

MIND THE PLATFORM GAPS

A campaign to highlight safety by design in digital platforms for children and 5Rights Foundation in ASEAN

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EXECUTIVE SUMMARY

Children across the Asia-Pacific are becoming more connected to the online world, yet they are also one of the most vulnerable groups when it comes to their own safety and well-being. Currently, online platforms are not adequately designed with children in mind, and children are often exposed to harmful content and addictive behaviours due to the lack of safeguards. Policymakers and the publics are slow in recognising that safety by design should be the focal point of discussions around children online safety. Influenced by regional narratives, many countries in ASEAN are leaning towards restricting age-tiered access to online platforms or a complete ban on such platforms for children.

Based on the 2025 ASEAN ICT Forum held in Malaysia, the key directive established among member states was one that emphasised shared responsibility and stronger preventive safeguards to protect children online. Yet, standards of practice were only agreed upon by participants of the forum itself (ASEAN ICT Forum on Child Online Protection, 2025), and there were no conclusive outcomes for the policy direction of each member state.

Herein lies the fundamental communication problem – across ASEAN, narratives towards child online protection remain fragmented and not aligned. As such, our campaign sets out to engage the larger civil society in this conversation, by aligning regional narratives from platform bans to platform design by using train platform gaps as a visual metaphor to expose the structural flaws of digital spaces.

Designed to target the public, our campaign aims to get them to share their experiences of online harms. Through collating these stories, the campaign's key milestone is the 2027 ASEAN ICT Forum, whereby we hope to showcase these stories alongside joint declarations by CSOs to policymakers and technology companies alike. To achieve this, our campaign deploys various tactics – including a dedicated microsite, social media assets, out-of-home activations as well as hijacks at train platforms.

KEY PROBLEM

THE PROBLEM

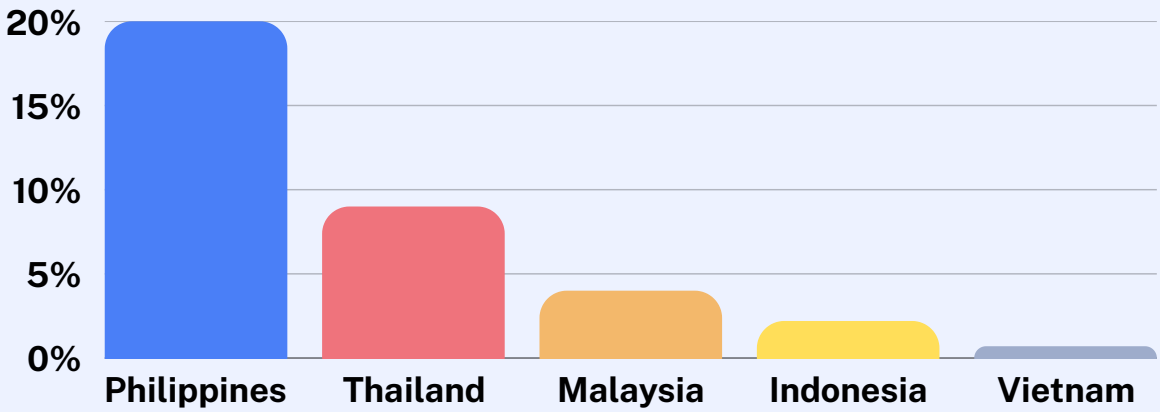
1 Rising online harms faced by children in ASEAN

An increasing number of children in ASEAN are finding themselves in unregulated online spaces. According to UNICEF, an estimated 20 million children aged 12 to 17 – almost 1 in 5 – were subjected to at least one form of technology-facilitated sexual exploitation and abuse in a single year across 21 countries (UNICEF, 2026).

79% of children aged 8-18 in SEA **encountered at least one form of online risk in the post-COVID period.**

Source: Tech for Good Institute, 2025

Percentage of children (aged 12-17) that experienced sexual abuse online by country



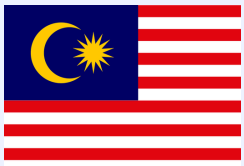
Source: Tech for Good Institute, 2025

This highlights the urgency of the situation in ASEAN. Policymakers and civil society alike need to become more educated on the various options to regulate online spaces for children before irreversible harms are caused, especially with more children getting online.

THE PROBLEM

2 Fragmented policy responses across the region

Despite ongoing efforts across ASEAN to recognise the increasing need for child online protection, much of the ongoing conversation revolves around emphasising the importance of parental supervision or a complete ban on children's access to such platforms. Countries like Indonesia and Malaysia have preferred restricting access to such platforms instead and implemented under-16 bans for social media. In the same vein, the Philippines and Thailand are also exploring similar approaches. However, countries like Singapore are exploring more approaches that place responsibility on platform safety by design standards. Due to the inconsistency in laws across the region, 5Rights needs to consider the differences when identifying what must be done in each country for platform regulation.

	Government Regulation No. 17/2025 (PP TUNAS) — mandates age verification, parental consent, privacy safeguards and platform risk assessments.	Restricts children under 16 from high-risk social media platforms while imposing child protection obligations on platforms.
	Online Safety Act 2024 and Child Protection Code / Risk Mitigation Code (2026) — require proactive mitigation of harmful content and child-specific safeguards.	Prohibits under-16 accounts on major social media platforms alongside stronger service-provider obligations.
	Code of Practice for Online Safety – App Distribution Services (2025) — mandates age assurance and enforcement of age-appropriate app ratings.	Emphasises age assurance, platform compliance and accountability, while exploring higher minimum social media ages.
	Anti-OSAEC and Anti-CSAEM Act (2022) — requires platforms and service providers to address online child sexual exploitation. Senate Bills 40 and 595 (2025) propose age-based restrictions.	Considering under-18 social media prohibitions or parental consent requirements for minors.
	Personal Data Protection Act and Criminal Code Amendments (2025) — address children's privacy, online grooming, sextortion and cyberbullying.	Strengthening penalties for online harms while considering parental consent for under-16 social media use.

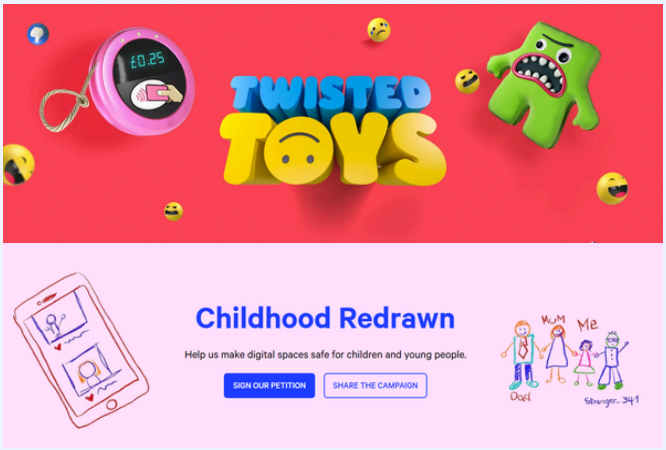
Source: Tech for Good Institute, 2025. RSCM Stakeholder analysis: 5Rights Foundation Pitch Deck Week 4, 2026.

THE PROBLEM

3 Lack of culturally resonant messaging

Different countries have different narratives around who should bear the most responsibility. This makes agreeing on a common narrative challenging, especially when each country frames the issue differently. Developing a coherent regional campaign therefore requires careful consideration of cultural nuances, public attitudes and the receptivity of civil society and policymakers to assertive advocacy.

However, existing 5Rights campaigns have largely been developed for Western audiences, with limited adaptation to ASEAN's diverse cultural and political contexts.



✓ **Using relatable narratives to translate complex online harms**

✗ **Use of petitions might not resonate across ASEAN**

↓

Civic participation and public engagement with policymakers differ in ASEAN countries, informed by cultural contexts. Petition-driven campaigns and confrontational messaging might not land well with an audience used to consultative or top-down approaches to policymaking. Further localisation is needed to ensure such would resonate with ASEAN audiences.

