CS2075 REGIONAL STRATEGIC COMMUNICATION MANAGEMENT

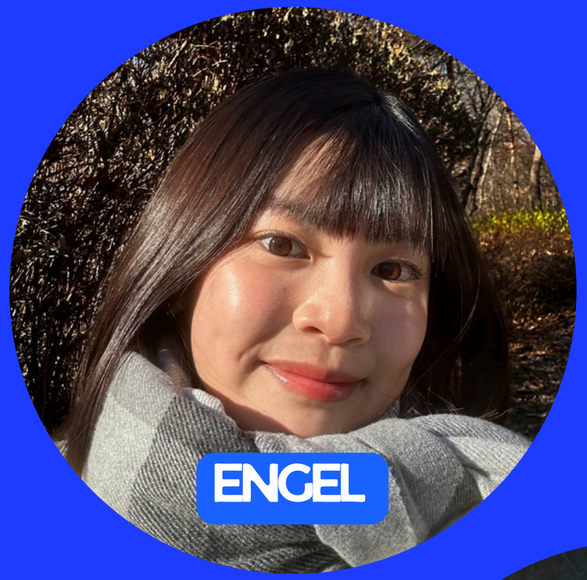
TAINTED BY DESIGN

5Fingers Final Report

For 5RIGHTS FOUNDATION

WEIZI | RYANNA | ENGEL | KATHLEEN | MICHELLE

FOR 5RIGHTS











BY 5FINGERS

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EXECUTIVE SUMMARY

Across Southeast Asia, children's digital rights are threatened (5Rights, n.d.). Yet policy responses remain uneven, often favouring age-based restrictions over safety-by-design (Supramaniam, 2026). Existing initiatives largely emphasise digital literacy and individual responsibility, while safety-by-design advocacy remains predominantly institutional. This creates an opportunity for creative, public-facing advocacy that makes invisible digital harms tangible.

Our campaign, Tainted by Design, aims to reshape policy conversations in Indonesia, Thailand and the Philippines. Using regional horror storytelling, a stained childlike doll visualises digital harms, reinforcing the message: "The damage won't stop until the design changes." Livestreams, installations, social storytelling, an interactive microsite, toolkits and postcards mobilise public support and encourage direct engagement with policymakers.

Ultimately, the campaign aims to increase parliamentary discussions and ASEAN media coverage advocating safety-by-design, while contributing to regional policy conversations at the 2027 ASEAN ICT Forum. Two implementation options, an experience-led and a digital-led approach, are proposed with different budgets to accommodate 5Rights' resources and priorities.

SITUATION ANALYSIS

CURRENT DISCOURSE

Children across Singapore, Malaysia, Indonesia, Thailand, and the Philippines face significant digital harms that threaten their rights.

(5rights, n.d.)



1 IN 6

youths show signs of problematic social media use

(Ministry of Health, 2026)



1 IN 25

child has experienced online sexual exploitation and abuse

(CNA, 2027)

70%

of teenagers have encountered harmful online material

(Malay Mail, 2026)



42%

of children had felt uncomfortable or scared because of an online experience

(UNICEF, 2023)

50.3%

had seen sexual images on social media

(UNICEF, 2023)



30%

teens face a high risk of social media addiction

(Rodpet et al., 2026)

Nearly

3/4

of children aged two or younger spend more than an hour on screens daily

(Rodpet et al., 2026)



57%

children and youth had multiple exposure to unsafe content or behavior online

(UNICEF, 2025)

PROBLEM

Across ASEAN, the prevailing approaches tend to **make children responsible** or **restrict their participation** in the digital space.

(5rights, n.d.)

Asia

Indonesia starts implementing social media restrictions for children under 16

The restrictions began on Mar 28, making Indonesia the first country in Southeast Asia to ban children from having accounts on YouTube, TikTok, Facebook, Instagram, Threads, X, Bigo Live and Roblox.

