MARKET OF MALICIOUS INTENT (MOMI)



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EXECUTIVE SUMMARY

In ASEAN, 79% of children age 8 to 18 report encountering online risks. (SCMP, 2025). Child online safety narratives place the burden on individuals, emphasising parental supervision, digital literacy, or a blanket restriction rather than addressing the root architectural cause.

The campaign, the **Market of Malicious Intent (MoMI)**, aims to shift narratives of children's digital safety in Thailand, Singapore, Malaysia, Indonesia, and the Philippines. By concretising the dangers of platform design with a familiar and relatable cultural touchpoint that is night markets, the focus on complete restriction is repositioned to policies that are based on safety by design.

Through our interactive microsite, posters, and ICT activation, the campaign aims to increase public awareness of the dangers of platform design and partner with regional CSOs to support 5Rights' advocacy in pushing for safety by design.

With #RegulateNotEliminate, the campaign advocates for platform accountability without removing the positives that digital spaces provide for children.

1

PROBLEM

55%

of surveyed Filipino children **did not know how to report** harmful social media content

(UNICEF, 2022)

42%

of surveyed Indonesian children reported having felt **uncomfortable or scared** due to online experinences

(UNICEF, 2025)

63%

of surveyed Singaporean parents did not feel confident in guiding their children's digital habits

(MDDI, 2025)

As of 2020, prevalence rate for Internet addiction in Southeast Asia was

20%

(Chia et al., 2020)

THE PROBLEM

Children's online safety efforts go beyond individual behaviour and responsibility—instead of depending on children's and their parents' ability to reduce exposure to harm, platform design should be addressed too.

Individual Responsibility
Parents and children manage online risks

→

Platform responsibility
Platforms reduce risks through safer design choices

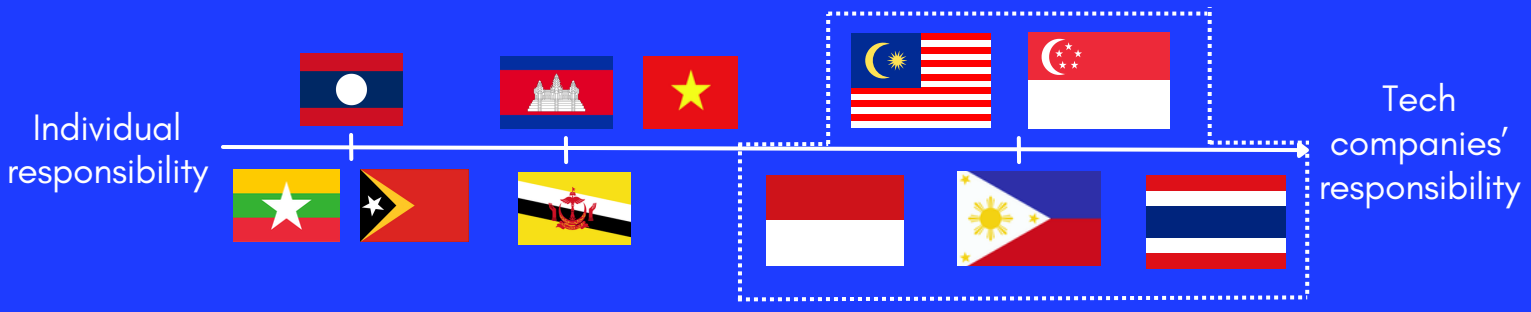
FORMATIVE RESEARCH

SITUATION ANALYSIS

ASEAN has recognised child online protection as a regional priority.

However, approaches vary across member states, with some placing greater emphasis on individual responsibility, while others are increasingly incorporating platform accountability into their regulatory frameworks.

Our campaign focuses on Thailand, the Philippines, Singapore, Indonesia, and Malaysia, five Southeast Asian countries experiencing growing digital participation and evolving child online protection frameworks.



Targeting these countries allows the shared safety-by-design narrative to reach diverse national contexts.

SITUATION ANALYSIS

When determining the feasibility of conducting our campaign in each country, some environmental and political factors were considered.



Accessibility to the Internet

It is essential for a widespread 5Rights campaign, as it serves as the primary platform for disseminating information and raising awareness about digital rights.

Stable Media Infrastructure

A well-established media infrastructure allows information to reach a broad audience without significant disruptions or censorship, facilitating continuous public engagement, awareness-building, and access to educational resources on digital rights, especially through traditional mainstream channels.

Current Policy Dicussions

Existing policy discussions surrounding children's digital safety provide a favourable environment, as children's digital rights would be a relevant topic amongst policymakers. Ongoing discussions about social media regulation and children's online safety could create opportunities for the campaign to build on existing policy conversations and encourage greater consideration of children's rights in the digital space.

SITUATION ANALYSIS

Accessibility to the Internet

The internet usage penetration rate in Thailand in 2024 was estimated to be around 91% (World Telecommunication/ICT Indicators Database, n.d)

Stable Media Infrastructure

While there is widespread self-censorship due to the Lèse-Majesté laws, mainstream media outlets are still free to cover topics such as criticism of government policies, instances of corruption, and human rights abusers (BBC News, 2011). This allows for potential mainstream media coverage on current digital right policies.

Current Policy Discussions





Discussions surrounding the prioritisation of children's digital rights in Thailand have increased in recent years, through legislative and regulatory efforts to strengthen the accountability of social media platforms and technology companies. Namely, concerns over children's safety online have prompted greater attention from policymakers towards online child protection, including Thailand's Prime Minister, Anutin Charnvirakul, pushing for default child safety settings on new digital devices (Bangkok Post Public Company Limited, 2026).

SITUATION ANALYSIS



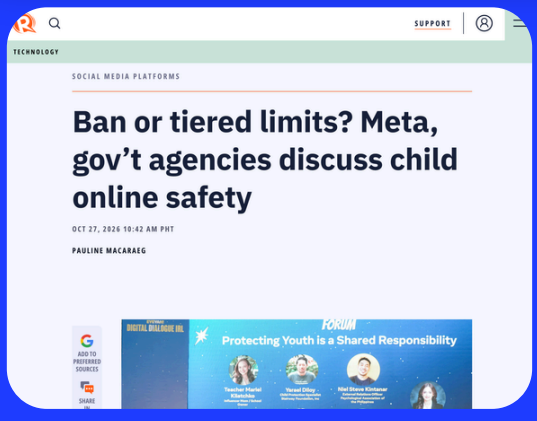
Accessibility to the Internet

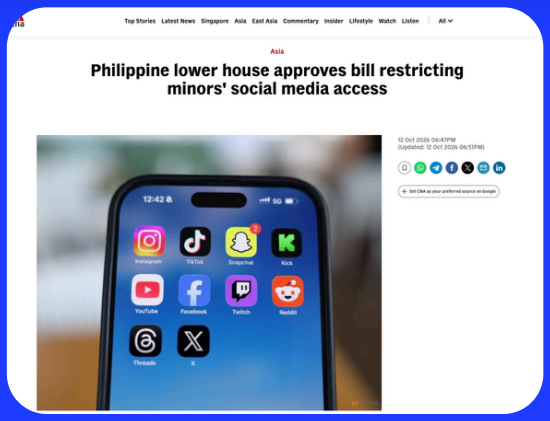
Approximately 97.5 million Filipinos were internet users as of January 2025, representing 83.8 percent of the total population (Foundation for Media Alternatives [FMA], 2026).

Stable Media Infrastructure

In the Philippines, legal and political pressures complicate the environment for advocacy-focused media and free expression in mainstream media. However, the Philippines Constitution explicitly protects freedom of speech, expression, the press, and the right to peaceful assembly, allowing for coverage on social issues and criticism of governance (House, 2019).

Current Policy Discussions





Existing NGOs and policymakers are working towards holding technology companies accountable, with multiple bills currently proposing age restrictions, safety-by-design measures, and explicit obligations for social media platforms. This presents a timely opportunity for a campaign to introduce an alternative to the proposed ban, advocating for stronger digital safeguards and regulation rather than outright restrictions on children's access to social media in the Philippines.

SITUATION ANALYSIS



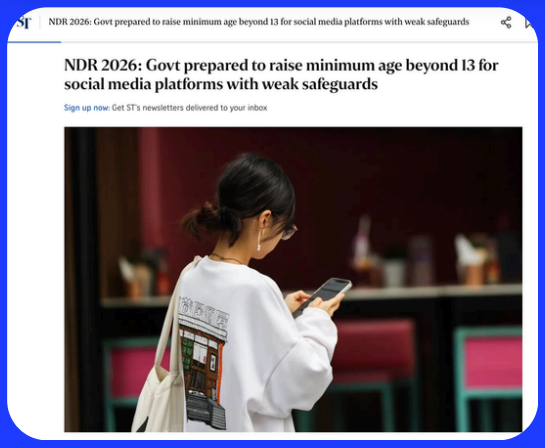
Accessibility to the Internet

As of February 2025, Singapore's internet adoption rate stands at around 96%, reflecting the near-universal integration of online activities into everyday life (Statista, 2026).