This highlights the communication gap our campaign aims to solve.

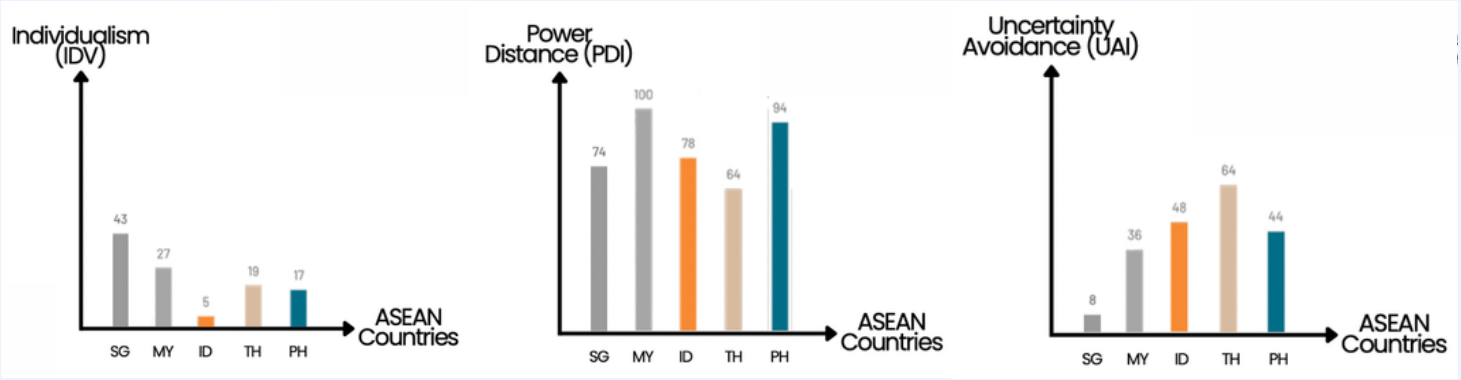
SITUATION ANALYSIS

REGIONAL ANALYSIS

Cultural context in ASEAN member states

Across ASEAN, values of being family-oriented and community-centred stand out as distinctive features of the region's social fabric. Harmony, consensus-building and a non-confrontational approach is preferred when it comes to negotiating among regional policymakers. As such, these underlying principles indirectly shape the hierarchical relationship between citizens and their policymakers – determining which type of messaging is suited for the region.

According to Hofstede's Cultural Dimensions, the dimensions of individualism, power distance and uncertainty avoidance offer the most insight into the region (Hofstede, 2011).



Source: RSCM Country-specific Nuances Pitch Deck Week 7, 2026.

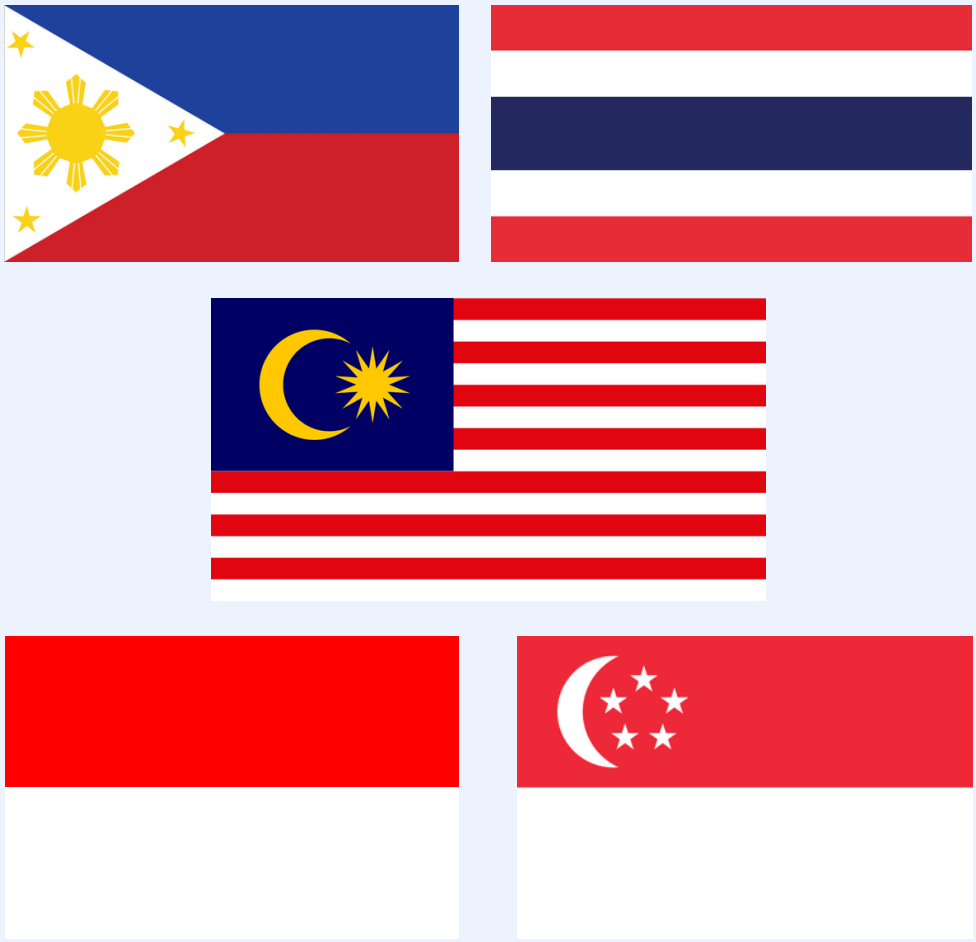
Notably, there is a strong emphasis on familial ties and collective responsibility. In this regard, individualistic messages that frame online safety for children as one person's responsibility might fail in helping the public see the bigger picture.

In addition, there is a relatively high power distance score across the region, demonstrating a tendency to respect institutional authority. This signals that aggressive and confrontational messaging that calls out a lack of responsibility would be less effective than a more collaborative approach.

Lastly, uncertainty avoidance scores differ across countries. This shows that there needs to be a mix of both familiar analogies with concrete solutions to safety by design, as well as clear actionable solutions where the audience can visualise next steps and the impact of their participation.

REGIONAL ANALYSIS

Target Countries



Based on analysis of the cultural contexts and current policies towards safety by design, our campaign will first centre on these five countries as shown: Indonesia, Malaysia, Singapore, Thailand and Philippines.

These countries were selected as priority due to their relatively developed regulatory frameworks and shared momentum towards child online protection. Policymakers in these five countries have demonstrated an active involvement in shaping regulation and share a sense of urgency in recognising the issue. This would provide 5Rights with a stable foundation to launch the new ASEAN campaign. The opportunity here lies in taking advantage of ongoing momentum around this topic for 5Rights to shift the responsibility upstream by engaging the larger civil society in this conversation.

TARGET AUDIENCES

Primary Audience: Publics

Taking into account the available resources and timeline, our chosen primary target audience is the general public. Within this group of publics, they can be further segmented into subgroups that will affect the way our campaign messaging lands. Based on Grunig's Situational Theory of Publics, these subgroups can be classified accordingly (Rawlins, 2006).



The Parent – Latent Public

Mother of 2 kids. Age: 52

High personal involvement in her children's safety, but lacks understanding of safety by design. Thinks solution is to restrict her child's use of the platform.

Needs: Educational and reframing messaging to highlight the limitations of banning or restricting platform use.



The Businessman – Non-public/Latent Public

Married with no children. Age: 38

Low personal involvement and low problem recognition. Perceives digital safety for children to be irrelevant to him.

Needs: Emotional and community-centric messaging to appeal to his sense of care for the wellbeing of children. Build a sense of personal connection to shared responsibility.



The Online Youth – Active Public

Chronically online youth. Age: 14

Directly affected by platform regulation, but does not understand safety by design as a concept, and how these platforms are potentially harmful.

Needs: Age-appropriate and empowering messaging in order to get more consistent participation from this group.