To promote responsible digital citizenship, the bill directs the Department of Information and Communications Technology (DICT), in coordination with the Department of Education, to integrate digital literacy and ethical social media use into the K to 12 curriculum.



ใช้ AI อย่างรู้เท่าทัน

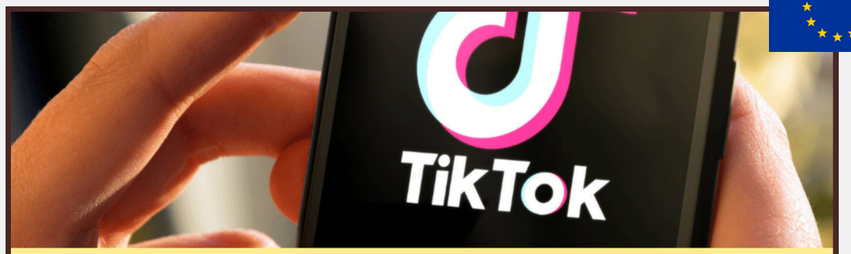


ซีรีส์ Happy Screen



คลิป White Social

But like in the EU, children have the right to enjoy a digital space that is **safe by design in the first place**.



TikTok's addictive design found to likely breach the Digital Services Act

News

EU threatens Meta with fines over 'addictive' Facebook and Instagram

10 July 2026

Share Save Add as preferred on Google

Shiona McCallum

Senior technology reporter



PROBLEM

Currently, ASEAN countries are **making progress** on platform responsibility and digital rights. However, there is **uneven progress and misalignment,** creating different policy priorities. (5rights, n.d.)

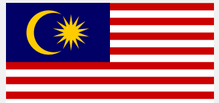
DIGITAL RIGHTS CLIMATE IN ASEAN



Government prioritise safety by design
(Koh, 2027)

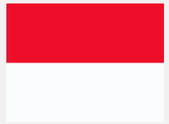
Daily time limits as a consideration to tackle infinite scrolling
(Koh, 2027)

Age assurance requirements on app stores
(IMDA, 2025)



Safety by design requirements for platforms (not enforced)
(MCMC, 2027)

Platform blanket-ban for under 16s
(Reuters, 2024)



Shifting approach to platform responsibility (GR 17)
(Govinsider,2027)

Platform blanket-ban for under 16s
(CNA, 2027)

Education programmes for effective ban implementation
(Govinsider,2027)



New offences relevant to media and online platform providers (Proposed Child Protection Act)
(Tilleke & Gibbins, 2027)

Consideration of social media blanket-ban for under 16s
(Bunnag, 2027)

EDC digital literacy programmes for youth
(The Nation, 2025)



Shifting approach to platform responsibility (Social media safety hearing with Meta)
(The Star, 2027)

Consideration of a social media blanket ban for under-13s
(Beltran, 2027)

Embedding digital literacy and social media safety into K-12
(Reganit, 2027)

Supports platform responsibility & digital rights

Undermines platform responsibility and/ or digital rights

PROBLEM

The **ASEAN** market is catching up to the west. They

RECOGNISE THE PRESSING PROBLEM.

But they're asking



Not

"WHAT CAN I DO TO ADDRESS THE PROBLEM AT THE SOURCE?"

PROBLEM

And this is because they

HAVEN'T VISUALISED WHAT ADDICTIVE DESIGN AND SAFETY-BY-DESIGN EVEN MEANS.

Addictive design: User interface patterns and algorithmic system behaviors intentionally built into digital platforms—such as social media apps and online games—to exploit psychological vulnerabilities, maximize user engagement, and drive compulsive use over user wellbeing. (Keegan, 2027)

Safety-by-design: Child safety, privacy and wellbeing built into products from the start. It means stronger protections against unwanted contact, child-friendly reporting tools, better moderation, less data collection, clearer default privacy settings, and recommendation systems that do not steer children towards harmful or unsuitable content. (UNICEF, n.d.)

