

*Cheng San Teng,
Loke Yah Teng
& Peck San Theng*



Cheng San Teng 青山亭

It was originally a cemetery in Singapore

Established in 1820s

Maxwell Road

Cantonese and Hakka immigrants.

The Cantonese and Hakka came from the three prefectures called Guangzhou, Huizhou and Zhaoqing.

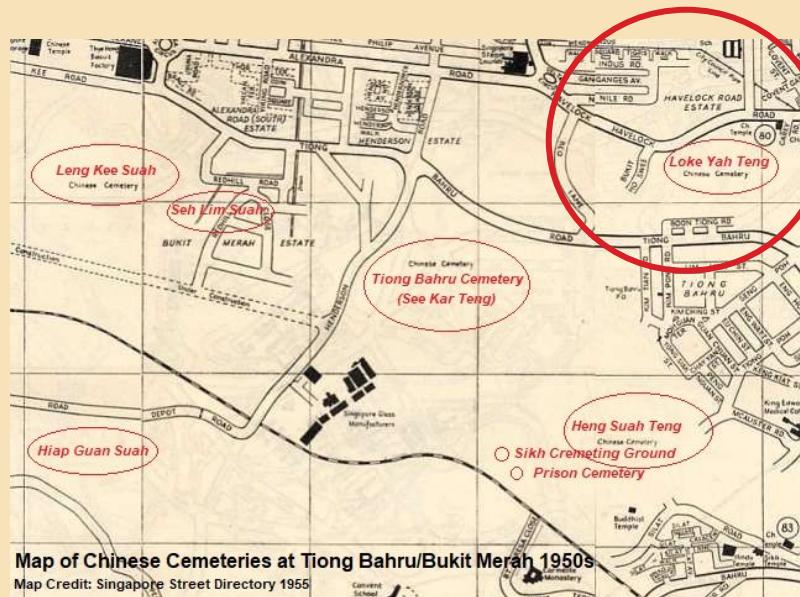
Guang-hui-zhao were the origin of the name 广惠肇 Kwong-Wai-Siew.

The management committee conducts 2 most important ancestral worships every year during the Qing Ming and the Chong Yang festivals

Loke Yah Teng

Loke Yah Teng was established in the 1840s

The Huizhou Hakkas teamed with the Cantonese to form an unusual cross-bang grouping known as the Guang Hui Zhao (广惠肇) group *the group jointly subsequently the Loke Yah Teng cemetery*





Huizhou hakkas and teochew

The Hakka bang was another small yet fragmented dialect group. There were slightly more than 6,000 Hakkas. The Hakka bang consisted of three main sub-groups

1. Feng Yong Da Hakkas
 2. Jiaying Hakkas
 3. **Huizhou Hakkas, comprising 10 counties in Guangdong's Huizhou prefecture. In 1890, they established the Wui Chiu Fui Kun (Huizhou Association)**
 4. **The Cantonese bang consists of two factions. One with origins from the Five Counties (Wuyi) The other faction has origins from Siyi.**
As a result of the highly fragmented bang structure, the Cantonese community had no focal bang organisation throughout the 19th century.
- 



Loke Yah Teng

Loke Yah Teng, a Cantonese-Hakka collaboration, became full in 1880, and new burials at the cemetery were no longer possible.

Loke Yah Teng's Relocation at Choa Chu Kang Cemetery 1960s



Photo Credit: Kao Lin Lin Tong San-Tu Chai Collection



Loke Yah Teng

The Cantonese/Hakka cemetery *Loke Yah Teng* was set up on a piece of land, near present-day Bukit Ho Swee, awarded by the colonial government.

Part of it was acquired in the 1910s for the construction of railway tracks. In 1957, the cemetery was bought by the Singapore government, resulting in the exhumation and relocation of its 11,518 graves to Choa Chu Kang Chinese Cemetery.





Peck San Theng

What it is

Kwong Wai Siew Peck San Theng is a cultural organisation and columbarium that was formerly one of Singapore's largest Chinese cemeteries, covering 324 acres with more than 100,000 graves. Today the plot of land has become the bustling Bishan town.