Considering the resources available, our campaign intends to target the publics in order to ensure maximum reach and raise awareness of the issue at hand. This would require a central messaging with reduced cognitive load that is easy to understand. At the same time, we need to tap on a shared sense of concern in order to engage various audience profiles.

TARGET AUDIENCES

Secondary Audience: CSOs/NGOs

Our secondary target audience would be Civil Society Organisations (CSOs) and Non-Governmental Organisations (NGOs). The organisations below were selected as they can serve as localised bridges from 5Rights into the community. As 5Rights is still relatively new in the ASEAN region, these established organisations would aid in adapting the messaging of 5Rights according to the different sensitivities, language and concerns of the region. Through existing channels and reach these organisations have, they serve as important intermediaries in consolidating public sentiment into collective demands.

Children's SOCIETY
Caring for the Future

Singapore

Childline มูลนิธิสายเด็ก 1387

Thailand

SEJIWA
Service for Peace

Indonesia

Malaysia

CRC Coalition
CIVIL SOCIETY COALITION ON THE CONVENTION ON THE RIGHTS OF THE CHILD

Philippines

Secondary Audience: Media

Another secondary audience would be the media. The media was selected for their ability to amplify public sentiment and shape regional discussions around what the primary cause of action against child online protection should be. Through news stories, the media can bring greater visibility to this issue, as well as turn small individual experiences into a larger collective concern by providing a platform for people to gather their views.

ST

Singapore

The Star
people's paper

Malaysia

GMA

Philippines

KOMPAS.com
JERNIH MELIHAT DUNIA

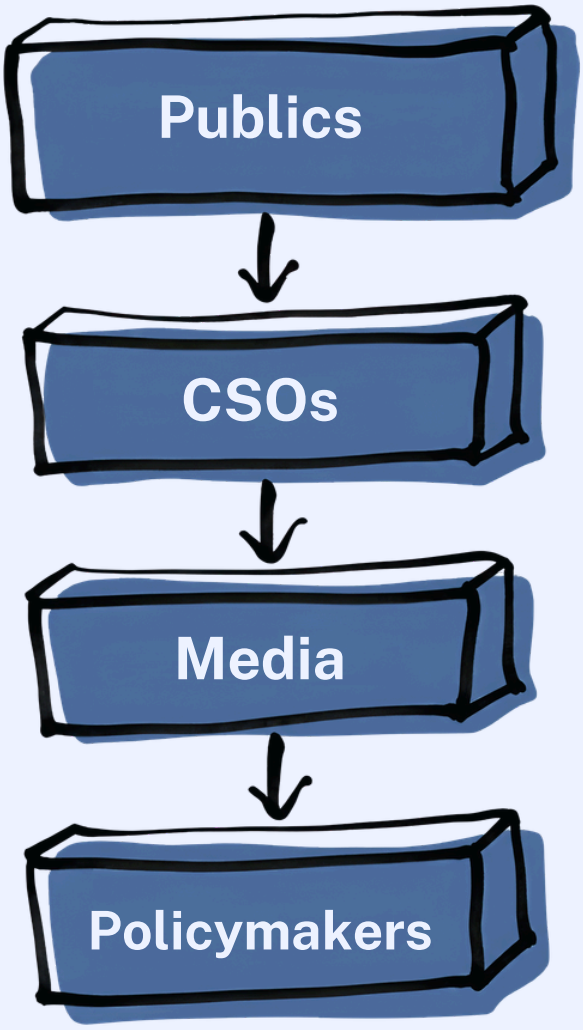
Indonesia

Thailand

LAYERS OF INFLUENCE

What is the big picture?

Zooming out, the campaign aims to target different stakeholders in order to apply compounding layers of pressure on policymakers and technology companies alike. For each audience group, the objective of our campaign is different.



For the publics, the primary objective is to raise awareness and evoke a sense of concern. Through this, the publics will then feel compelled to share their story about similar experiences they know of. The most important thing for this group is to shift their involvement with the campaign from engagement to participation, in order to sustain their interest in this issue.

For CSOs and NGOs, the campaign aims to get them to come onboard with 5Rights's mission to spread the word of safety by design in the region. The goal of various tactics is to align narratives in this region in order for these CSOs to serve as the central voice backed by public demand for reflecting change to policymakers.

For the media, they serve as amplifiers of 5Rights and their message. The campaign would seek to get the media to help elevate child online protection as a topic onto a more visible stage through news coverage and human-interest stories.

From the bottom-up, the publics first generate awareness and provide a strong collective sentiment. CSOs then mobilise communities and generate advocacy around the issue. Lastly, the media amplifies these narratives and shape public discourse. All these layers of influence culminate to influence policymakers into translating public pressure into regulatory action, and place pressure on technology platforms to take action.

Our campaign seeks to bridge fragmented ASEAN narratives around safety by design, by building a shared understanding using culturally resonant messaging.

THE CAMPAIGN

GOALS AND OBJECTIVES

Goal

To **align narratives** toward recognising the **role of platform design** in creating **safer digital environments for children**.



Objectives

GENERAL

- To have our campaign mentioned as a discussion point or example during the **2027 ASEAN ICT Forum**

PUBLIC *(PRIMARY)*

- For the *first year* of the campaign, the cumulative number of campaign **hashtags, shares, and mentions** hit **20,000** across the 5 countries
- For the *first year* of the campaign, **unique microsite visits** hit **10,000** across the 5 countries
- For the period of each country's campaign, have at least **30 stories** submitted through the microsite

CSOs/NGOs *(SECONDARY)*

- Within *one year* of the campaign, **15 CSOs/NGOs**, at least 1 per country, use our **media downloadable assets** on their media page
- Within *two years* of the campaign, **15 CSOs/NGOs**, at least 1 per country, sign the joint agreement on the microsite

MEDIA *(SECONDARY)*

- Within the *next year* from campaign launch, there will be **3 mentions** in media coverage from **each country** framing the issue as **platform design** instead of platform bans, **spotlighting our campaign** and **5Rights** as the catalyst for change

**Objectives are crafted referencing 5Rights' current social media impressions and existing partnerships with various organisations.*

CAMPAIGN STRATEGY

Big Idea

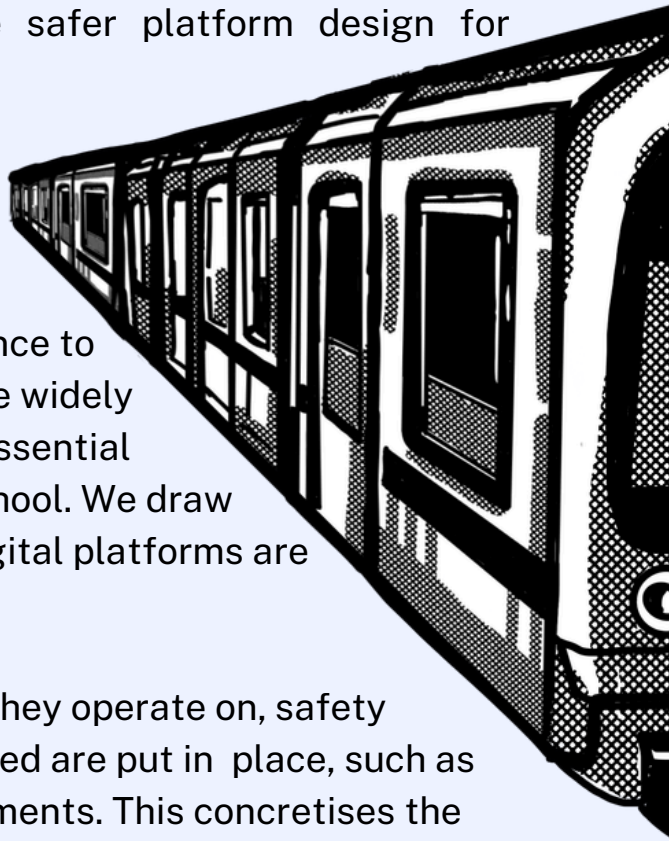
To align regional narratives from platform bans to platform design by drawing parallels between trains and their platforms to digital platforms, to expose the structural flaws of digital spaces.