PROBLEM

And this is because they

HAVEN'T VISUALISED WHAT ADDICTIVE DESIGN AND SAFETY-BY-DESIGN EVEN MEANS.

Addictive design: Use… …ic system behaviors intentionally built in… …a apps and online games—to exploit… …ser engagement, and drive compul…

Safety-by-d… …to products from the start. It mea… …ntact, child-friendly reporting tools, bet… …carer default privacy settings, and recomm… …steer children towards harmful or unsuitable content. (UNICEF, n.d.)

IT'S JARGON HEAVY AND COMPLEX. A BAN MAY SEEM EASIER.

BUT WE CAN'T TAKE THE EASY WAY OUT.

PROBLEM

It’s hard to tell a nation and their policy makers, much less three;
That the very tech they love is causing them harm

WHEN THEY CAN’T EVEN

SEE WHAT THE HARMS ARE,

MUCH LESS

WHAT TO DO ABOUT THEM.

This brings a strategic communication opportunity for 5Rights:

TO RESHAPE NARRATIVES SURROUNDING CHILDREN'S DIGITAL RIGHTS TOWARDS SAFETY-BY-DESIGN IN ASEAN COUNTRIES.

GOAL

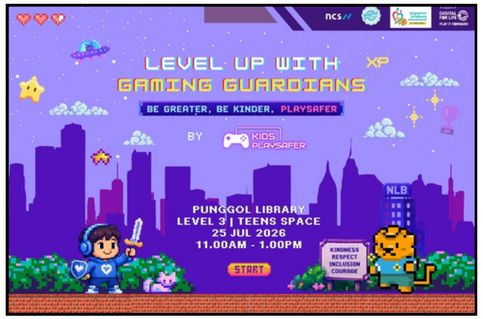
HERE'S WHAT THE REGION HAS DONE SO FAR
KEY COMPETITORS

Kids PlaySafer

Positioning: Youth-led, gamified, education-focused

Competitive strength: Gamified, peer-led learning, established partnerships with government agencies

Kids PlaySafer raises awareness about harmful platform design, but unlike 5Rights, its implementation mainly focuses on individual responsibility.





Relevant project: Gaming Guardians workshops at the National Library Board for parents and children

(Kids PlaySafer, 2026)

UNICEF Malaysia

Positioning: Child digital rights advocacy through research, policy advocacy and government collaboration

Competitive strength: Strong institutional credibility and international expertise

UNICEF Malaysia advocates for broader children's rights and systemic online protection but has expanded its advocacy to include safety by design (Supramaniam, 2026)

Relevant project: Partnership project to help game developers assess platform design





(UNICEF Malaysia, 2026)

HERE'S WHAT THE REGION HAS DONE SO FAR
KEY COMPETITORS

ICT Watch Indonesia

Positioning: Digital literacy-focused, community-empowering, collaborative

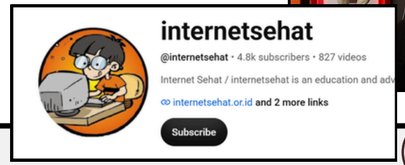
Competitive strength: Long-running digital safety campaign with an established social media presence

Compared to 5Rights, ICT Watch mainly focuses on digital literacy and online safety, but is moving towards platform accountability

Relevant projects:
Internet Sehat, digital literacy nationwide campaign

Collaboration with Netflix to for safer platform design





(ICT Watch,n.d.)(Internet Sehat,n.d.) (Netflix,2025)

Internet Foundation for the Development of Thailand (IFDT)

Positioning: Protection-oriented, intervention-focused, collaborative

Competitive strength: Strong government, industry and civil society partnerships

Compared to 5Rights: IFDT focuses on online safety education, harmful content reporting and local policy advocacy

Relevant project:
Safer Internet Day Thailand 2026, featuring a Digital Platform Declaration to call for better platform design



(IFDT, 2026) (IFDT, 2026)