Stable Media Infrastructure

Although Singapore has relatively strict media regulations in place, its well-developed media infrastructure provides a reliable platform for the campaign. Advocacy initiatives centered around public education remain viable, as the Infocomm Media Development Authority recognises and supports public education programmes promoting media literacy and cyber wellness (IMDA, n.d.).

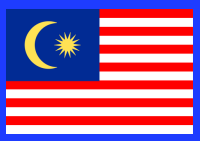
Current Policy Discussions





Existing discussions and plans around children's online safety regulation create a strong foundation for a campaign, with an opportunity to build on political momentum and push Singapore towards having stronger accountability for technology companies.

SITUATION ANALYSIS



Accessibility to the Internet

According to a report by the Department of Statistics in 2025, access to the internet sits at around 95% to 97% nationwide, with the highest percentage of users accessing the web via mobile devices (Department of Statistics Malaysia [DOSM], 2025).

Stable Media Infrastructure

Malaysia's relatively diverse media landscape and growing presence of independent online news outlets provide opportunities for advocacy campaigns to reach the public and generate discussion. However, press freedom remains constrained by restrictive legislation and government influence (RSF, 2026).

Current Policy Discussions





Similar to Indonesia, social media bans have been introduced as an effort to protect children from online harms. Given that the ban is still relatively recent, a campaign in Malaysia can continue building on political momentum surrounding this issue and encourage policymakers to strengthen the enforcement of safety-by-design principles and discontinue the ban.

SITUATION ANALYSIS

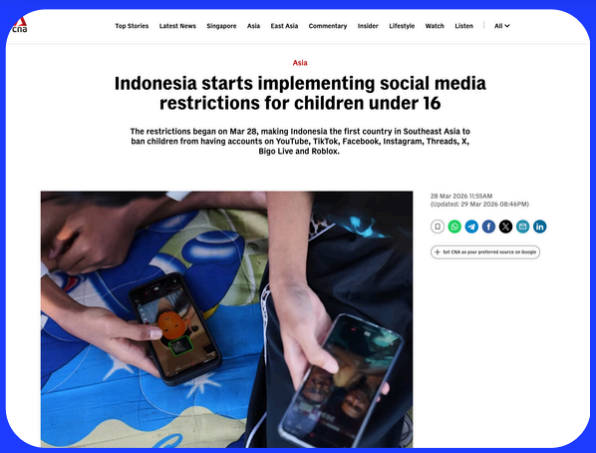
Accessibility to the Internet

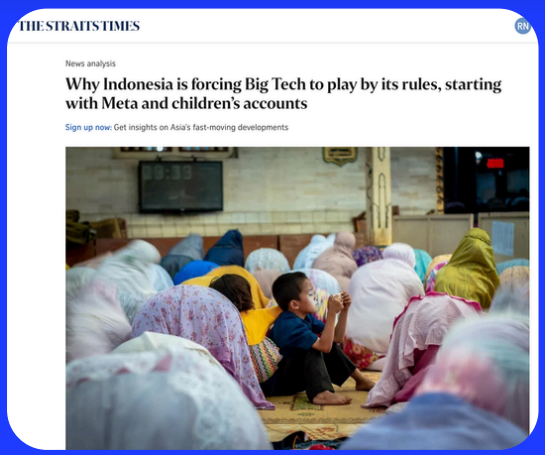
According to the Indonesian Internet Service Providers Association, internet penetration in Indonesia stood at 81.72% in 2026, representing approximately 235 million users nationwide (Asosiasi Penyelenggara Jasa Internet Indonesia, n.d.).

Stable Media Infrastructure

Indonesia holds a diverse network of over 5000 traditional and digital media outlets, enabling widespread information dissemination. According to Reporters Without Borders, 77.43% of Indonesia's 5,019 active media companies in 2024 were online outlets, highlighting the country's established digital media presence and its potential to support advocacy campaigns despite political pressure for self-censorship (RSF, 2026).

Current Policy Discussions





The rapidly development of regulations surrounding children's digital safety presents an opportunity for the campaign to build on existing initiatives. In particular, ongoing discussions around the social media ban create an avenue to challenge existing perceptions and shift the narrative towards #RegulateNotEliminate, advocating for safer digital environments rather than restricting children's access altogether.

AUDIENCE ANALYSIS

General Publics

&

CSOs / NGOs

AUDIENCE ANALYSIS



Our campaign targets the general public and civil service organisations in the aforementioned target countries.

	PRIMARY: General public	SECONDARY: Civil Service Organisations (CSOs)
TARGET	Adults aged 18-65 across five ASEAN countries	Children's rights, digital rights and online safety organisations
NEED	Understand how platform design can contribute to online risks beyond individual behaviours	Connect safety-by-design principles to existing advocacy and policy discussions, garner support
DESIRED CHANGE	Recognise platform responsibility and support safety-by-design approaches	Collective advocacy and/or increased adoption of 5Rights resources

By concretising the abstract concept of safety-by-design to appeal to the general public and CSOs, our campaign will enhance understanding and discussions to make safety-by-design and platform accountability a more visible social issue. CSOs can act as intermediaries between public concerns and policy discussions, as relevant organisations may already possess advocacy networks and industry relationships, as well as expertise in children's rights and digital governance.

AUDIENCE ANALYSIS

PRIMARY

Why General Publics?

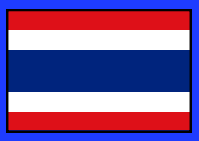
Our main aim of our campaign is to build broader awareness and understanding of children's digital rights and the recognition that online safety is a shared responsibility. More specifically, public awareness of the role and responsibility of tech companies in ensuring children's online safety through Safety-by-Design principles. Through our campaign, we hope to address this knowledge gap, encourage greater support for Safety-by-Design standards, and foster collective advocacy for a safer digital environment.

SECONDARY

Why CSOs?

Through our talks, we understand that directly engaging policymakers when entering a new market can be challenging. Instead, we aim to build a wider support network by rallying established CSOs across the region that share similar advocacy goals for children's digital safety. Through fostering partnerships and collective support, we hope to leverage their existing networks and credibility to strengthen our cause, with the longer-term objective of jointly engaging policymakers and advocating for meaningful policy change.

AUDIENCE ANALYSIS
CULTURAL CONSIDERATIONS



Hofstede's Cultural Dimensions

Power Distance: 64
Individualism: 19
Motivations and Achievements: 34
Uncertainty Avoidance: 64
Long Term Orientation: 67
Indulgence: 45

(Hofstede, 2011)

Implications on Communications Approach

The campaign should emphasise credible, institutional voices, collective responsibility, and clear, practical explanations.

Its relatively high uncertainty avoidance and long-term orientation imply the communication approach should show how Safety-By-Design provides structured, sustainable protection for children.

AUDIENCE ANALYSIS
CULTURAL CONSIDERATIONS



Hofstede's Cultural Dimensions

Power Distance: 94
Individualism: 17
Motivations and Achievements: 84
Uncertainty Avoidance: 44
Long Term Orientation: 46
Indulgence: 42

(Hofstede, 2011)

Implications on Communications Approach

The campaign should emphasise credible, institutional voices, collective responsibility, and achievement-oriented messaging.

Collaborating with organisations or credible advocates and influential KOLs can strengthen campaign legitimacy.

AUDIENCE ANALYSIS
CULTURAL CONSIDERATIONS



Hofstede's Cultural Dimensions

Power Distance: 74
Individualism: 43
Motivations and Achievements: 48
Uncertainty Avoidance: 8
Long Term Orientation: 67
Indulgence: 46

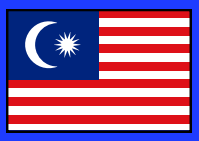
(Hofstede, 2011)

Implications on Communications Approach

The campaign should adopt credible, evidence-based, and solution-oriented communications that balance institutional authority and individual participation.

Its low uncertainty avoidance provides further opportunities for interactive campaign formats.

AUDIENCE ANALYSIS
CULTURAL CONSIDERATIONS



Hofstede's Cultural Dimensions

Power Distance: 100
Individualism: 27
Motivations and Achievements: 50
Uncertainty Avoidance: 36
Long Term Orientation: 47
Indulgence: 57

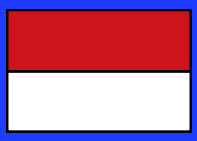
(Hofstede, 2011)

Implications on Communications Approach

The campaign should combine credible institutional advocacy with collective participation and engaging, accessible communication.

Collaborating with organisations or credible advocates and influential KOLs can strengthen campaign legitimacy.