Tagline

Safe digital platforms for children should be a given.

Call To Action

Share stories of online harm to shape safer platform design for children. #mindtheplatformgaps



Why Trains?
Why Train Platforms?

Using something familiar allows our audience to understand an abstract problem. Trains are widely used in the 5 target countries and are an essential mode of transport for children to get to school. We draw the parallel that both public transit and digital platforms are necessities.

When we look at trains and the platforms they operate on, safety features to make sure people are not harmed are put in place, such as the yellow line or even platform announcements. This concretises the problem of gaps in platform safety by exaggerating something familiar to our audience.

Trains and technology are necessities for children, so why is technology not designed with safety in mind as well?

reframes the problem as multiple structural flaws instead of individual responsibility

shifts focus from bans to platform design

MIND THE PLATFORM GAPS

asks for attention to an immediate threat

double meaning of train platform gaps and gaps in digital platforms caused by lack of safety by design

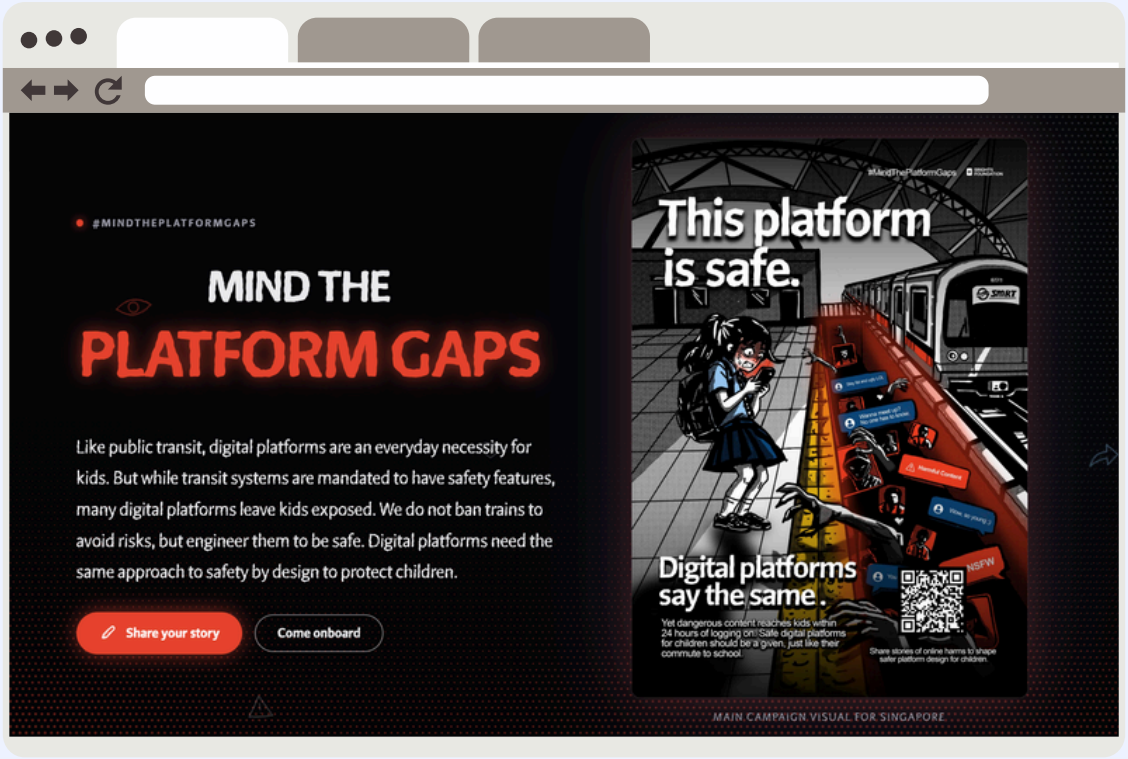
MICROSITE

This is the main tactic for our campaign. It consolidates information to drive awareness but also push Publics and CSOs/NGOs to take action. All other tactics will lead to the microsite to encourage our TA to engage with it. Additionally, we could send the microsite directly to Youth Organisations and schools to further reach more publics.

The microsite contains three tabs.

Home Page

Drive awareness with information about the campaign, children's Digital Rights, safety by design and 5Rights Foundation.



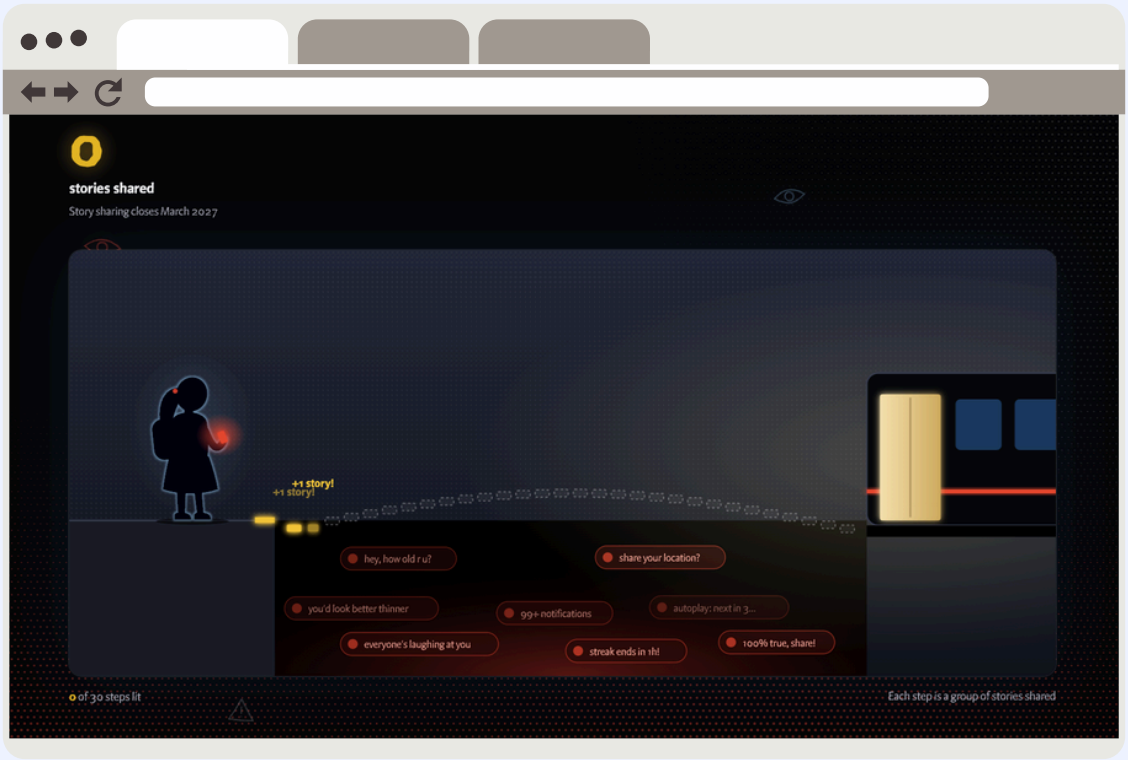
As part of the Home Page, there will be a downloadable Toolkit containing:

- Posters translated in English, Tagalog, Thai, Bahasa Melayu and Bahasa Indonesia
- Elements used in the content
- Template to share publics stories
- Campaign Video

Share Your Story

This portal turns personal stories into evidence to demand for policy change. This archive of recounts equips 5Rights Foundation with qualitative evidence to present to policymakers at regional forums like ASEAN ICT.

Personal recounts will also be made into one of our social media content pillars. By discussing the structural flaws of digital platforms through the impact of genuine human experience, we emotionally connect our audience to the problem and inspire collective action.