HERE'S WHAT THE REGION HAS DONE SO FAR
KEY COMPETITORS

ChildFund Philippines

Positioning: Child-centred, protection-focused, advocacy-driven

Competitive strength: Established local impact, global connections

Compared to 5Rights, ChildFund has broader protection. It is also focusing more on online safety rather than digital rights policy advocacy at the moment

Relevant project:
Swipe Safe, a digital initiative including an app to roll out in schools to educate children about digital safety



(Childfund,2026) (Paculba, 2026)

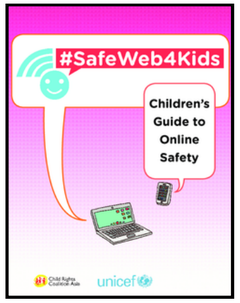
Child Rights Coalition Asia (CRC Asia)

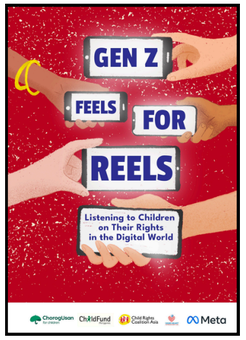
Positioning: Child participation, rights-based, policy-focused

Competitive strength: Supported by a network of organisations across 16 Asian countries.

Compared to 5Rights, CRC Asia places greater emphasis on children's empowerment in digital policymaking, while 5Rights prioritises systemic platform accountability

Relevant project:
#SafeWeb4Kids educating children and Gen Z Feels for Reels (2026) documenting children's consultation for policymakers