AUDIENCE ANALYSIS
CULTURAL CONSIDERATIONS



Hofstede's Cultural Dimensions

Power Distance: 78
Individualism: 5
Motivations and Achievements: 46
Uncertainty Avoidance: 48
Long Term Orientation: 29
Indulgence: 38

(Hofstede, 2011)

Implications on Communications Approach

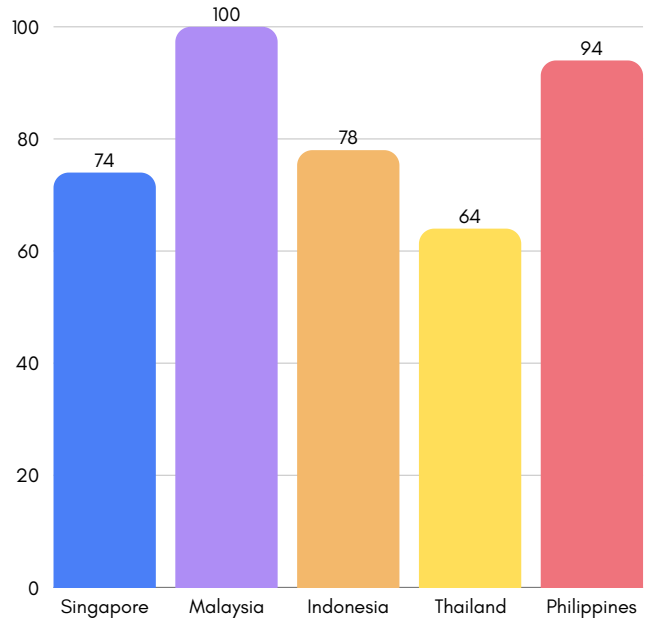
The campaign should emphasise collective responsibility, trusted institutional voices, and tangible benefits for children and families.

Community-oriented messaging and credible endorsements regarding Safety-By-Design can position platform accountability as a societal priority.

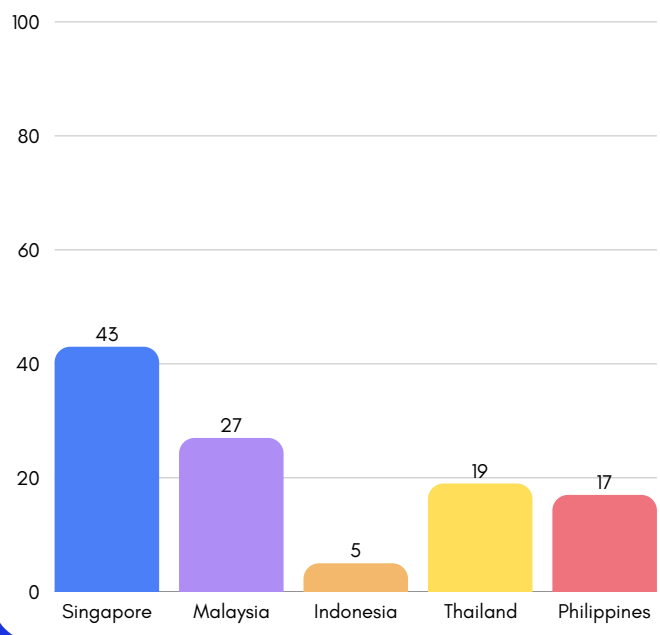
AUDIENCE ANALYSIS
CULTURAL CONSIDERATIONS

Patterns Across Target Countries

High Power Distance



Low Individualism



Overall Key Implications

Overall, the campaign should leverage voices of authority from civil service organisations, experts, and influential KOLs to strengthen the legitimacy of the campaign message. Additionally, messaging should frame children's digital safety as a shared, societal responsibility through the encouragement of community participation.

AUDIENCE ANALYSIS

IMPACT TO TARGET AUDIENCE

5RIGHTS FOUNDATION

Raise awareness of platform responsibility and support safety-by-design approaches

Rally support for collective advocacy of children's digital rights

General Publics + CSOs

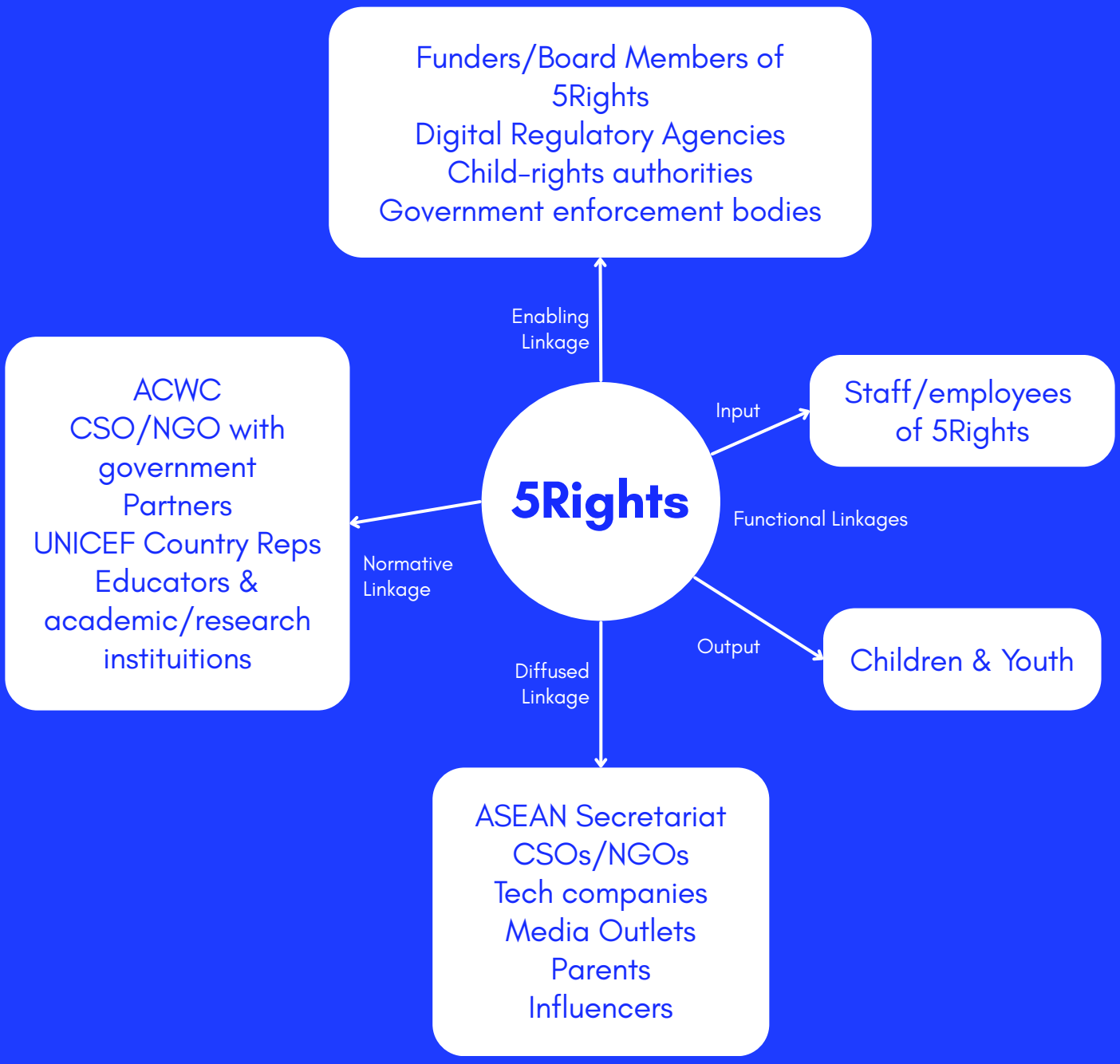
Given that ASEAN nations generally exhibit higher levels of power distance and collectivism, securing broad-based support from multiple CSOs and the public is crucial in building collective pressure and strengthening advocacy efforts to drive policy change.

Policymakers

To achieve the long term goal of 5Rights efforts in ASEAN, by reaching policymakers and enacting change at a policy level

STAKEHOLDER MAPPING

IDENTIFYING STAKEHOLDERS



(Grunig, 1966)

STAKEHOLDER MAPPING
PRIORITISING PUBLICS

(Grunig, 1966)

	Stakeholder	Strategy

Advocate *(Active + Supportive)*	• CSOs/ NGOs
	• Regulators legislating platform accountability
	  ◦ IMDA (Singapore)
	  ◦ MCMC (Malaysia)
	  ◦ Komdigi (Indonesia)
	  ◦ MDES (Thailand)
	  ◦ DICT (Philippines)
		• Action-oriented messaging:
		  ◦ Third-party endorsements
		  ◦ Signatories
		  ◦ Attendance at 5Rights events

Dormant *(Inactive + Supportive)*	• Parents • Public with young siblings/ relatives	• Build awareness
Adversarial *(Active + Non-supportive*	• Social media platforms • Gaming companies • AI companies	• Avoid defensive messaging • Frame it as a win-win situation
Apathetic *(Inactive + Non-supportive)*	• General ASEAN public with no direct connection to the issue ◦ Public without young children or relatives	• Increasing salience of the issue • Raise awareness

RELEVANT ADVOCACY CAMPAIGNS

ACT FOR CHILDREN – ARACY

The campaign frames children's safety and well-being not as an individual parenting matter or piecemeal charity issue, but as a constitutional and executive blind spot requiring a statutory, whole-of-government mandate.