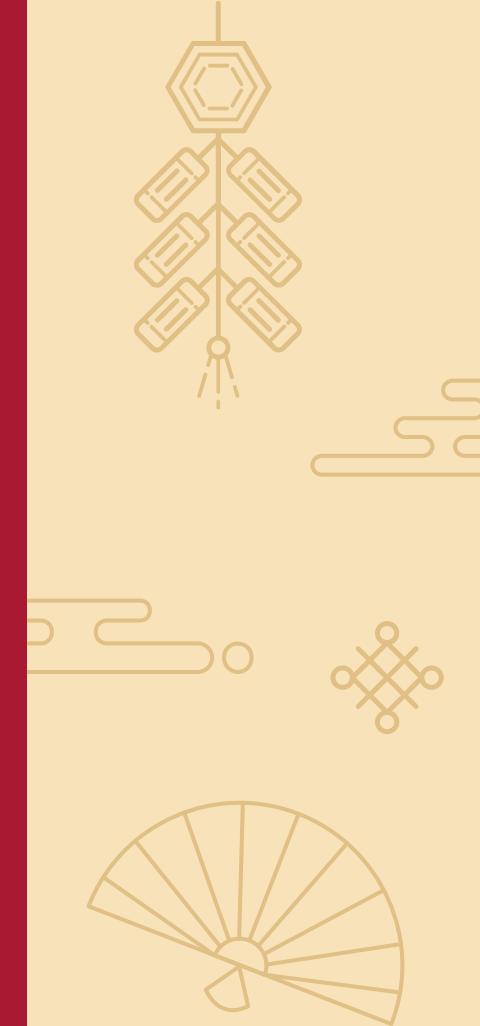
History

In the past...

- It was established in 1870 by Cantonese and Hakka immigrants from the prefectures of Guangzhou, Huizhou and Zhaoqing in Guangdong Province, China. It is currently managed by 16 clan associations to provide ancestral worship services to the public.

In recent times...

- Since 1980s, Peck San Theng cemetery has converted to a columbarium offering niches to the public irrespective of race, language and religion.



What exactly is Peck San Theng?

- 01 What can you tell from the name?*
- 02 What is the significance of this?*

Peck san Theng's full name is Kwong Wai Siew Peck San Theng. The significance of the name can be found from lecture 2, where "Kwong Wai Siew" were from the names of provinces Guangzhou, Zhaoqing (both cantonese speaking) and Huizhou (Hakka speaking).

Since the name was taken from both Cantonese and Hakka speaking provinces, this shows the close relationship between the two dialect groups, as to why they work together to build this place.



Other information

01

Other functions

The incomes from columbarium and donations are used to fund various community welfare projects such as bursaries and senior red packets.

They provides financial support to the Kwong Wai Shiu Hospital, a charitable organisation that provides healthcare and hospice services to the aged and needy.

02

Changed in its scope

Even though Peck San Theng was mainly the resting ground for Cantonese and the Hakka, they have now included other dialect groups and races.



Strategy

Venus

Venus has a beautiful name, but it's terribly hot



Jupiter

It's the biggest planet in our Solar System



Mercury

Mercury is the closest planet to the Sun



Mars

Despite being red, Mars is actually a cold place





Product Description

01 *Mars*

Despite being red, Mars is actually a cold place. It's full of iron oxide dust, which gives the planet its reddish cast

Jupiter

It's a gas giant, the biggest planet in our Solar System and the fourth-brightest object in the sky

02



Pricing



Basic

Mercury is the closest planet to the Sun



Pro

It's the biggest planet in our Solar System

Basic Plus

Venus is the second planet from the Sun



Premium

Saturn is the ringed one and a gas giant



Distribution Channels





Promotion

Print

Mercury is the closest planet to the Sun

TV

Despite being red, Mars is a cold place

Direct Mail

Saturn is the ringed one and a gas giant

Radio

Venus has a beautiful name, but it's hot

Press

Earth is the planet we live on

Mobile App

Pluto is now a dwarf planet





Advertising Campaign 1

Budget

\$25,000,000

Description

Mercury is the closest planet to the Sun and the smallest one in our Solar System

Goals

- 01 Here you can list your goals
- 02 Here you can list your goals
- 03 Here you can list your goals

Advertising Campaign 2

Budget

\$50,000,000

Description

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot



Goals

- Here you can list your goals **01**
- Here you can list your goals **02**
- Here you can list your goals **03**



PR Outreach

Key Messages

01

Saturn is the
ringed one and a
gas giant

02

Neptune is the
farthest planet
from the Sun

Media Channels

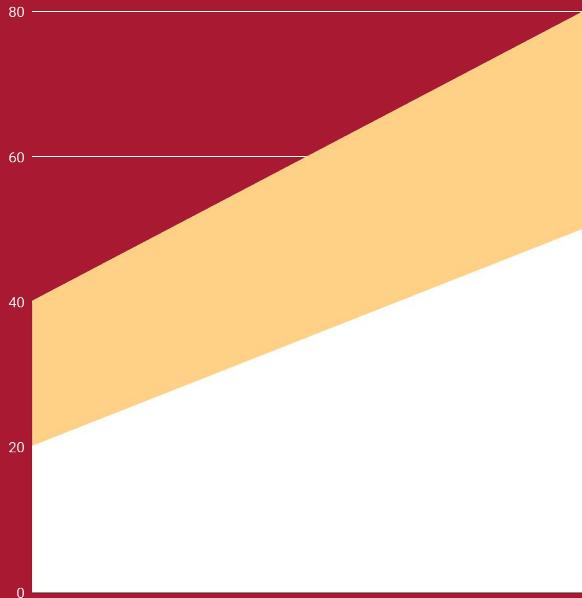


Budget Allocation

	Jupiter	Mercury	Venus
	\$2,000	\$3,100	\$400
	\$3,400	\$600	\$200
	\$1,700	\$800	\$2,500
	\$4,000	\$1,600	\$800