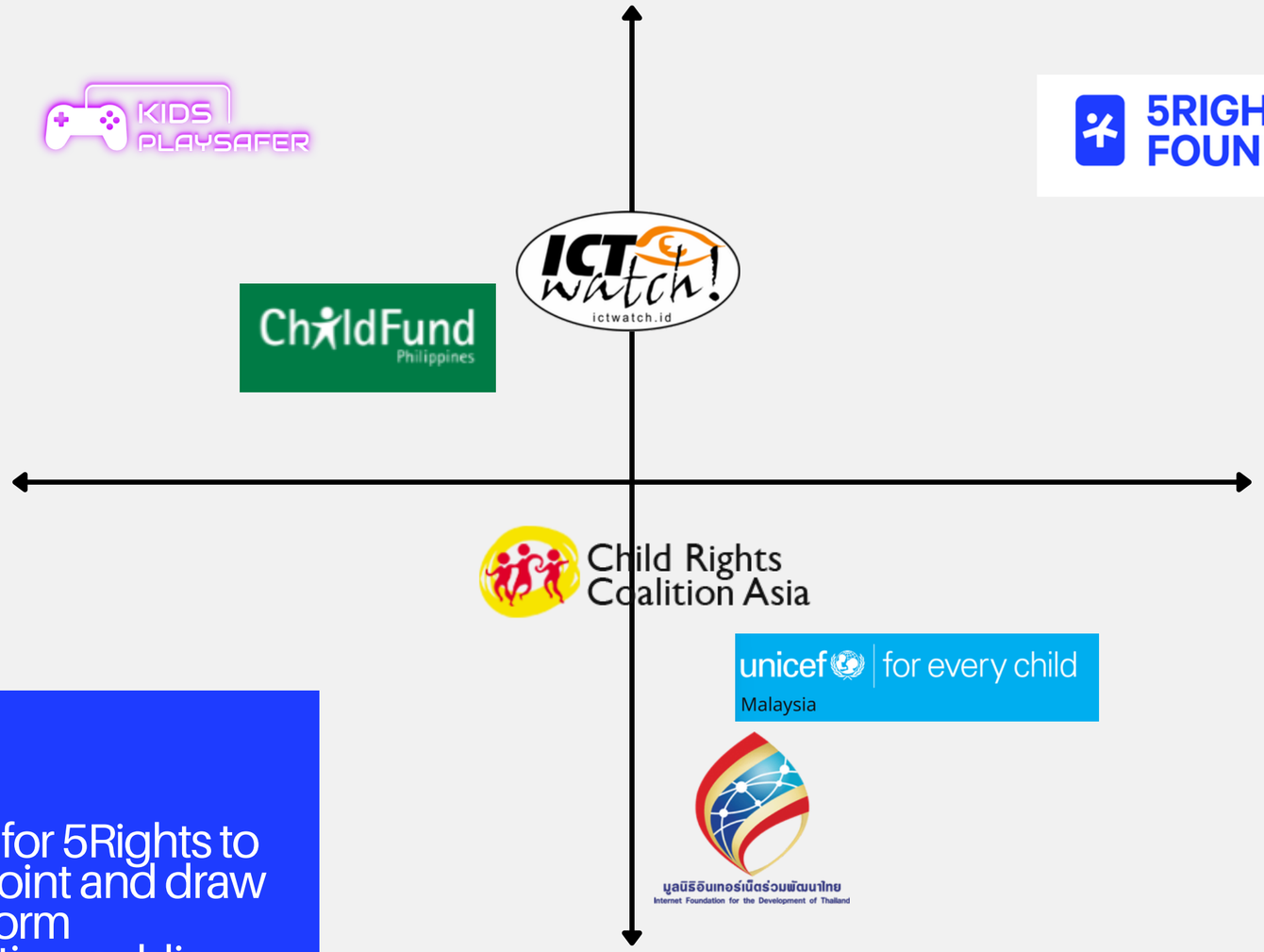




(Child Rights Coalition Asia, 2026) (Child Rights Coalition Asia et al., 2016)

PERCEPTUAL MAP

(COMPETITOR RESEARCH)



Implication:

Presents an opportunity for 5Rights to keep its unique selling point and draw greater attention to platform responsibility using creative, public-facing advocacy in the region

AUDIENCE ANALYSIS

PSYCHOGRAPHICS, HOFSTEDE DIMENSIONS, AND COMMUNICATIONS APPROACH OF THE REGION

Pyschographics

Consumers

- Tech positive but cautious, believes that **responsibility starts with parents**.
- **Values:** Safety, Privacy, Education, Trust, Personal Connection
- **Motivations:** Keeping children safe without compromising social participation and wellbeing
- **Concerns**: Inappropriate content, cyberbullying, excessive usage of digital platforms, balancing boundaries with needs of child

Organisations

- **Shifting responsibility upstream,** and increasing emphasis on platform accountability and safety by design.
- **Values**: Safety, responsible tech, inclusion and social stability
- **Motivations**: Building a digitally resilient population, preventive measures
- **Concerns**: Balancing stronger protection with children's access and participation

Hofstede Dimensions

Power distance **(74)**, Individualism **(43),** Motivation to Achievement & Success **(48)**, Uncertainty Avoidance **(8)**, Long Term Orientation **(67)**, Indulgence **(46)**

How Hofstede Dimensions influence Communications Approach

- Hierarchy is important. Expert voices are key in convincing the people.
- Speak about how the individual can work together to better the collective.
- Comms message cannot appeal to conflict.

(Tushara, 2024; Hamzah, 2025; Teng, 2021; Koh, 2026; Leong, 2026; Hofstede, 2011)

PSYCHOGRAPHICS, HOFSTEDE DIMENSIONS, AND COMMUNICATIONS APPROACH OF THE REGION

Pyschographics

Consumers

- **Parents are regarded as key gatekeepers** for children's digital behaviour. Online connectivity is necessary and normalised
- **Values**: Family, Safety, Education, Community, Wellbeing
- **Motivations**: Protecting kids without removing benefits of digital connectivity
- **Concerns**: Grooming, Cyberbullying, Privacy, Excessive restrictions.

Organisations

- Increasing attention towards **regulatory actions**. however, the conversations revolve around **bans**.
- **Values**: Safety, Accountability, Inclusion, Social Responsibility
- **Motivations**: Creating safer platforms while preserving participation for children
- **Concerns**: Platform design, Exploitation, Overly restrictive regulations

Hofstede Dimensions

Power distance **(100)**, Individualism **(27),** Motivation to Achievement & Success **(50)**, Uncertainty Avoidance **(36)**, Long Term Orientation **(47)**, Indulgence **(57)**

How Hofstede Dimensions influence Communications Approach

- Challenges to authority will not be taken well.
- A collectivist country, so appeal to the betterment of everyone.
- People are quite relaxed. Rules and structure are okay but not too much.

(FMT, 2025; Supramaniam, 2026; CNA, 2026; Choong, 2025; Hofstede, 2011)

PSYCHOGRAPHICS, HOFSTEDE DIMENSIONS, AND COMMUNICATIONS APPROACH OF THE REGION

Pyschographics

Consumers

- Digital spaces regarded as **beneficial but risky.** Parents are main gatekeepers. However, they struggle with **digital literacy and parental controls.**
- **Values**: Family, Social Harmony, Education, Connection
- **Motivations**: Maintaining tech benefits while reducing children's exposure to harm online
- **Concerns**: Harmful content, exploitation, cyberbullying, digital literacy

Organisations

- Protection regarded as a **multi stakeholder responsibility.** Emphasis on coordinating stakeholders rather than relying on one actor
- **Values**: Cooperation, Protection, Empowerment, Digital Literacy
- **Motivations**: Improving digital literacy, strengthening legislation, coordinating stakeholders
- **Concerns**: Digital Literacy and Platform Accountability

Hofstede Dimensions

Power distance **(64)**, Individualism **(19),** Motivation to Achievement & Success **(34)**, Uncertainty Avoidance **(64)**, Long Term Orientation **(67)**, Indulgence **(45)**

How Hofstede Dimensions influence Communications Approach

- Not an assertive country, so communication can be softer, more narrative and appeals emotionally rather than blunt and authoritative.
- Explain what next steps can be done after emotional appeal is concluded.

(Suthiprapa et. al, 2026; Angkittisawat et. al, 2022; Sriangura, 2026; Bangkok Post, 2026; UNICEF, 2023; Hofstede, 2011)

PSYCHOGRAPHICS, HOFSTEDE DIMENSIONS, AND COMMUNICATIONS APPROACH OF THE REGION



Pyschographics

Consumers

- Digital spaces supports **education, relationships and self expression** for children (opportunities). Children in PH have **online independence.**
- **Values**: Family, community, connection, youth participation
- **Motivations**: Sustaining connectivity while enabling children to contribute to safer online environments.
- **Concerns**: Exploitation, Cyberbullying, Harmful content, Digital divides

Organisations

- Recognises children as both **vulnerable AND rights holders.** Currently has conversations surrounding **bans, parental guidance and platform safeguards.**
- **Values**: Protection, Accountability, Community, Participation
- **Motivations**: Addressing exploitation while empowering children's voices
- **Concerns**: Regulation VS Restriction (the extent of regulation)

Hofstede Dimensions

Power distance **(94)**, Individualism **(17),** Motivation to Achievement & Success **(64)**, Uncertainty Avoidance **(44)**, Long Term Orientation **(46)**, Indulgence **(42)**

How Hofstede Dimensions influence Communications Approach

- A collectivist country, so appealing to the betterment of everyone will do better.
- Communication can be more assertive and direct.
- Focus on the key aspects of life needed as they are a more restrained people.

(Andal, 2023; Inao, 2025; Giray et. al, 2023; UNICEF, 2020; Burton, 2020; Lazaro and Yang, 2026; Corrales, 2026; Hofstede, 2011)

PSYCHOGRAPHICS, HOFSTEDE DIMENSIONS, AND COMMUNICATIONS APPROACH OF THE REGION

Pyschographics

Consumers

- **Family centred responsibility**, with parents and adults expected to guide children. Though ID has high digital participation, **digital literacy is uneven.**
- **Values**: Family, community, education, protection
- **Motivations**: Keeping children connected while teaching them to recognise and manage digital risks.
- **Concerns**: Exploitation, Cyberbullying, Low Digital Safety Knowledge, Inappropriate content

Organisations

- **Shifting responsibility upstream,** and increasing emphasis on platform accountability and safety
- by design.
- **Values**: Safety, responsible tech, inclusion and social stability
- **Motivations**: Building a digitally resilient population, preventive measure
- **Concerns**: Balancing stronger protection with children's access and participation

Hofstede Dimensions

Power distance **(78)**, Individualism **(5),** Motivation to Achievement & Success **(46)**, Uncertainty Avoidance **(48)**, Long Term Orientation **(29)**, Indulgence **(38)**

How Hofstede Dimensions influence Communications Approach

- Hierarchy is important. Challenges to authority will not be taken well.
- A highly collectivist country, so always link back to the in-group and the country.
- Traditions are very important in messaging.

(Theopilus et. al, 2026; Jatnika, 2026; UNICEF, 2025; Sandy, 2026; Hofstede, 2011)

CULTURAL CONTEXT & TARGET AUDIENCE



Policymakers are primary target audience because **hierarchy and authority** are seen as very important across countries.

INDICATOR: HIGH POWER DISTANCE

78	64	94	100	74

(Hofstede, 2011)



Publics are secondary target audience because of a **strong community orientation** shaped by the collectivist culture across countries.

(Reuters, 2027)

'GOTONG ROYONG'

'KAMPUNG SPIRIT'

INDICATOR: LOW INDIVIDUALISM

5	19	17	27	43

(Hofstede, 2011)

TARGET AUDIENCE

Policymakers can be reached through both direct and indirect method .

5RIGHTS FOUNDATION

Reach policymakers directly



POLICYMAKERS

(PRIMARY TARGET AUDIENCE)

Motivated by benefits to citizens, re-election potential, and return on investment of policies they put in place.

Use the Publics to move the Policymakers



PUBLICS

(SECONDARY TARGET AUDIENCE)

Motivated by personal self interest, how their communities are affected, and what is viral.

PROBLEM

Policymakers from these regions feel pressure to act to protect children, indicating **high problem recognition and involvement.**





Indonesia's Communication and Digital Affairs Minister Meutya Hafid

"This is certainly a task. But **we must take steps to save our children**. It's not easy. Nevertheless, we must see it through."

"If we will allow Filipino children to explore the online world, they should be **given sufficient protections.**"



Philippines' House Speaker Faustino "Bojie" Dy III

"The safety of children and youth on the digital platform is considered an **urgent agenda that all parties must cooperate (on).**"



Thailand's Minister of Digital Economy and Society Mr. Chaichanok Chidchob

However, their responses mainly focus on parental responsibility, digital literacy and access restrictions rather than the platform design responsible for creating risks, indicating **high constraint recognition.**

TARGET MARKETS

Indonesia, Thailand and the Philippines policymakers are at the similar level of involvement, problem recognition and constraint recognition about child online safety, compared to Singapore and Malaysia.

	High involvement	Low involvement
Problem-facing behaviour • High Problem recognition • Low constraint recognition	**Active Public** • 5Rights leadership, youth council, team, partners (NGOs & professional societies) • **Singapore policymakers**	**Active/ aware public** • Potential 5Rights volunteers, donors and youth council • 5Rights partner outside ASEAN
Constrained behaviour • High problem recognition • High constraint recognition	**Aware/ Active public** • **Indonesia, Thailand and Philippines policymakers** • National regulators • Social media, gaming and AI companies • App stores • CSOs & NGOs • Schools & educators • Youth organisations	**Latent /Aware public** • Media outlets • Influencers (Citizen journalists)
Routine behaviour • Low problem recognition • Low constraint recognition	**Active (reinforcing public)** • **Malaysia policymakers** • Affected children who not yet identifying problem as design issue • Groups that support digital rights but not actively campaigning	**None (Latent public)** • Adult social media users without children
Fatalistic behavior • Low problem recognition • High constraint recognition	**Latent public** • General public • General influencers • Parents and children who are not aware of the issue	**Non public** • Publics who do not use social media

(Grunig, 1966)

MOST IMPACT FOR 5RIGHTS

(TARGET MARKETS)



Aware/Active Audience

High involvement in the issue, in the process of considering measures and policies.
But constrained behaviour, actions taken are not truly focused on safety-by-design.

This creates an opportunity for 5Rights to move them towards action.

STAKEHOLDERS



Beyond the prioritised stakeholders, 5Rights can engage with a broader range of stakeholders to support its advocacy efforts.

Since children's digital safety is a transnational issue and tech companies operate across national borders, **global stakeholders** can help to **facilitate resource sharing** and **establish international standards.** By working with them, 5Rights can also **increase credibility among policymakers**

Global policymakers

- **UNICEF East Asia & Pacific Regional Office (EAPRO)**
  - Coordinates UNICEF's regional child rights work across East Asia and the Pacific
- **UNICEF Child Rights and Business** [**Responsible Technology**]
  - Focuses on ensuring technology companies respect children's rights
  - Promotes responsible digital products, services and business practices
- **UN Human Rights (OHCHR)** [**Children and Youth Rights**]
  - Advances international human rights standards concerning children and young people
- **International Telecommunication Union (ITU)**
  - UN specialised agency for digital technologies that develops international standards

International NGO

- **Child Rights Coalition Asia**
  - A network of child rights organizations working for and with children in the Asia-Pacific region
  - Asia Joining Forces: a regional movement by CRC to secure rights for children across Asia

STAKEHOLDERS



5Rights can access specialised expertise by working with **International professional societies.**

Past partnerships with International professional societies:

- **IEEE (Institute of Electrical and Electronics Engineers)**
  - Common goal to design products with children in mind
- **Global Privacy Assembly (GPA)**
  - Shares 5Rights' concern for privacy, data protection and children's rights
- **Conscious Advertising Network (CAN)**
- Shares concerns about responsible advertising and children's wellbeing online
- **World Wide Web Foundation**
  - Advocates for accountable AI & algorithms

Potential new partnerships with International professional societies:

- **ACM (Association for Computing Machinery)**
  - Shares an interest in ethical computing, human-centred technology and responsible technology design
- **Interaction Design Foundation (IxDF)**
  - Relevant to child-centred and ethical UX design

STAKEHOLDERS



Regional collaboration helps speed up policy alignment, which is essential in reshaping narratives surrounding children's digital rights towards safety-by-design in ASEAN countries.

ASEAN policymakers

- **ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC)**
  - ASEAN's dedicated regional body supporting regional cooperation and policy development on children's rights
- **ACWC Representatives on Children**
  - Government-appointed representatives who bring each member state's child-rights perspectives into ASEAN-level discussions
- **ASEAN Secretariat**
  - Supports and coordinates ASEAN initiatives across member states
  - Provides institutional coordination and standardisation for regional cooperation

ASEAN Coalition (multi-stakeholder)

- **Child Rights Coalition Asia (CRCA):** Regional child-rights coalition connecting organisations across Asia to advocate for children's protection and participation
- **Asia Joining Forces:** CRCA-led initiative bringing child-rights organisations together to build a safer online environment for children in Asia

Thailand

STAKEHOLDERS

Government regulators

- **Electronic Transactions Development Agency (ETDA)**
  - Promotes safe and trustworthy digital services and electronic transactions, including developing standards and guidance for responsible digital platforms and online services
- **Ministry of Digital Economy and Society (MDES)**
  - Leads Thailand's digital policy and ICT development, including policies relating to online platforms, cybersecurity and a safe digital environment
- **Personal Data Protection Committee (PDPC) Thailand**
  - Oversees Thailand's personal data protection framework and promotes the protection of individuals' privacy and personal information in digital environments
- **Department of Children and Youth (DCY)**
  - