**Media and Marketing**

All publicity materials shall not:

1. Be prejudicial to National Policy or the good name of SIM
2. Be prejudicial towards any race or religion
3. Be defamatory, vulgar, distasteful and derogatory
4. Cause offence to public sensitivities
5. Infringe on any copyrights or the local law as stipulated by the relevant authorities. Some examples include but are not limited to Singapore Code of Advertising Practice (SCAP), CPE Code of Advertising for Private Education Institutes (PEIs) and Copyright and Consent Laws.

|  |
| --- |
| **Marketing Plan –**  **Tell us how you plan to market your event under 300 words.** |
| Our Competition poster are to be placed:  1. Our Instagram + Instagram reel  2. Physical Poster Placement: placed on the 3 designated notice boards within the campus: 2 facing the canteen at Blk A, level 3, and 1 outside the career connect office at Blk B, level 1  3. SIMConnect Publicity Blast: The news appear in SIM Connect  4. Digital signage broadcasts: the Television near every lifts in SIM, 2 weeks before competition  5. MySIM app: for SIM Students registration to join the competitions. Or at least can help them to know who we are  To be done as soon as the proposal and poster being approved. Expected to have at least 3 weeks for promotion. |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Broadcast Request Form** | | | | | | |
| **Material Type** | **Name of Ad / Banner / Video**  **(include size of banner)** | **Publish / Distribution Date** | **End Date** | **Filename** | **Submission Date**  **(For Official Use)** | **Status**  **(For Official Use)** |
| Vertical Ad (Digital) | Bouldering Ad | 05/02/2016 | 31/02/2016 | Boulderingad01.jpg |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Digital Signage Broadcast |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Details and Specifications** | | | | |
| **Material Type** | **Broadcast Location** | **Dimension (W x H)** | **Format** | **Other Requirements** |
| Vertical Ad (Digital) | Lobby Digital Panels | Use A4 Template provided | jpg | Do not include SIMGE Logo in the design |
| Video (Digital) | Café TVs | 1920px by 1080px  Aspect Ratio: 16:9  Compression: 1080i50 | mp4, mpg | Duration: General – 2 min   * All videos must have watermark (Student Life Logo, Club/Council Logo & Event Name/Dates at bottom left corner * Subtitles |
| Banner | Refer to Annex A | Space limitation | jpg | Check with Student Life Advisor |
| A1-Size Physical Poster  A3-Size Physical Poster  A4-Size Physical Poster | Refer to Annex B | Use provided template | jpg |  |

|  |  |
| --- | --- |
| **Display Locations for Banners** | |
|  |  |
|  | **Requirements**:   * Maximum size of 8m x 2m * SIM GE logo |

|  |
| --- |
| **Terms and Conditions** |
| 1. Forms and contents must be emailed to your designated Club/Council Advisor 2. Incomplete forms will not be processed 3. Bookings will be processed upon submission of contents (i.e. advertisements, videos and/or ambient designs) 4. Physical dimension to be provided 5. Approved artwork must be submitted 10 working days before publish date 6. Published date is limited to 4 weeks |

All marketing materials (e.g. posters, videos, banners or flyers) are to be reviewed and approved by respective Student Life club advisors before the start of any marketing and publicity campaign.

The marketing materials should include:

|  |  |  |
| --- | --- | --- |
| 1) SIM GE Logo | 2) Student Life Logo | 3) Clubs/Council Logo |
| A red and blue triangle with black text  Description automatically generated with low confidence |  |  |

**Virtual**

1. Clubs and Council Instagram page

Most of the student clubs and councils have their Instagram page to engage students on social media platforms.

1. Digital Signage Broadcast

Digital boards are placed all around SIM campus, and mainly situated beside the lift lobby. Student leaders can promote their event by submitting their approved poster design to Student Life department for processing.

Requirements:

* Portrait
* 200 dpi
* Jpeg format

The poster design should be submitted at least 2 weeks in advance prior to the date of broadcast. The desired broadcast period should not exceed 14 days.

**DISCLAIMER**

* The marketing materials shall not infringe on any copyright content, images, and characters for publicity purposes.
* The content of the marketing material should not be prejudicial towards any ethnicity, race, religion, gender, sex, or organisations.
* Any materials that are deemed violent, vulgar, derogatory, discriminatory, harassing, or distasteful, with the possibility of stirring public sensitivities will not be approved. Also, It should not contain any cultural or sub-cultural lyrics, attires or symbols that is negatively associated with certain socio-political movements (e.g. gang symbols, Neo-Nazi, Ku Klux Klan, terrorism).
* In any event where it involves the collaboration with external parties, students must seek prior approval from the respective organisation for the use of their logo and marketing materials.
* Student Life reserves all rights to reject any content, and refuse engagement with individuals, or organisations that does not fulfil the basic conditions.

**Media Management**

Students are advised to tactfully disengage when confronted by members of public, public media, or alternative media channels.

The following statement can be used to direct them to appropriate channels in SIM.

“Thank you for your question(s). Since we do not have a complete understanding of the situation, perhaps you would like to provide your contact information so that our respective authorities in SIM can get back to you”.

When in doubt, please consult your respective Student Life club advisor for any follow up actions.