This campaign emphasised structural systems over personal fault, demanding that safety and privacy be built into platforms by design and default rather than placing the burden entirely on parental control.





RELEVANT ADVOCACY CAMPAIGNS

ACT FOR CHILDREN – ARACY

STRENGTHS

- Clear, actionable policy
  - The campaign provides specific legislative and structural benchmarks, and a concrete roadmap to support.

- Systemic framing
  - Emphasise structural systems over personal fault: demand that safety and privacy are built into platforms by design and default rather than placing the burden entirely on parental control.

WEAKNESSES

- Policy-heavy tone
  - The messaging focuses heavily around big frameworks, making it difficult for the general public to resonate with.

RELEVANT ADVOCACY CAMPAIGNS

THE WORST CHILDREN'S LIBRARY - SAMSUNG

The campaign was done by Samsung x Safe Surfer to raise awareness about child online safety in New Zealand. Over 1000 children's books in a school library were replaced with books representing harmful content children see online.

By concretising the harms of social media, the campaign aimed to show parents that handing a child an unfiltered internet-connected device is the digital equivalent of putting them inside this library.



RELEVANT ADVOCACY CAMPAIGNS

THE WORST CHILDREN'S LIBRARY - SAMSUNG

STRENGTHS

- Strong physical metaphor
  - Abstract digital dangers turned into real, tangible content. Turning a safe space (library) into an unpleasant location.

- Earned media machine
  - Received massive earned PR and industry recognition, amplifying the issue of accountability on devices.

WEAKNESSES

- Trigger warning and sensitivity
  - As the campaign adapted real-world abuse materials, the activation could create shock if not framed with strict content warning/safety guidelines.

CAMPAIGN DEVELOPMENT

CAMPAIGN GOAL

Shift the narrative of **individual responsibility** toward **platform responsibility** to make digital platforms safer for children across ASEAN.

CAMPAIGN OBJECTIVES

GENERAL PUBLIC

Increase awareness of the dangers of platform design for children **among ASEAN adults aged 18-65 years old** by 30% within 6 months

Increase in number of **unique ASEAN website visitors** to 5Rights website by 50% within 3 months

Increase online public discussions about children's online safety through safety by design and tech responsibility by 20% within 12 months

CIVIL SERVICE ORGANISATIONS

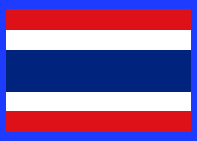
Increase CSOs' willingness to **adopt the 5Rights website as a resource** relating to child online safety by 30% within 6 months

Have at least 20 CSOs, academics, organisations as signatories of a **combined agreement** to support 5Rights' advocacy in pushing for safety by design within 6 months

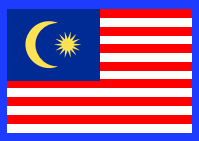
STRATEGY

Insight

What do these 5 ASEAN countries have in common?
What are their shared cultural beliefs and activities?







There's food



There's strong tourism



There's hierarchical respect



STRATEGY

Insight

But one thing that stands out the most is...



Night Markets

STRATEGY

Insight

Thailand	Massive night markets like Chiang Mai Night Bazaar or Bangkok's Jodd Fairs offering endless food and clothes.
Singapore	Pasar malam (night markets), roving temporary bazaars that pop up in different residential neighborhoods.
Malaysia	Pasar malams throughout different cities, even featured in the Michelin guide for recommended night markets.
Indonesia	Pasar malams and bustling evening food stalls (kuliner malam), both permanent and travelling.
Philippines	Lively night markets (such as in Davao or Manila) focus heavily on local street food.

STRATEGY

Relationship between Night Market and Social Media Platforms

Night markets across ASEAN are beloved community hubs for socialising, food culture, youth gathering, and entertainment. Society would never shut down or ban night markets simply because pickpockets operate or uninspected stalls sell unsafe food. Instead, authorities enforce structural standards (zoning, hygiene checks, fire exits, and visible security). Social media is the modern digital public square where Southeast Asian youths connect, create, and discover identity.





If an unlicensed vendor serves contaminated food to a child, or if a suspicious alley allows dangerous strangers access to minors, society holds the market owner and local safety inspectors accountable for negligence, not the parent for taking their child to a public market.

Thus, the night market analogy for social media holds this digital infrastructure accountable, where platforms are commercial stalls, shifting the narrative that **harm is an engineered design, not children's or parents' responsibility to avoid.**

STRATEGY

Shifting narratives of children's digital safety by concretising the dangers of platform design in a physical, relatable manner.



WHY CONCRETISE?

1. Makes **abstract concepts tangible,** into something people can picture, discuss, and evaluate.

2. "See it to believe it": **Visual aids** and **storytelling** allow the issue to **feel more personal** as compared to words on a screen, enabling more emotional engagement.

3. **More memorable and shareable**: In today's digital world, content sharing is streamlined, and striking visuals can aid in creating a more memorable idea to reach wider audiences.

STRATEGY

Campaign Name:

THE MARKET OF MALICIOUS INTENT (MOMI)

STRATEGY

BIG IDEA

The Market of Malicious Intent (MoMI) serves as an analogy for platform design. We concretised night market stalls into digital harms and benefits, and reframed the narrative of accountability for tech companies, much like how night markets are regulated.



STRATEGY

KEY MESSAGE

Tech platforms are responsible for creating safe online environments that prioritise the welfare of children through safer platform design.

Night markets and social media are both vibrant, highly curated environments designed to keep people engaged, spending time and money.

Night markets have the responsibility to ensure clear regulation for food safety and family fun at the stalls. So why aren't social media platforms held to the same level of accountability?

SLOGANS

If a food stall wouldn't sell poison to a child, a platform shouldn't serve toxic feeds.

We inspect street stalls.
It's time we inspect digital algorithms.

#RegulateNotEliminate

The hashtag serves as a rhetorical anchor for the campaign, establishing a strong middle ground between deregulation from tech companies and a complete ban from local governments.

Night markets across ASEAN are not criminal underworlds but beloved public centers for culture and community. Social media platforms are where young people express creativity and discover interests; a total ban restricts children from accessing technology that benefits their livelihoods.

CAMPAIGN EXECUTION

TACTIC #1: ONLINE WEBSITE

[Click Here for Website]



INTRODUCTION

MoMI incorporates retro 8-bit elements into the website's overall visual identity. This segment also introduces our night market concept and briefly gives users an exposition of the experience.

INTERACTIVE GAME EXPERIENCE

The decision to incorporate an interactive game into our website was intended to make the audience's exploration of the platform more engaging and immersive. Rather than using conventional text-based explanations, the game encourages users to actively interact with and discover platform features and their implications for themselves.



Our interactive game consists of six booths, each representing a different feature of the digital platform. Four booths highlight the platform's negative implications, while the remaining two showcase its benefits. This deliberate imbalance reflects our intention to place greater emphasis on the platform's drawbacks while still acknowledging the positive aspects to provide a more balanced perspective. By gamifying the experience, we also hoped to sustain audience engagement and make the information more memorable through active participation.















Interactive Stalls

1) Infinite Thai milk tea – Infinite scrolling
2) Data fishing – Data harvesting
3) Chancey Chendol – Algorithmic recommendations
4) Expression Corner – Right to expression
5) Skewed Conditions – Lengthy terms & conditions
6) Knowledge Dispenser – Right to digital literacy
7) Exit TukTuk – Summary of lessons & share button

TACTIC #1: ONLINE WEBSITE

[Click Here for Website]

INTERACTIVE GAME EXPERIENCE CONT.



STALL #1 INFINITE THAI MILK TEA

Negative *(Infinite Scrolling)*

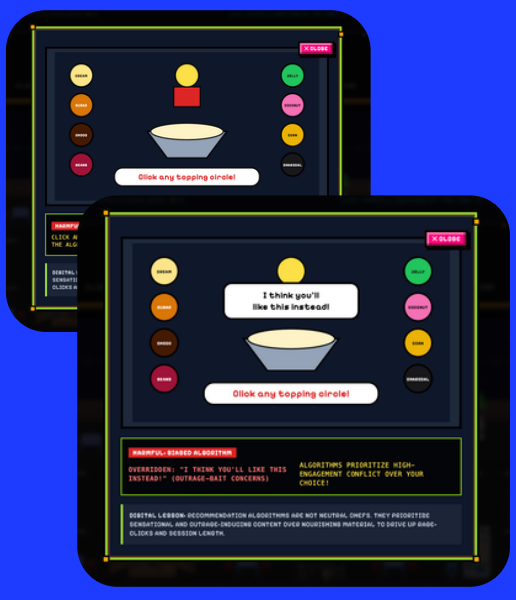
This game requires players to click to drink from the cup in an attempt to finish the drink; however, with every sip, the cup refills and the player's dopamine bar rises. This mechanic mirrors the endless nature of social media feeds, where new content is continuously generated to encourage users to keep scrolling. By creating an interaction with no clear endpoint or sense of completion, the game highlights how infinite scrolling can trap users in prolonged periods of consumption, making it difficult to disengage from digital platforms.



