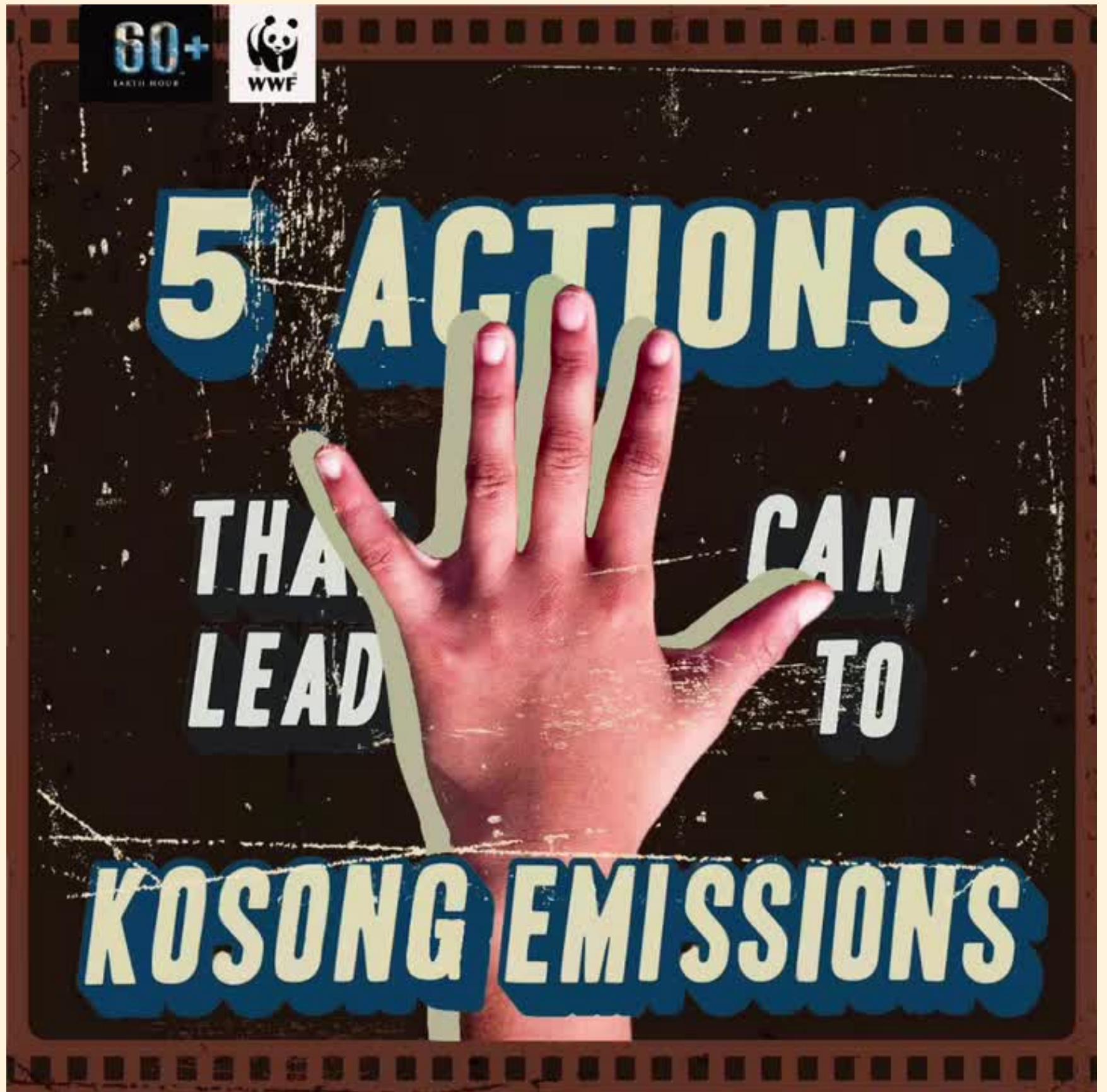
USE BY: WEDNESDAY | 21 JULY | 7PM

LET'S GET TO KNOW THE
HAMMERHEAD
SHARK



CORAL CATSHARK
status: near threatened







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).