Predicted Reach



Campaign 01

20,000

New followers

100,000

Mentions &
interactions

Campaign 02

50,000

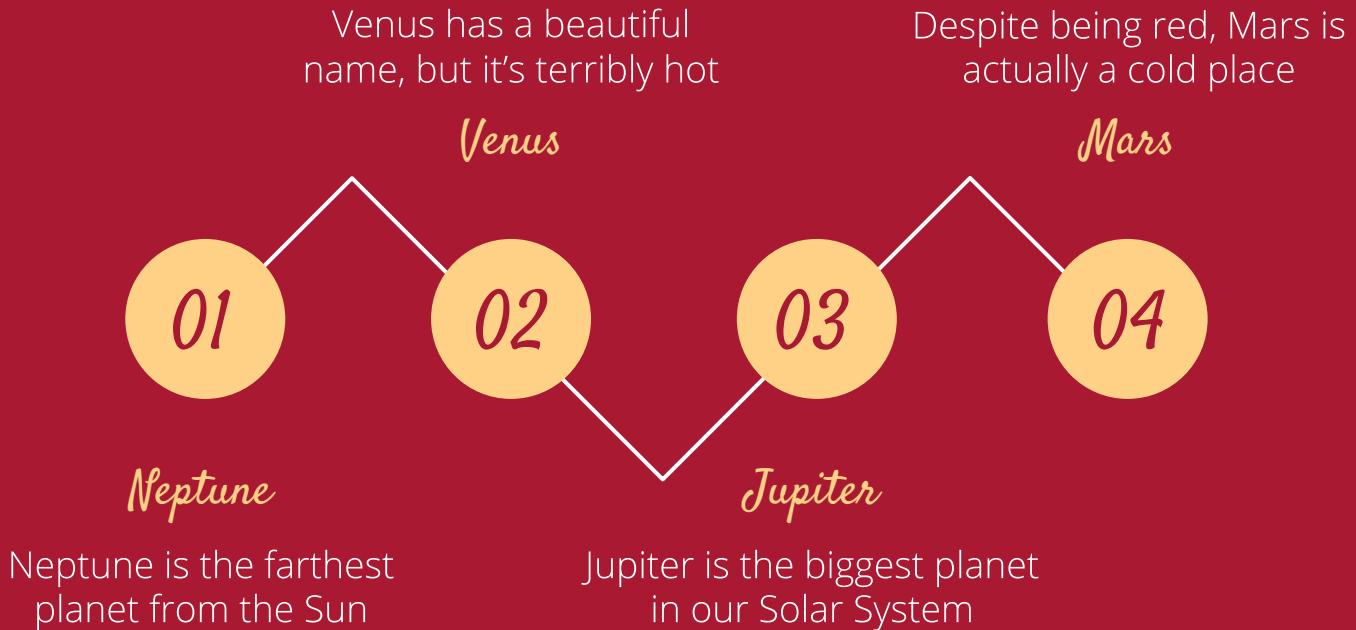
New followers

900,000

Mentions &
interactions

If you want to modify this graph, click on it, follow
the link, change the data and replace it

Timeline



Multimedia



Insert your
multimedia
content here

Our Team



Faith Chen

You can replace the image on the screen with your own



Billy Zhou

You can replace the image on the screen with your own



A photograph of a man and a woman in festive attire. The man on the left is wearing a white shirt, a red bow tie, and a dark suit jacket. The woman on the right is wearing a red dress. They are both smiling and looking upwards, with gold and red confetti falling around them. The background is a warm, yellowish-red.

Thanks!

Do you have any questions?

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Alternative Resources

Here's an assortment of alternative pictures within the same style of this template.

- Couple posing while holding golden chinese coins for new year
- Model in red dress showing chinese new year cards
- Smiling woman posing for chinese new year
- Couple looking at each other at chinese new year
- Portrait of woman with rat figurine for chinese new year
- Casual woman posing with shopping bags for chinese new year

Resources

Did you like the resources on this template? Get them for free at our other websites.

Photos

- Close-up of calendar with date for chinese new year
- Woman blowing golden confetti
- Models embraced for chinese new year
- Fortune cookie with message for chinese new year
- Model fixing his bow tie for chinese new year
- Woman holding rat figurine for chinese new year
- Man holding golden coins with red bag for chinese new year
- Close-up for chinese new year cards

- Woman opening gift box for chinese new year
- Smiling woman posing in elegant dress for chinese new year
- Elegant man posing at chinese new year
- Couple enjoying throwing golden confetti
- Close-up of new year sign and rat figurines

Vectors

- Close-up of calendar with date for chinese new year
- Happy chinese new year in flat design
- Flat chinese new year
- Beautiful red & golden chinese new year calendar
- Beautiful chinese new year banners in flat design