**Part A: Planning Strategy**

**1. Objectives**

The objective of the online exhibition is to enhance the awareness of teenagers in China regarding the adverse health effects of excessive gaming on electronic devices. The specific awareness objectives have been developed following the SMART criteria, as given below:

* To reach 5% of teenagers in Shanghai, China highlighting the adverse effects of excessive gaming on electronic devices within a period of six months
* To acquire 100,000 views, 1000 likes, 500 comments, and 100 shares on the video within a period of six months
* To generate 50 participation videos from teenagers in XYZ, Shanghai, China regarding their efforts of controlling their gaming habits within a period of 6 months

**2. Target Audience**

The target audience for this campaign include teenagers in Shanghai, China. According to a recent survey performed on the population of Shanghai, there are around 1,332,945 teenagers between the age of 14 to 19 who can be considered, as the target audience for this campaign. Further, the specific characteristics of the target audience are listed below:

* Individuals within the age group of 14 to 19
* Teenagers having a significant interest in gaming will be the primary target.
* Teenagers living in primarily urban areas
* Individuals frequently using Chinese social media platforms including Tik Tok, WeChat, and others

**3. Tactic**

The communication strategy of the video will primarily be designed in the form of a “question and answer (QnA)” session with a popular influencer on Tiktok. The influencer will be searched on the Tik Tok platform to determine the suitability for participation in this video. The moderator of the video will ask a variety of questions to the influencer regarding the impact of gaming on teenagers such as myopia and mental health challenges.

The responses to the questions by the influencer will involve a combination of emotional appeal and fact reporting to influence the audience. For example, emotional influence will be employed to warn the audience about the dangers of excessive gaming and its long-term impact on people's lives. Moreover, various facts about the negative effects of gaming on Chinese youth will be highlighted such as high levels of myopia and psychological issues.

Further, the influencer will encourage teenagers to use the hashtag #ToTheNewWorld for making a pledge to reduce their gaming habits and publish their success stories in gaining greater control over their gaming activities. This may involve a variety of creative participation tactics that teenagers can employ in highlighting their success stories.

**4. Goal**

The goal of this online exhibition is to enhance awareness of the adverse consequences of excessive gaming among teenagers. Gaming culture is a major issue in Chinese society and there are high levels of myopia because of teenagers’ indulgence with electronic devices. The purpose of this video is to influence behaviour change among teenagers by influencing them to reduce their exposure to electronic devices. It can be achieved by encouraging them to reduce their gaming activities by acquiring higher control. The video will encourage teenagers to reflect on the impact of excessive gaming on their personal health and well-being and devise strategies and mechanisms to acquire self-control. It will also encourage them to narrate their success stories so other people can also be motivated to change their habits.

**5. Evaluation Metrics**

Various metrics will be utilised to measure the effectiveness of the video.

* The total number of views, comments, likes, and shares on the video will be measured to determine the overall reach and impact of the video. The total number of views will highlight whether the first and second objectives have been achieved in terms of reaching around 5% of teenagers in Shanghai. In order for the first objective to be successful, the total number of views on the video should be higher than around 10% of teenagers in the region. This will provide an indication of reaching the objective.
* The total shares of the video and the use of the hashtag #ToTheNewWorld on several social media platforms in China will be measured. For example, Tiktok provides analytics for the number of times a hashtag has been used on its platform. Accordingly, the performance of the hashtag will be tracked over time, as it will help determine the progress of the third objective i.e. reaching 50 participation videos.

VIMEO;https://vimeo.com/740753654