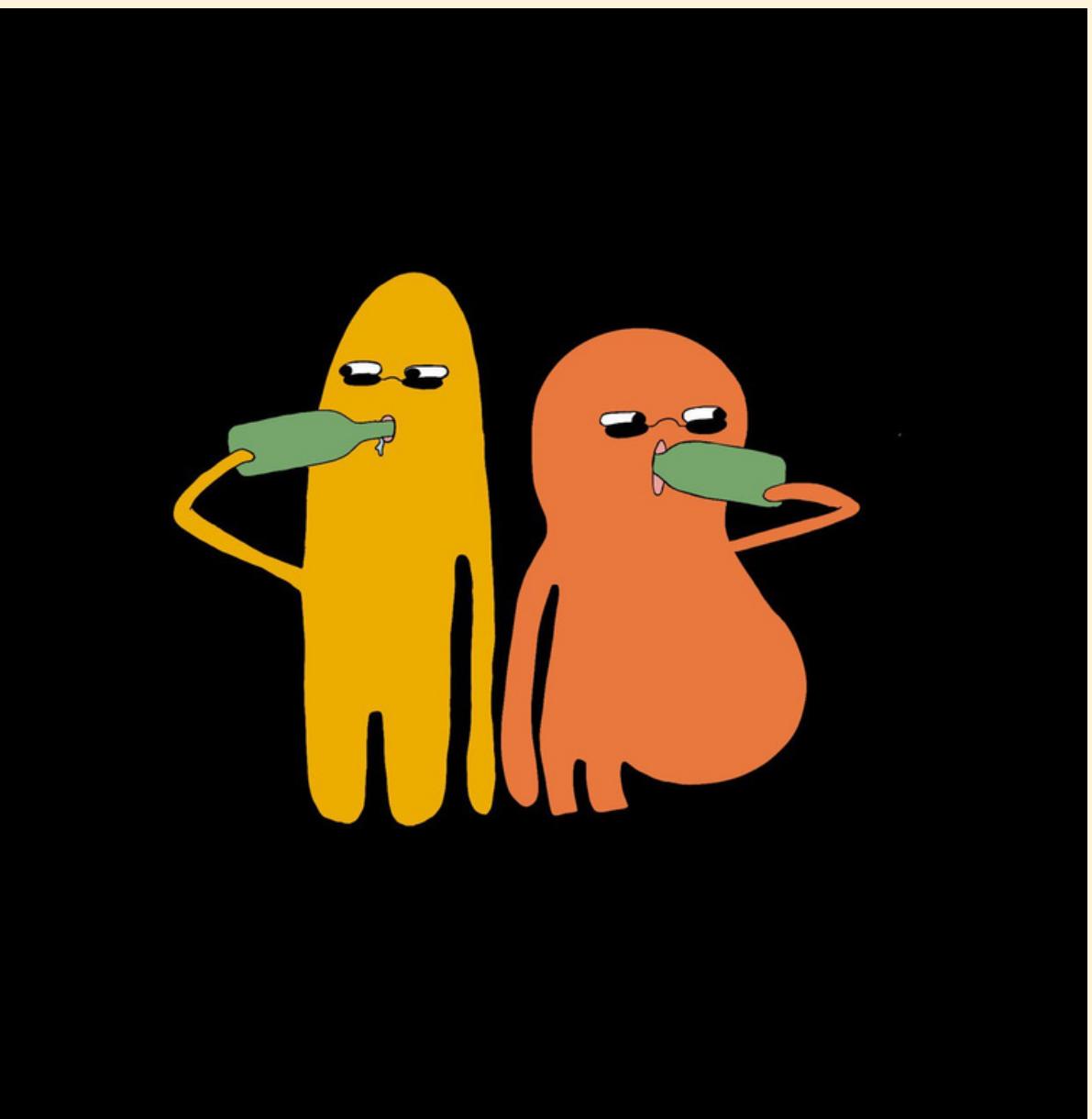
Simply send us a screenshot of your purchase receipt with your name via Instagram DM, Facebook message, or whatsapp @ +65 8838 4882 to book and redeem your free facial

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

Side hustle

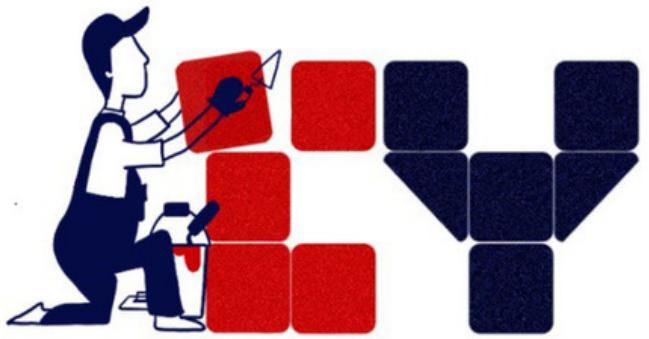
PERSONAL PROJECTS

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**