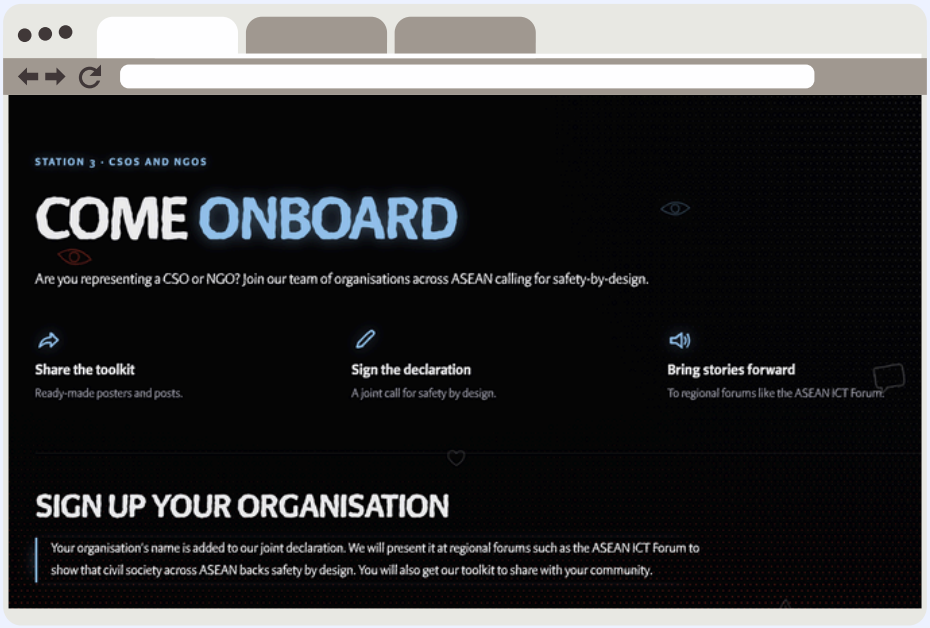
We give our audience a visual representation of their stories helping to bridge the digital gaps that put children in danger. The visual reinforcement allows the audience to feel their contribution helps to build safer digital spaces.

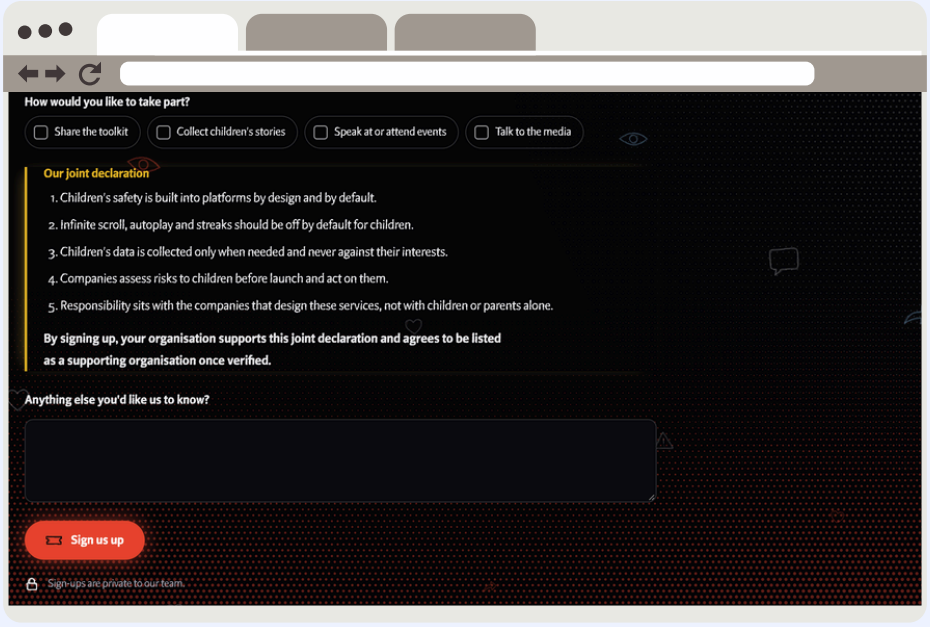
Come Onboard

This page acts as a registration and mobilisation portal for CSOs and NGOs across the ASEAN region to officially support the campaign for digital safety by design.

By signing the joint agreement,

- officially agree the standards for digital spaces
- it unifies the civil society stance, showing that many want this change





MAIN POSTER

We use the physical train platform gap as a visual metaphor for the missing safety design features on digital platforms. The threats in the gap highlight how these dangers to children are caused directly by the lack of safety by design.



Train is a visual metaphor of the everyday necessity that children use.

Yellow Line highlights that physical world has safety features.

Dangers children are exposed to due to the lack of safety features.

VIDEO

The video's aim is to evoke an emotional connection to the cause and inspire the public to submit their stories of online harm. It serves as a visual representation of how the public can actively help create safer platforms. We created a storyboard and animatic for how the video should look.

Logline

Set at a train station, a child uses her phone as she faces a huge platform gap filled with online harms. As she submits her story of her experience with poor digital platform designs, the gap is bridged, and she manages to cross over into the train.

01



Slow zoom in on backview of a child standing at a train platform as she uses a her phone

02



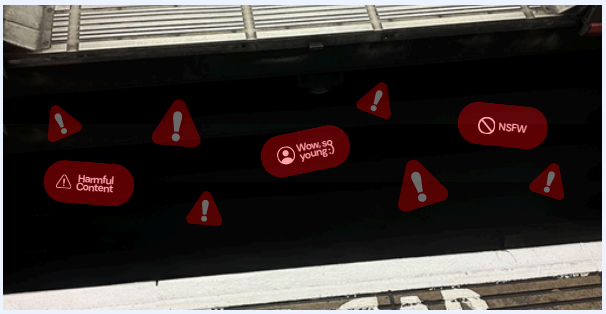
Front view of child looking concerned and terrified

03



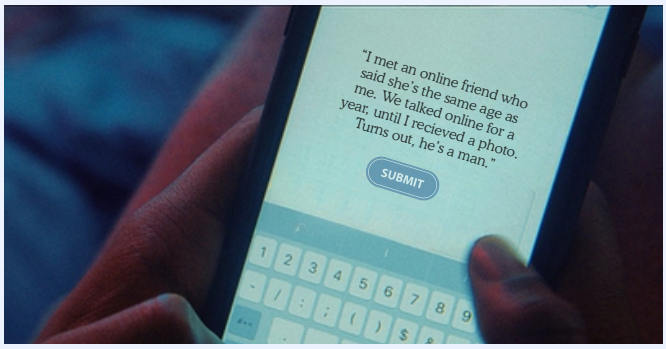
Whip pan to yellow line, showing text “THIS LINE KEEPS YOU SAFE ON PLATFORM. WHAT IS KEEPING OUR CHILDREN SAFE ON DIGITAL PLATFORMS?”

04



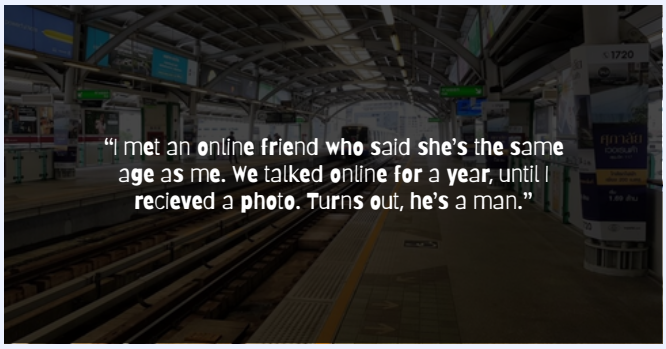
Whip pan to huge platform gap with various online harms and digital design flaws popping up

