# Republic Polytechnic's Media Challenge returns to crown new winners

### Project aimed at forging new friendships through social media wins top prize

**SINGAPORE, 8 April 2014 –** Putting the social back into social media. Increasing awareness of peer pressure among youth. Using social media to uncover youths' talents. These were some of the causes that secondary school student teams hoped to raise awareness of through their digital marketing packages. At the end of the day, *Teens Next Door*, a team of five students from Raffles Girls' School (RGS) clinched the top prize at the finals of The Media Challenge 2014 held on 5 April. The team's topic on "Putting the social back into social media", together with the quality of their digital marketing package, impressed the panel of judges comprising industry professionals.

Returning for a second consecutive year, The Media Challenge is a unique competition that aims to cultivate an interest in mass communications and media-related disciplines amongst secondary school students. This year, 130 students from 21 secondary schools around Singapore participated in the competition, which began in March. The competition has grown steadily in popularity since it began last year, with 28 teams participating this year compared to 18 teams from 15 schools last year.

"We are encouraged by the increasing interest in The Media Challenge from secondary schools since we launched the inaugural event last year. This unique event provides a hands-on experience for students to learn all about the challenges and rewards of working in media-related industries. In this year's competition, the students were judged on factors such as effectiveness of social media usage, quality of their blog content and presentation skills to promote a cause that is close to their hearts. The panel of judges comprising both RP staff and industry partners from Ogilvy, Blugrapes and National Youth Council were extremely impressed by the quality of projects developed by the teams that covered a broad spectrum of topics of relevance to youth," said Mr Warren Wang, Director, Centre for Enterprise and Communication.

Over the last month, the students took part in a number of apprentice workshops under the guidance of faculty members at RP's Centre for Enterprise and Communication as well as industry partners: PAYM, 2Stations, Blugrapes and Ogilvy. They were equipped with foundational skills in digital marketing, writing, communicating and critical thinking. In line with this year's theme, "Youths' Passion for Our Community and Singapore", the students were encouraged to develop their awareness and interest in everyday social issues.

The teams were to pick a social cause of their choice, and then develop a digital marketing package comprising a blog and social media tools to create awareness on it and engage Singapore's youth for their selected cause.

To achieve their goal, the winning team, *Teens Next Door*, set up a blog and used platforms such as Facebook, Twitter and Instagram to engage their target audience. Through these channels, they reached out to other youth in Singapore, encouraging them to interact with the "familiar strangers" in their lives through social media. In reaching out to these acquaintances, it was hoped that they would broaden their social circles.  Over the course of the month, the group's Facebook page amassed close to 600 fans, attesting to the commendable reach of their campaign.

**Photo Captions**



**Putting the social back into social media:** Team *Teens Next Door* from Raffles Girls' School were crowned champions in Republic Polytechnic's Media Challenge held on 5 April. Their project on encouraging youth in Singapore to step out of their comfort zones and make new friends through social media earned them S$2000 in prize money.



**Beating down peer pressure:** Team *Verbal Anatomy* from Westwood Secondary School focused on stomping out peer pressure with their Rant2Friend project. By giving youth a platform to talk about peer pressure with the #rant2friend hashtag, the team was able to raise awareness of the prevalence of peer pressure, as well as provide an avenue for attitude change. The team coveted the second place in the competition and won S$1000.

**Showcasing Singapore's hidden talents:** Team *Adrenaline* from Marsiling Secondary School finished in third place with their talent showcase project. The team used social media to raise awareness of the unique talents of young Singaporeans which often go unnoticed and to encourage youth to live out their passions. The team received S$500 in cash.

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**About Republic Polytechnic**

The first educational institution in Singapore to leverage the Problem-based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and two academic centres offering thirty-nine diplomas in Applied Science, Engineering, Enterprise and Communication, Events and Hospitality, Infocomm, Sports, Health & Leisure, and Technology for the Arts.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic and broad-based curriculum prepares students for an active and meaningful role in society as problem solvers, respected professionals and passionate citizens.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO 9001, ISO 14001, OHSAS 18001, ISO 22301, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit http://www.rp.edu.sg

**For media enquiries, please contact:**

**Republic Polytechnic**
Patrick Seng / Julian Soh
Tel: 9767 6701 / 9018 0719
Email: patrick_seng@rp.edu.sg / julian_soh@rp.edu.sg

**Weber Shandwick (for Republic Polytechnic)**
Matthew de Bakker / Siddharth Singh
Tel: 6825 8206 / 6825 8022
Email: republicpoly@webershandwick.com