STALL #2 DATA FISHING

Negative *(Data Harvesting)*

The iconic Night Market fishing game illustrates how digital platforms collect users' personal data, often under the guise of improving their experience. Before players can continue fishing, they are prompted by the stall owner to answer a series of personal questions, with no option to proceed without providing the information. This reflects how online platforms often make data disclosure a prerequisite for accessing certain features or services. The follow-up message draws attention to the potential risks of excessive data collection, particularly among children, who may not fully understand how their personal information is gathered, stored, or used.



STALL #3 CHANCEY CHENDOL

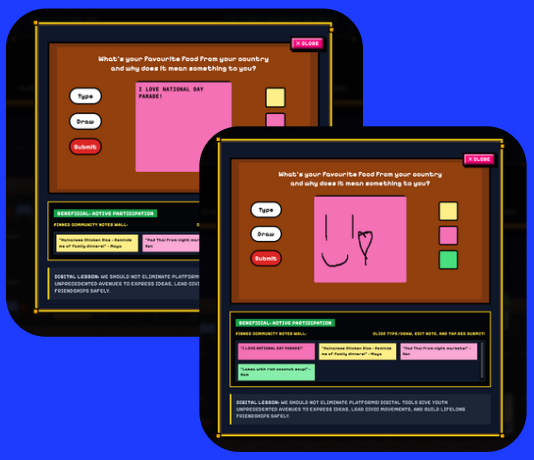
Negative *(Algorithmic Recommendations)*

The game recreates the scenario of ordering a bowl of chendol to illustrate how algorithms influence the content children are exposed to online. Players are first invited to select their preferred ingredients, only to have the vendor replace their choices with something entirely different. This mirrors how social media algorithms can override users' preferences by recommending content based on their browsing behaviour, engagement, and viewing history. Through this unexpected substitution, the game highlights the lack of control users may have over the content presented to them and raises awareness of the potential dangers of algorithm-driven recommendations.

TACTIC #1: ONLINE WEBSITE

[Click Here for Website]

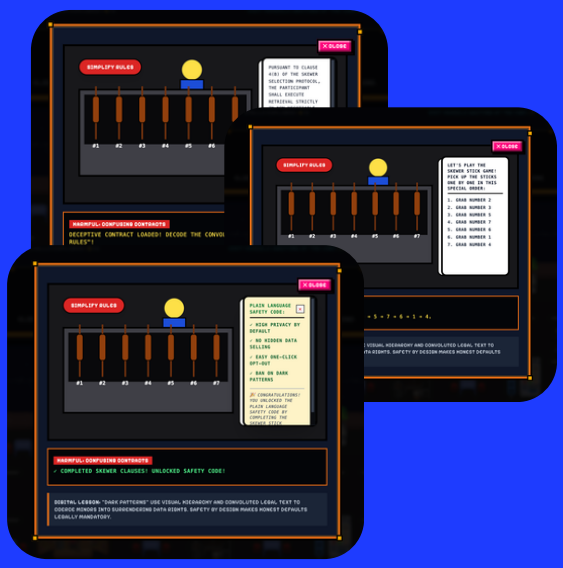
INTERACTIVE GAME EXPERIENCE CONT.



STALL #4 EXPRESSION CORNER

Positive *(Freedom of Expression)*

This game reflects the more positive side of technology, illustrating how children should be able to have the freedom to express their thoughts and share what they are comfortable with. The game allows for the ability to draw or type out a response and explore what others have shared. The question will be changed each day to reflect the variety of discussions that happen online. Its goal is to simulate what a safe space for voices to be shared without judgement would be online.



STALL #5 SKEWED CONDITIONS

Negative *(Lengthy Terms and Conditions)*

To highlight the issue of complicated and lengthy terms and conditions on digital platforms. Players are tasked with selecting seven skewer sticks in the correct order, but the instructions are initially presented in an intentionally long and incomprehensible manner. By clicking the 'Simplify Rules' button, players are shown a clearer and more concise version of the instructions, making the task easier to understand. This mirrors how online platforms often present their terms and conditions using complex language and lengthy paragraphs, making it difficult for users, especially children, to fully understand what they are agreeing to.



STALL #6 KNOWLEDGE DISPENSER

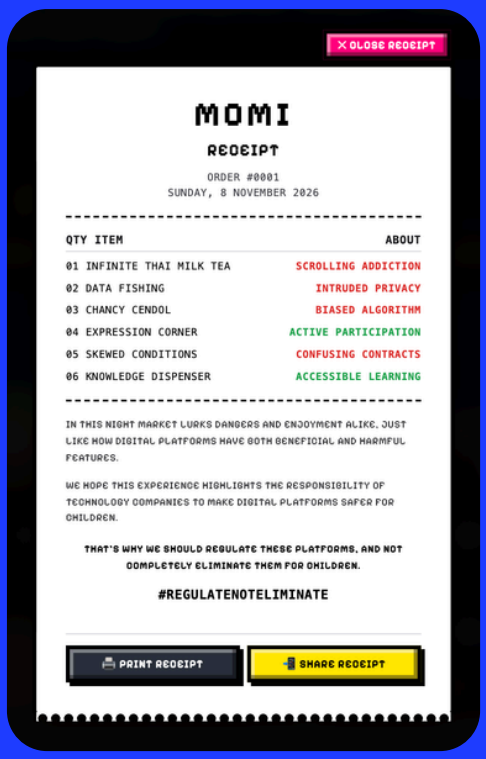
Positive *(Right to Digital Literacy)*

The game is designed to highlight the positive potential of digital platforms as tools for learning and discovery. Through interactive gameplay, users are introduced to fun facts and learn about children's digital rights in an engaging and accessible way. This reflects how social media and other digital platforms can serve as valuable educational resources when used responsibly. Rather than simply providing entertainment, platforms should facilitate curiosity, encourage learning, and expose children to trustworthy and age-appropriate content.

TACTIC #1: ONLINE WEBSITE

[Click Here for Website]

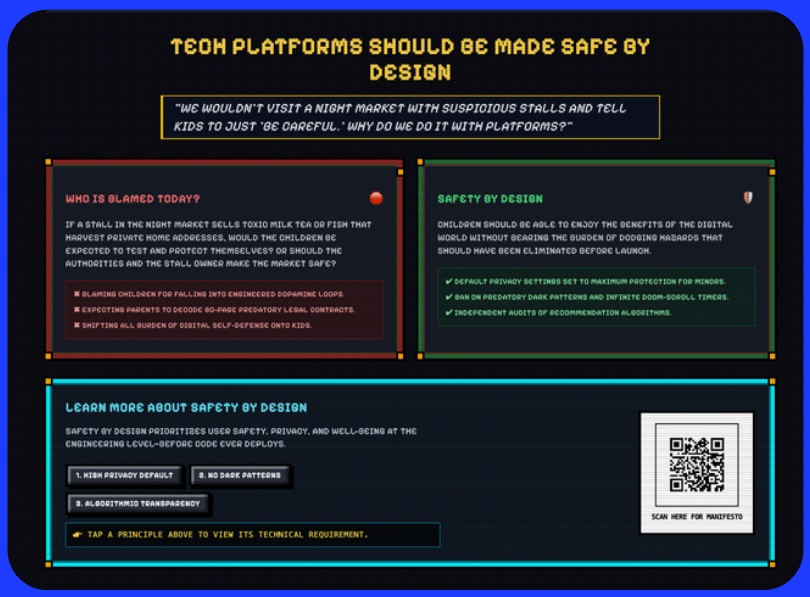
INTERACTIVE GAME EXPERIENCE CONT.



EXIT TUKTUK RECEIPT

The receipt serves as a consolidated summary of all six stalls and their respective messages, allowing users to revisit the key takeaways from each interactive experience. The experience concludes with our central campaign message: "That's why we should regulate these platforms and not completely eliminate them for children." This is reinforced through our campaign hashtag, #**RegulateNotEliminate**, which users can share directly on their social media platforms. By encouraging users to share their receipts online, we aim to extend the campaign's reach beyond the website, encourage further conversations about children's digital rights, and promote greater awareness of the importance of responsible platform regulation.

5RIGHTS MISSION & OUR MANIFESTO



As the campaign is developed with the 5Rights Foundation, this section of the website serves to reinforce the organisation's broader mission and advocacy efforts. It introduces new users, particularly those unfamiliar with 5Rights' work, to two key principles: holding technology companies accountable for the impact of their platforms on children and promoting Safety by Design as an approach to embedding children's safety, privacy and rights into digital platforms from the outset. Additionally, we embed a QR code that brings users to our manifesto. As elaborated in Tactic #2, the manifesto will list our shared vision, CTA, and message to ASEAN policymakers, along with the signatories of relevant organisations.

TACTIC #1: ONLINE WEBSITE

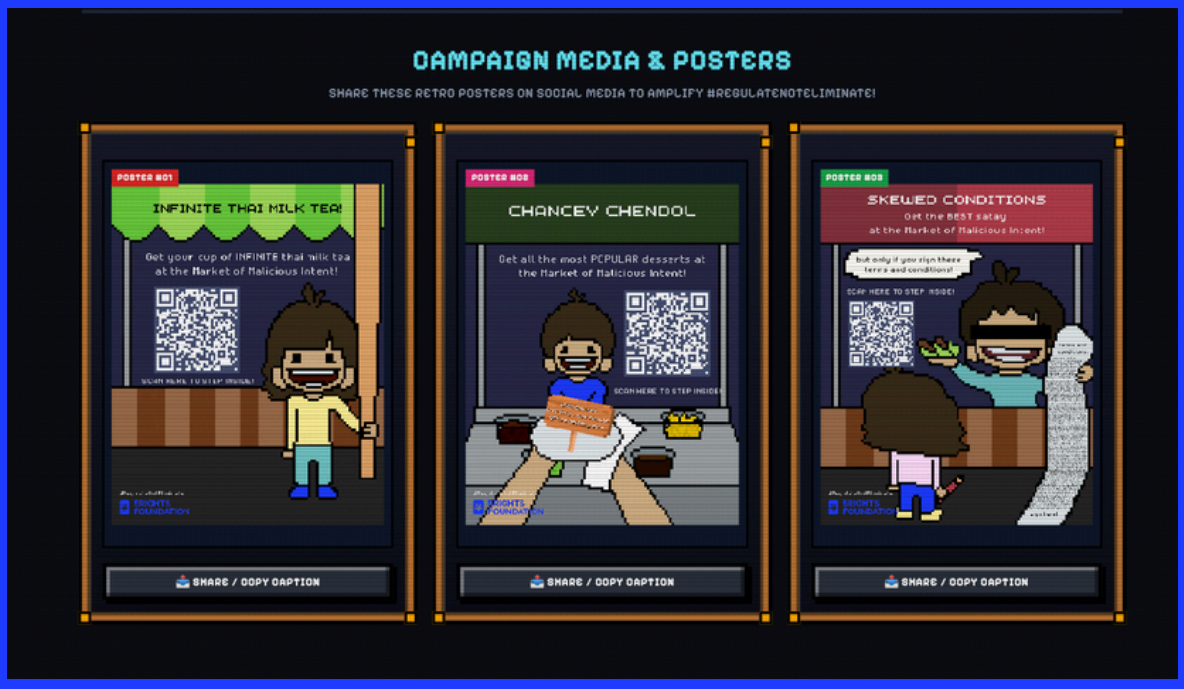
[Click Here for Website]

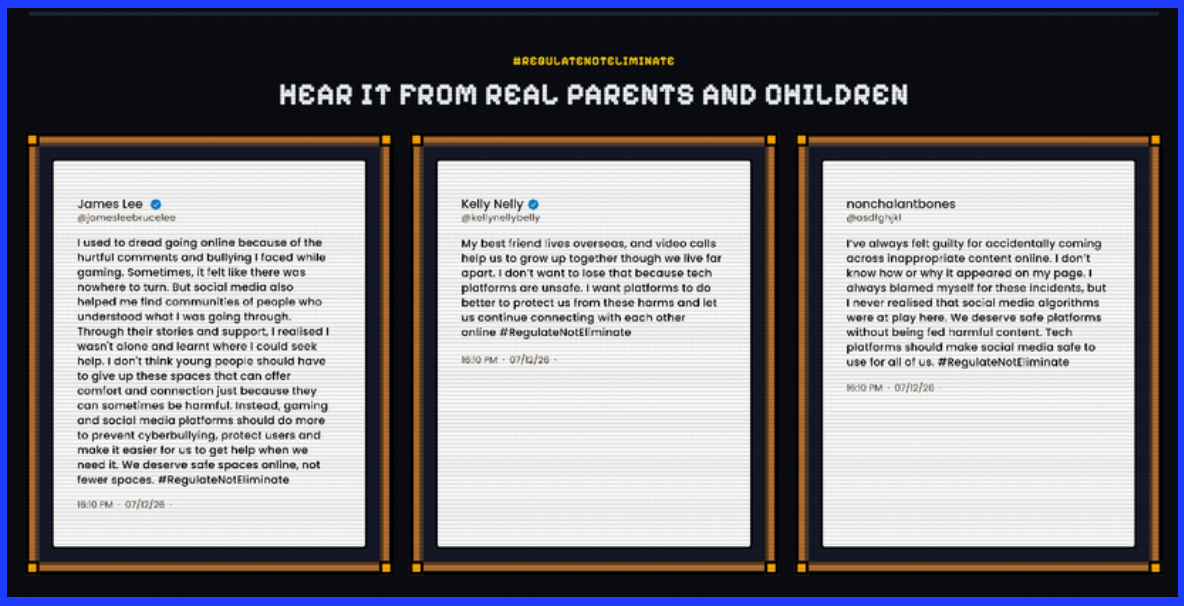
CAMPAIGN MEDIA SHOWCASE

The website also serves as a central hub for the campaign's various creative collateral, showcasing the different materials and initiatives developed across its campaign efforts. This allows users to explore the campaign beyond the website itself and gain a broader understanding of its outreach and activities. The online site aims to provide greater visibility into the campaign's overall efforts and demonstrate how its message is being communicated across different touchpoints.

LIVE SHARE YOUR EXPERIENCE FEED

The last segment features a live "Share Your Experience" feed, where users can read real-life accounts of online harms shared by parents and children. By showcasing personal experiences and perspectives, this section aims to evoke an emotional response and humanise the issues surrounding children's online safety. Rather than relying solely on statistics and factual information, these first-hand accounts help users better understand the real-world consequences of online harms.

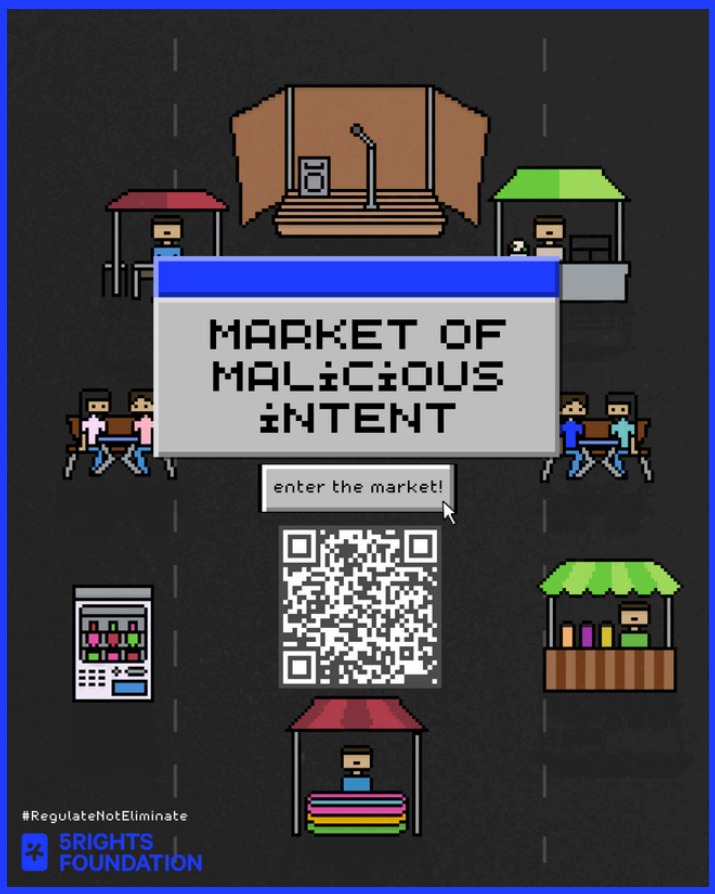




TACTIC #2: POSTERS

We will be utilising social media posters as a key promotional tool to attract audiences to MoMI. These posters will appear on 5Rights' social media platforms, the MoMI website, as well as out-of-home advertising to reach our target audience of the public and relevant CSOs.

The visual style of these posters follows the 8-bit aesthetic established on our website and uses exaggerated caricatures to illustrate the potential harms that certain online features could pose to children.

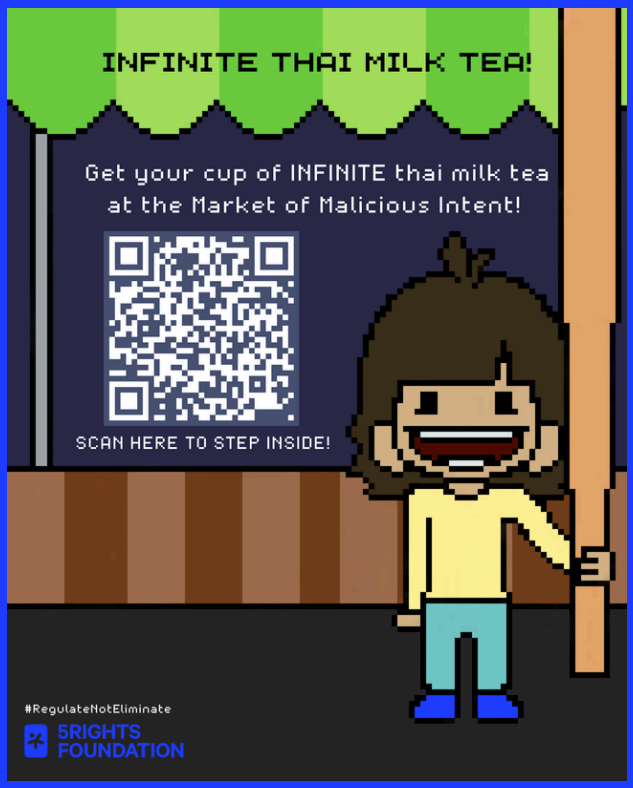


Our main poster adopts a conventional event poster style, as if advertising for a physical night market while still including elements that suggest a digital world. It serves as a straightforward attention-grabber to reach a broad audience, who are invited to visit the website by scanning the QR code.

The graphics in the poster represent the different stalls MoMI offers, acting as a teaser for viewers to pique their interest in entering the market and exploring it for themselves.

Of course, all posters are marked with the 5Rights Foundation logo to highlight the organisation behind the campaign and establish our position as an advocate for children's digital safety in the ASEAN region. Our #RegulateNotEliminate hashtag hints at the underlying message even before audiences visit the website themselves and promotes the shareability of the campaign as well.

TACTIC #2: POSTERS



The rest of the posters feature specific stalls in the night market. They rely heavily on visual storytelling to convey their messages, with a clear Call-to-Action to scan the QR code to explore the website.

The "Infinite Thai Milk Tea" poster depicts a child holding a comically tall cup of milk tea, seemingly oblivious to the health risks of consuming such an endless amount.



The "Chancey Chendol" poster shows a child ordering chendol but being told to get something else, as "chendol isn't trending". In "Skewed Conditions", a child is asked to sign a lengthy Terms & Conditions contract full of gibberish in exchange for the satay.



The posters are meant to appear playful at first glance, without immediately revealing their underlying message. Viewers scan the QR code expecting something light-hearted, but through experiencing MoMI, gain a deeper understanding of the issue.

Rather than simply providing information, the utilisation of humour and visual exaggeration urges audiences to engage with the content more meaningfully.

TACTIC #1 & #2:
ONLINE WEBSITE & POSTERS

TARGET AUDIENCE

The website and posters are primarily targeted at the general public, serving as the key communication channels to raise awareness and educate audiences about children's digital safety and the shared responsibility of holding tech companies accountable for platform design.

OBJECTIVE

The night market concept aims to translate the abstract digital concepts into tangible experiences that are culturally relatable to our target audiences.

Our microsite aims to bring the concept of online digital harms to life by gamifying various features of online platforms, allowing users to experience and understand how different platform mechanisms can create both positive and harmful online experiences. By bringing the night market into the digital space, we also establish a seamless, cross-border experience for audiences across ASEAN, allowing them to engage with the campaign anytime and anywhere, much like social media itself.

Complementing the microsite, our posters serve as an additional touchpoint to attract public attention and drive traffic to the website. By using the familiar visual language of night markets, the posters aim to spark curiosity and encourage audiences to explore the microsite, where they can gain a deeper understanding of online harms, the importance of children's digital safety, and the 5Rights mission.

ADAPTABILITY TO OTHER COUNTRIES

Given ASEAN's diverse range of languages, **we intend to translate the website and posters in the following languages** to ensure greater reach and understanding from the general public across the region:

ENGLISH **STANDARD THAI** **BAHASA MELAYU** **BAHASA INDONESIA** **TAGALOG**

TACTIC #3: MANIFESTO

[Click Here for Manifesto]

TARGET AUDIENCE



Our manifesto is mainly targeted at our secondary audience, Civil Society Organisations (CSOs), encouraging them to support and join 5Right's cause in advocating for children's digital rights. Specifically, we will be targeting CSOs across all our targeted countries that support children's rights in general. The manifesto is publicly accessible through our website as well, allowing the general public to understand 5Rights' cause and engage with our advocacy efforts and view the supporting organisaiton signatories. The manifesto's list of signatories will be updated throughout the campaign as additional CSOs and organisations come forward to endorse and support 5Rights' mission.

OBJECTIVE

By outlining the 5Rights' mission, values, and proposed actions, the manifesto seeks to establish common ground with other CSOs and organisations that share similar objectives of children's rights & digital rights. It will be distributed directly to relevant CSOs, encouraging them to endorse and sign the manifesto as a show of collective support for children's digital rights. In the short term, it also aims to raise public awareness of Safety by Design standards, with the manifesto made accessible through our website for the general public to read and support our cause. In the long run, the manifesto will serve as a foundation for engaging in broader policy discussions, allowing 5Rights to contribute to existing conversations surrounding children's digital rights and advocate for meaningful policy changes.

ADAPTABILITY TO OTHER COUNTRIES

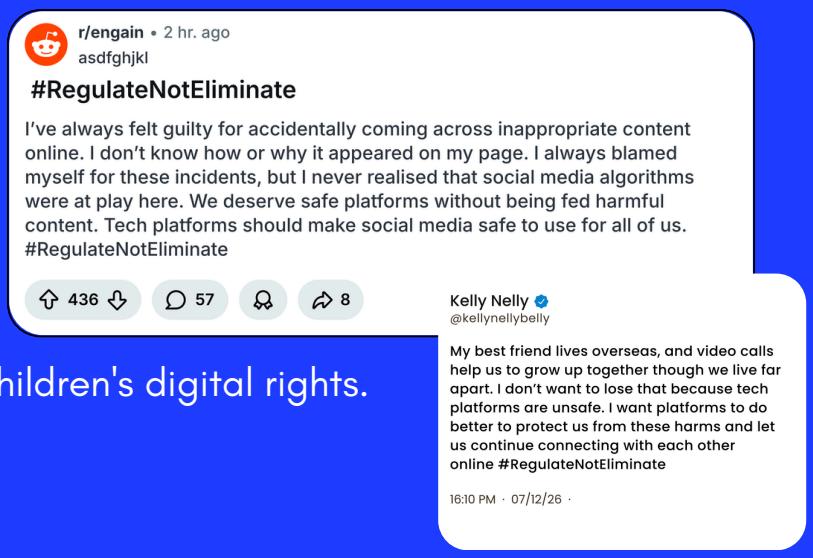
Given ASEAN's diverse range of languages, we **intend to translate and disseminate the manifesto in the following languages** to ensure greater accessibility and encourage wider participation and understanding from CSOs and the general public across the region:

ENGLISH **STANDARD THAI** **BAHASA MELAYU** **BAHASA INDONESIA** **TAGALOG**

TACTIC #4: SHARE YOUR EXPERIENCE SOCIAL MEDIA MOVEMENT

TARGET AUDIENCE

Engaging the general public in this social media movement aims to amplify the visibility of often-overlooked experiences of online harm, bringing greater public attention to these issues and reinforcing their relevance in wider discussions surrounding children's digital rights.



OBJECTIVE

Inspired by the #mytipsformentalhealth campaign in 2017 (Saha et al., 2019; Berry et al., 2017), MoMI adopts hashtag-based participation, #RegulateNotEliminate, to encourage individuals to share why they believe regulation is preferable to elimination, based on their own experiences with digital platforms.

MoMI incorporates an open-sharing segment where members of the public can recount and share their personal experiences with online harms, as well as positive uses of social media. To contribute to this segment, we aim to engage KOLs to share their experiences in hopes that this will inspire their followers to do the same, fostering emotional engagement while normalising conversations about shifting accountability toward technology companies.

ADAPTABILITY TO OTHER COUNTRIES

Multiple KOLs will be engaged across our selected countries to participate in the campaign, leveraging their existing audiences and local influence to maximise reach. Having content produced in relevant local languages also allows for more authentic engagement with regional audiences, while creating the potential for individual videos to gain viral traction and extend the campaign's reach beyond ASEAN.

*refer to annex for proposed KOLs

TACTIC #5: ICT ACTIVATION

TARGET AUDIENCE

To increase our campaign's direct exposure to CSOs and relevant government authorities, we will make use of 5Rights' booth at the 2026 & 2027 ASEAN ICT Forum on Child Online Protection to implement a scaled-down physical night market.

OBJECTIVE

As a premier regional event focused on safeguarding children in the digital space across Southeast Asia, this in-person forum will be an opportune moment to expand the campaign's reach to attending policymakers and CSOs working on similar causes.



*AI-generated mockup

EXECUTION

Two stalls from our night market, "Data Fishing" and "Skewed Conditions" will be featured. As seen in our mockup, the campaign's posters will be displayed at the booth as well, exhibiting the QR codes to the microsite that passersby may scan and explore on their own if they do not have the time to stop and find out more.

As part of the night market activation, policymakers and CSO representatives who approach the booth will be asked intrusive personal questions, and urged to sign a lengthy document full of jargon and gibberish just to receive a 5Rights pamphlet. The absurdity of this interaction exposes the issues with digital platforms and highlights the need for authorities and CSOs to intervene.

TACTIC #5: ICT ACTIVATION

EXECUTION CONT.



We have designed coasters to be placed at the seat of each relevant policymaker or leader at the forum. Upon finishing their drinks, the coaster design will be revealed, featuring the message: “Endless scroll is like a bottomless cup. #RegulateNotEliminate”. By likening the cup to social media algorithms, audiences can visualise how they are designed to keep consumption going. It calls to action the need to redesign the system by building meaningful stopping cues into online platforms.

The coaster also showcases the 5Rights logo and a QR code to our microsite. These draw the attendees’ attention towards 5Rights’ campaign and cause and will encourage them to visit the microsite by scanning the QR code or to visit the physical booth at the event to find out more.

CAMPAIGN TIMELINE

OCT 2027	Nov 2027	Dec 2027	Jan 2028	Feb 2028	March 2028
MoMI Website Launch	ASEAN ICT COP Forum				
Posters (social media, OOH Advertising)					
Share Your Experience Movement					
Singapore Children's Day* Malaysia Children's Day*	Philippines Children's Day* World's Children's Day*		Thailand Children's Day*	Safer Internet Day*	

Our campaign will commence in October 2027 with the launch of the MoMI microsite, serving as the central platform for audiences to explore our campaign and its initiatives. From Oct 2027 - March 2028, we will sustain public engagement through social media and out-of-home (OOH) utilising the campaign posters. We intend for the KOLs to also begin the Share Your Experience movement in late October as well and hope to periodically engage more KOLs to sustain engagement and consistent responses throughout the campaign period. In November, we will further amplify our campaign through participation in the ASEAN ICT Child Online Protection (COP) Forum with the physical activation, providing an additional platform to bring attention to children's digital rights and strengthen regional advocacy efforts.

* Special occasions like Children's Day and Safer Internet Day present a timely opportunity to spark more conversations on the topic, particularly amongst KOLs who discuss current affairs. This serves to reinforce MoMI's key messages and maximise public engagement.

CAMPAIGN EVALUATION

THE REACTIONS

To evaluate the success of the campaign, we will make use of control group and post-campaign surveys to get a sense of the audiences' understanding of the issue. A randomly selected group of individuals will be invited to fill in a short questionnaire to indicate their awareness of children's digital safety before the campaign is launched. This tests how much the general public knows about the topic without being exposed to our microsite and other information provided.

For the post-campaign group, individuals will explore the interactive game and different aspects of MoMI before filling in a short survey to indicate how their knowledge on the issue has changed or been influenced. Included in the surveys will be simple Likert scale questions, such as "On a scale of 1 to 5, how much has your understanding of this topic been improved by the campaign?" This will show how informative the microsite is, as well as how effective the campaign is as a whole in raising general awareness of children's digital safety.

IN THE TALKS

We will also evaluate the campaign's success based on the increase in discussions surrounding this issue, if any, while monitoring and analysing public sentiment surrounding it. Such avenues include:

- Official discussions by policymakers about the issue of children's digital safety in general; not limited to policy changes
- Online forum discussions on children's online safety by the general public, including use of the campaign's hashtag: #RegulateNotEliminate

ANNEX

TARGET CSOs

INTERNATIONAL

CSOs

Child Rights International Network

- Pushes for children's rights in the digital space, democracy, and the environment
- Wrote a joint letter to the Prime Minister of Malaysia to withdraw plans to ban social media for children under 16

PHILIPPINES 

CSOs

ChildFund Philippines

- Launched the Web Safe and Wise campaign in 2023 to raise awareness of online risk, build digital literacy and strengthen protections
- Launched Protection of Children and Youth in the Online Environment Project (Project Protect CAYO) to create a safer digital space

Save The Children Philippines

- Protects children from online and physical harm and amplifies their voices
- Part of Joining Forces Philippines to end OSAEC and create a violence-free space for children
- Part of the SaferkidsPH Consortium to sign the Implementing Rules and Regulations (IRR) of Republic Act 11930

Alliance for Child's Rights Mindanao, Inc. (ACRMI)

- Advocacy and creating child protection systems against violence and online harms

Digital Pinoys

- Digital advocacy network advocating safer online environments and stronger consumer protection
- Pushing to pass a child safety social media bill rather than a blanket ban

Stairway Foundation Inc.

- Aims to create a safer environment for children through community assistance and fighting against child sexual abuse and exploitation

Coalition

Civil Society Coalition on the Convention on the Rights of the Child (CRC Coalition Philippines)

- To be a strong voice for child rights by leading in the strengthening of child rights movements, promoting innovative approaches, and advocating better policies for and with children

TARGET CSOs

SINGAPORE 

CSOs

Singapore Children's Society

- Protects and nurtures children and youth of all races and religions.
- Researched on OCSEA

SG Her Empowerment (SHE)

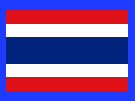
- Empowers women and girls through a support centre for those affected by online harms, advocacy, and youth engagement.

TOUCH Community Services

- Supports children's safety in Singapore primarily through cyber wellness education, digital safety initiatives, and early childhood and family programs.

Coalition Against Bullying for Children and Youth (CABCY)

- Voluntary Welfare Organisation in Singapore dedicated to preventing bullying and promoting safe physical and digital environments for young people.

THAILAND 

CSOs

Internet Foundation for the Development of Thailand

- Promotes safe and responsible internet use for children, youth, and rural or disadvantaged groups

ECPAT Foundation Thailand

- Focuses on preventing and protecting children from all forms of sexual exploitation, including through technology and communication

Save the Children Thailand

- Works to ensure children's access to education and child protection from harm
- Has a partnership project (The SHIELD) with the ECPAT Foundation Thailand to create a safer digital space for children and youths (Save the Children Thailand, n.d.)

Coalition

Thailand Safe Internet Coalition

- Aims to improve overall reporting of online abuse and build resilience to cope with online risks

CRC Coalition Thailand

- Cooperates with the government and CSOs on child-related operations and implementing the Convention on the Rights of the Child

TARGET CSOs

MALAYSIA 

CSOs

Children's Protection Society Malaysia

- Calls to protect, empower, and educate children on online safety and abuse prevention through school programmes and events

Protect and Save The Children (P.S. The Children)

- Specialised focus on helping and protecting children from sexual abuse physically and online

Voices of Children

- Dedicated to promoting legal and policy reforms that ensure children in Malaysia are safeguarded from all forms of abuse and violation

Coalition

Online Safety Advocacy Group

- Advocated for balanced digital policies and condemned Malaysia's Online Safety Bill

INDONESIA 

CSOs

ECPAT Indonesia

- Works to strengthen child protection in the digital environment

Yayasan SEJIWA

- Focuses on the safety and protection of children in real life and cyberspace

ChildFund International in Indonesia

- Strengthens child protection system through programs to prevent online and offline abuse and promote inclusive participation

ICT Watch Indonesia

- Encourages digital literacy, digital safety, and strengthening meaningful participation in internet governence

The Southeast Asia Freedom of Expression Network (SAFEnet)

- Advocates policies that push for digital rights and supports victims of digital rights violations

POTENTIAL KOLs

THAILAND



@REALMINTCHYY
932k Followers (TikTok)

Previously participated in Thailand's #MOVEBYMENTS anti-cyberbullying campaign, sharing personal experiences of online bullying.



@TCATTYYY
4.3M Followers (TikTok)

Previously participated in the #talkxic anti-cyberbullying campaign, large audience-base.

PHILIPPINES



@BUJI BABIERA
2M Followers (TikTok)

UNICEF Philippines Creator #ForEveryChild, with experience in children's rights advocacy.



@IAMSUPERBIANCA
2.7M Followers (IG)

Television host, author, and content creator working alongside UN Women Philippines and public parenting discussions.

SINGAPORE



@FAMILEE.SG
521k Followers (IG)

Collaborated with the Minister of State for Digital Development and Information, advocating for children's safety across digital spaces, schools, and everyday environments.



@FDENISETEOJIAQI
384k Followers (IG)

Partnered with TikTok and TOUCH Cyber Wellness to launch a safety toolkit supporting Singapore's Digital for Life movement.

POTENTIAL KOLs

MALAYSIA



@SARIMAHIBRAHIM
557k Followers (IG)

Television personality ambassador for Safe Child, Strong Nation.



@N_IZZAH
836k Followers (IG)

Political activist, focusing on school security, digital protection, and legal enforcement.

INDONESIA



@NABILAISHMA
1.2m Followers (IG)

UNICEF Indonesia collaborator who has participated in children's rights advocacy.



@PEACHY.LIV
218K Followers (IG)

UNICEF Indonesia youth advocate and educational content creator taking a masters in Digital Education.

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