04



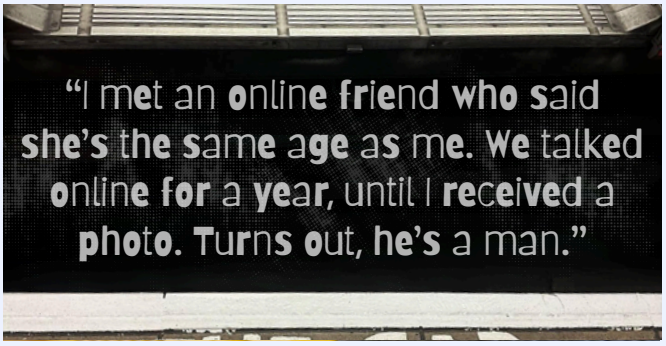
Over-the-shoulder shot of child typing and submitting a story of her encounter with harmful digital platform design

05



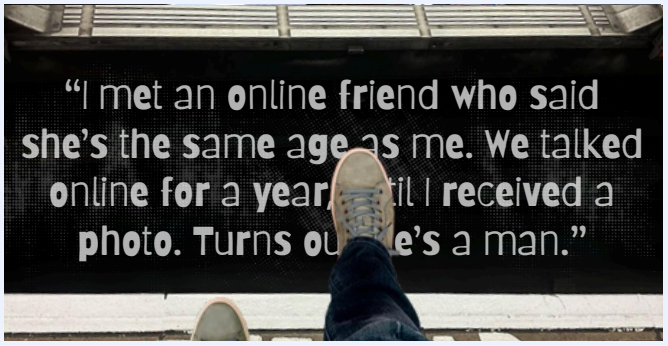
Child's story with wide shot of train station as background with whispers as ambient sound

06



Block of text (child's story) fills the platform gap

07



Child crosses over the platform using the block of text and enters the train, whispers fade

09



"Please mind the platform gap" announcement plays, fade to black

10



Short texts as call-to-action for viewers to share their story, ending with the microsite QR code

SOCIAL MEDIA

This campaign will utilise the 5Rights Foundation current social media platforms. Instagram will be the main platform used to post all the content.

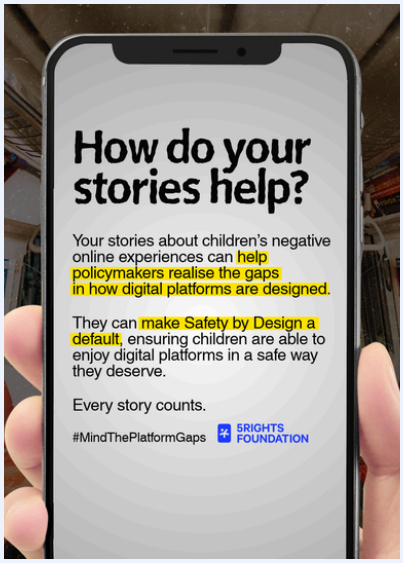
The content posted on Instagram will vary between 4 content types.



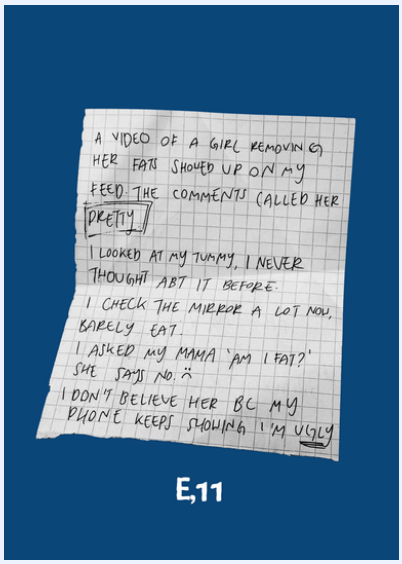
Main poster translated into the language of the country



Awareness of the safety by design issue



Explainer posts on how their stories will help reach the final goal



Stories shared with us through our microsite

Stories shared online content will be designed through a popular style of handwritten notes. Hopping on this trend could make the posts go viral.

The main campaign video will also be posted.

Additionally, social media Cost Per Click ads will boost the posts directing visitors to our microsite. Targeting for the ads will utilise specific country demographics, depending on when the campaign will be happening in that country.

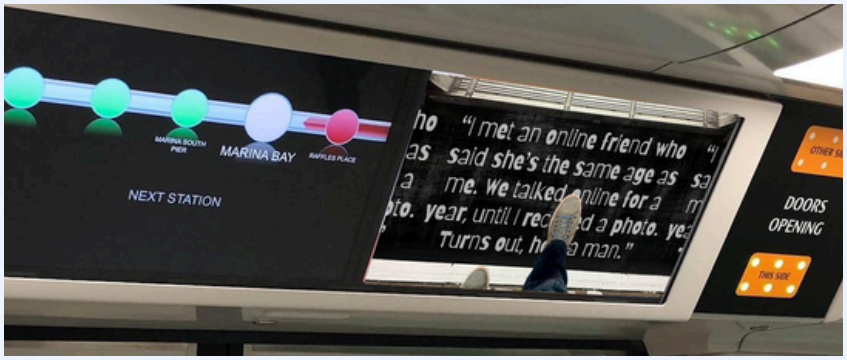
OUT OF HOME

If budget allows, Out Of Home (OOH) ads will increase the reach of the campaign.





Bus Stops & Train platforms of our main posters.



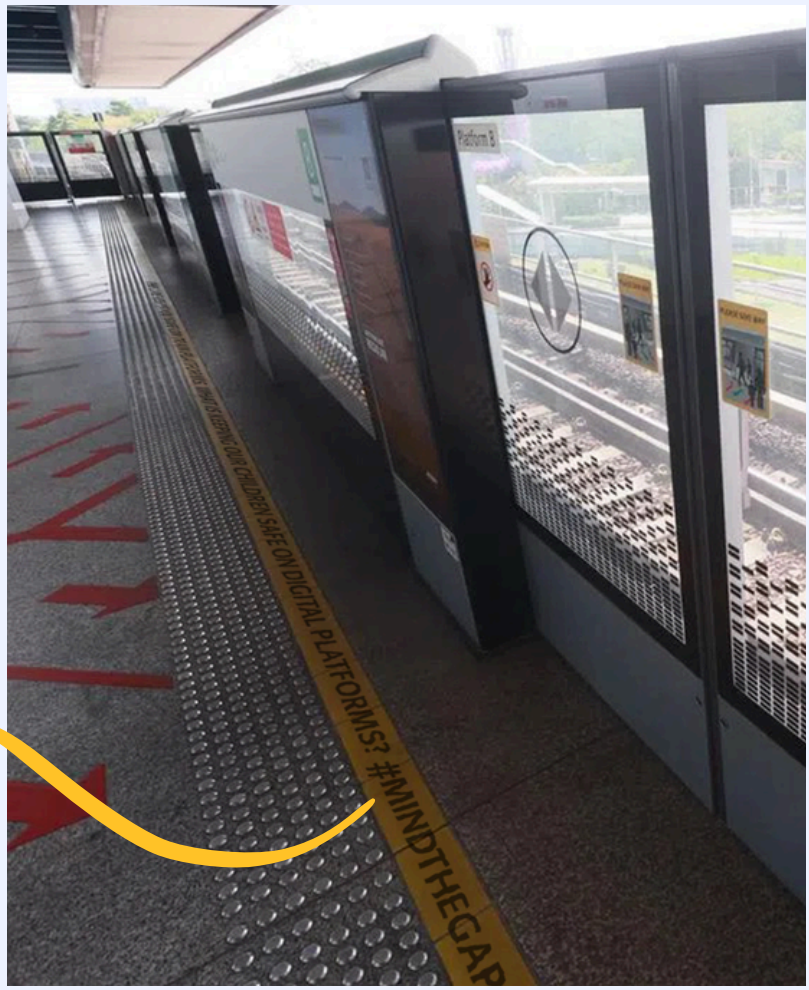
Video Playback.



Stories shared through our microsite will be put onto the train windows.

HIJACK

If budget allows, a train platform Hijack could gain the campaign more earned media.



Vinyl text sticker pasted on the yellow line. Translated to the country's native language.

The Philippines

LIGTAS KA SA PLATFORM NA 'TO. **PERO LIGTAS BA ANG MGA BATA SA DIGITAL PLATFORMS? #MINDTHEPLATFORMGAPS**

Malaysia

GARISAN INI MENJAGA KESELAMATAN ANDA DI PLATFORM TREN. **APA PULA YANG MELINDUNGI ANAK-ANAK KITA DI PLATFORM DIGITAL? #MINDTHEPLATFORMGAPS**

Indonesia

GARIS INI MENJAGA ANDA DI PLATFORM KERETA. **APA YANG MENJAGA ANAK-ANAK KITA DI PLATFORM DIGITAL? #MINDTHEPLATFORMGAPS**

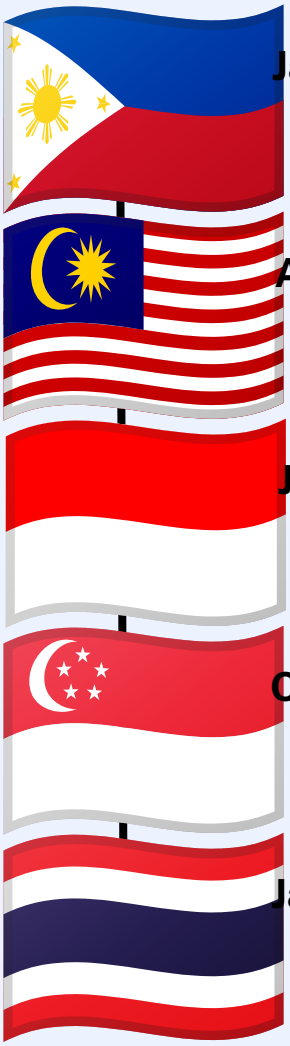
Singapore

THIS LINE KEEPS YOU SAFE ON TRAIN PLATFORMS. **WHAT IS KEEPING OUR CHILDREN SAFE ON DIGITAL PLATFORMS? #MINDTHEPLATFORMGAPS**

Thailand

เส้นสีเหลืองนี้ปกป้องคุณบนชานชาลา **แล้วมีอะไรปกป้องเด็กๆ ของเราบนแพลตฟอร์มดิจิทัลบ้าง? #MINDTHEPLATFORMGAPS**

TIMELINE



Jan - Mar 2027

- Continue momentum after the ASEAN ICT 2026
- 9 Feb: Safer Internet Day

Apr - Jun 2027

- 15 May: Hari Belia Negara (National Youth Day)

Jul - Sep 2027

- 23 Jul: Hari Anak Nasional (Children's Day)

Oct - Dec 2027

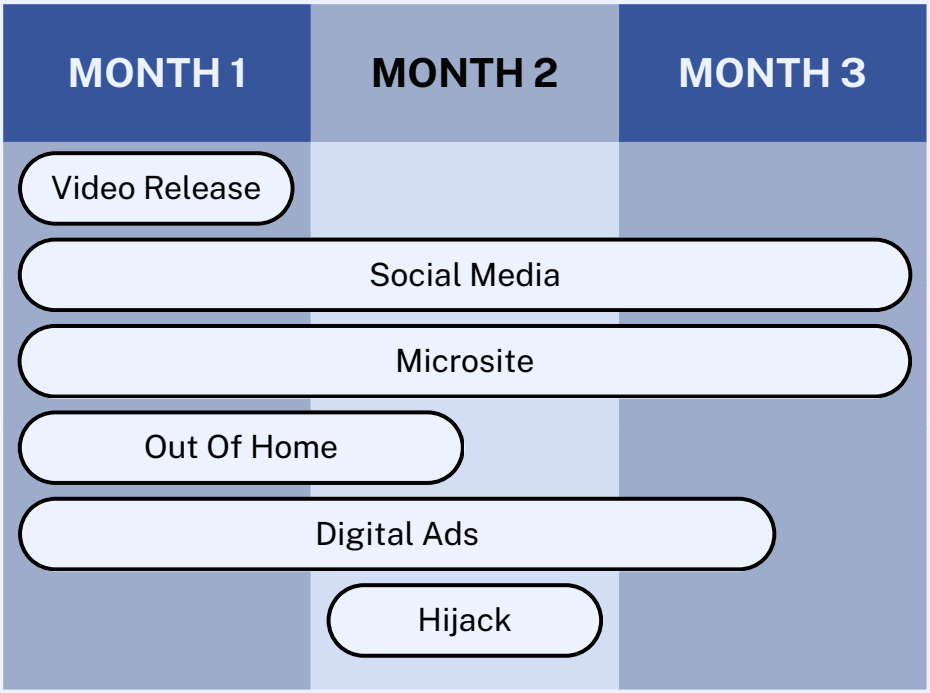
- 8 Oct: Children's Day
- Nov: ASEAN ICT 2027

Jan - Mar 2028

- 8 Jan: วันเด็กแห่งชาติ (Children's Day)
- 8 Feb: Safer Internet Day

Tactic timeline will remain the same for each country.

Microsite will be live throughout the campaign and after to keep sustainable and scalable.



EVALUATION

CAMPAIGN SUCCESS

Success for our campaign looks like more real-life stories being collected and shared during ASEAN ICT Forum in 2027. A collected body of stories will move the conversation about children's online safety to better safety by design standard for online platforms.

The campaign targets the agenda-setting stage in the policy-making process. An issue has to be recognised as a problem, and attributed to a cause that can be acted on before any solution is considered. As such, the campaign aims to frame "platform design responsibility" as a topic that the public, media and policymakers treat as the root cause of digital harms children face online.

The 2027 ASEAN ICT Forum held in Singapore, will be the campaign's key milestone. It brings together government representatives, regulators and CSOs/NGOs in one place. This makes it the best opportunity to move the issue from the public and media agenda onto the policy agenda. The campaign will be supported by a collection of stories, compiled summary of findings, a joint CSO letter on standards for safety by design and visual collaterals to be displayed and shared.

The campaign allows more young people to share stories through the microsite, those stories being gathered into evidence of a pattern, and that evidence being taken to the ASEAN ICT Forum alongside a united CSO call for safety by design standards. Our objectives will be measured by KPIs and gathered from several sources as shown in Table 1.

KPI	Objective	Source
Public (Primary Audience)		
Social Engagement	For the first year of the campaign, the cumulative number of hashtags, shares and mentions of our campaign hit 20,000 across the 5 countries.	Social Media Content Analysis
Microsite Traffic	For the first year of the campaign, unique microsite visits hit 10,000 across the 5 countries.	Microsite Analytics
Stories Collected	For the period of each country's campaign, have at least 30 stories submitted through the microsite	Microsite Analytics
CSOs / NGOs (Secondary Audience)		
Toolkit Uptake	Within one year of the campaign, 15 CSOs/NGOs, at least 1 per country, use our media downloadable assets to talk about safety by design on their media page	Microsite Analytics
CSO Sign-Ons	Within one year of the campaign, 15 CSOs/NGOs, at least 1 per country, sign the joint declaration on safety by design standards on the microsite	Microsite Analytics

KPI	Objective	Source
Media (Secondary Audience)		
Media Mentions	Within the next year from campaign launch, there will be 3 mentions in media coverage from each country framing the issue as platform design instead of platform bans, spotlighting our campaign and 5Rights as the catalyst for change	Media Monitoring

Table 1: KPIs for each target audience

Our source of measuring success for our objectives comes in the form of microsite analytics, social media content analysis and media monitoring.

The microsite analytics records visits, return visits and key actions such as story submissions, pledge sign-ups and toolkit downloads. Using a tracking script and our microsite data, these figures measure the campaign's public and CSO KPIs.

Social media content analysis can be measured through built-in analytics tools on social media accounts. The professional dashboard includes statistics such as views & reach, content interaction, audience demographic and activities. This source of measurement will be used for the social engagement KPI.

Media monitoring will be conducted with a list of search terms that covers the campaign name (Mind the Platform Gaps), the campaign's key phrases ("safety by design, "platform responsibility", "platform gap") and the main issues terms ("child online safety"). The terms will also include local-language equivalents for each country, such as Tagalog for the Philippines.

SUSTENANCE

CAMPAIGN ROLLOUT

Mind the Platform Gaps is designed to be built once and reused across markets, which responds to 5Rights' concern that CSOs have limited budgets and that the campaign needs to be sustainable. It is cost-effective because it runs on a creative system that can be duplicated across the ASEAN target markets. The posters, video and social assets share a consistent illustrated style and copy structure, so they can be reproduced to cater for specific countries by changing the trains and platforms, language and uniforms in the assets. The rollout moves through one country at a time, with Singapore in November 2027 in the middle of our campaign period to coincide with the ASEAN ICT Forum on Child Online Protection being held there. Physical production and media spend are therefore concentrated where the campaign is live, and the same assets are redeployed in the next market.

ASSETS AND FUNDING

The microsite, posters, video, CSO toolkit and joint declaration form a package that serves all of our target audiences and should be funded first. We can target OOH placements as budget allows, and keep physical hijacks in public transport spots (Train interchanges, e.g.) as an optional extra for earned media. Owned and earned channels carry the campaign before paid ones do, since CSOs repost the toolkit on their own pages and human stories aim to generate more media coverage. If 5Rights wants to scale this campaign, they can decide where to prioritise based on outcomes that each of our tactics serves, such as the cost per signatory or per media mention, which gives 5Rights a basis for deciding where to scale.

These stories that we collect through our website can be used to create more social media content for 5Rights through emotional human interest stories, as well as for partners to repurpose our downloadable assets and share their own stories to amplify the message.

BUDGETING

The campaign is budgeted in three tiers so 5Rights can fund it in stages. The core package of microsite, localised posters, video and paid social costs an estimated S$8,400 to S$23,600 across all five countries. *Paid social* is sized with our traffic KPI, as the cost-per-click benchmarks suggest 10,000 microsite clicks can be reached for about S$800 to S$3,600 (Stackmatix, 2026). OOH placements and the platform hijack can be added only if 5Rights budget allows, starting in Singapore during the ASEAN ICT Forum (MarketingAgency.sg, n.d.-b; AdQuick, 2026). Rates for Malaysia, Indonesia and the Philippines can be further confirmed with operators.

1 CORE PACKAGE — Fund first

ITEM	ESTIMATE (S$)
Microsite (domain, hosting, secure form tool)	100-500 / yr
Poster localisation (4 country versions)	2,000-6,000
Campaign video (short animation)	5,000-12,000
Translation and native-speaker review (4 languages)	500-1,500
Paid social (Meta), 5 countries 10,000 clicks at US$0.06-0.28 per click	800-3,600
Tier 1 subtotal	**8,400-23,600**

2 OUT OF HOME — If budget allows

ITEM	ESTIMATE (S$)
Singapore: 10 platform screen door panels, Tier 2/3 stations, 4 weeks S$400 per panel	4,000
Singapore: printing and installation (10 panels) S$200 per panel	2,000
Bangkok: digital station screens, programmatic test (฿70,000)	~2,700
Malaysia, Indonesia, Philippines	To be confirmed
Tier 2 subtotal (SG + TH)	**8,700**

3 PLATFORM HIJACK — Optional, for earned media

ITEM	ESTIMATE (S$)
Floor decals beside the yellow line, one Singapore station, with operator approval	500-2,000
Station space fee, if charged Comparable: station wall mural, 4 weeks	0-8,000
Tier 3 subtotal	**500-10,000**

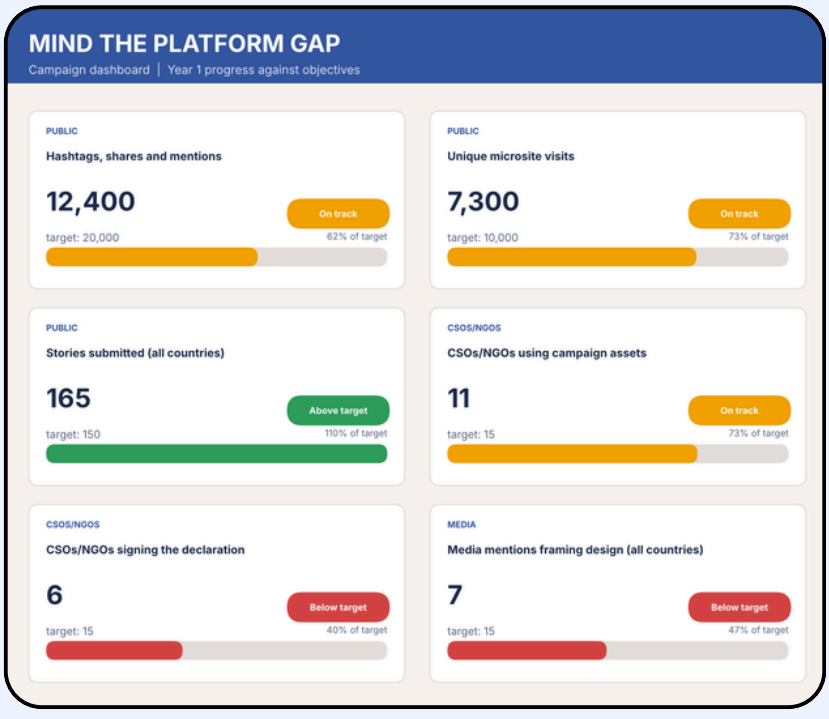
A 10% contingency is added to whichever tiers 5Rights chooses to fund, to cover rate changes and unexpected production costs, bringing the full three-tier campaign to an estimated S$19,400-46,500.

SUSTENANCE

The campaign sustains itself through renewable content, shared ownership and a simple handover across ASEAN. The 2027 ASEAN ICT forum will coincide with our campaign and encourage CSOs to come on board. CSOs become co-owners by reposting our toolkit assets and signing the joint declaration, so they continue to carry the message after paid activity ends. Because the core assets are not tied to a single date, they can also be reused for national consultations and future ASEAN processes.

After launch, the campaign team and 5Rights seed content and brief an anchor CSO in each country. CSOs then lead local amplification and story collection, and 5Rights maintains the campaign by reviewing submissions, updating the signatory list, and refreshing the toolkit around key milestones with any new assets that may have been generated. Stories from minors will be collected with consent, anonymity options, moderation, and a referral path to support services, so the campaign can continue without ethical or reputational risk.

A dashboard tracking hashtags, signatories, toolkit use and media framing lets 5Rights increase spend where results exceed targets and rework the creative where they fall short.



Mock up of dashboard overview, not a direct comparison with our goals

CONCLUSION

CONCLUSION

Safe digital platforms for children should be a given. Mind the Platform Gaps is a campaign designed to spread a culturally resonant message across ASEAN by making use of something inherently necessary and familiar – trains and their platforms. We aim to show that the responsibility to manage digital platforms should begin by making sure that platforms are safely designed in the first place, not simply limiting children's use of such platforms or banning their access entirely.

Rooted in ASEAN values of concern and family, the campaign seeks to turn an abstract policy issue into something that viewers of the campaign will care about – enough to want to share their story and push for change. More importantly, this campaign is designed to go beyond raising awareness of the issue, by making use of a constant influx of stories to translate them into pieces for sustained advocacy. Each story is innately unique, and more importantly real human stories experienced by children and youth.

Ultimately, our team recognises that policy change is a long, drawn-out process that requires collaboration from multiple stakeholders. For real tangible change to take place, a policy window needs to open. In this regard, 5Rights can help shape available knowledge of policy alternatives and public support for the issue in the long term. While the campaign might only be a first step in getting the publics to become more aware of how this issue affects them, we believe that the collective power of stories can form a strong source of support when the time comes for the issue to be placed onto the policy agenda.

Safe digital platforms for children should be a given.

~ Aiman, Beatrice, Bryan, Charlotte, Jaime

THANK YOU!

CITATIONS

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APPENDIX

1. **Link to microsite**
2. **Link to Folder (with assets)**
3. **Toolkit Information Sheet**


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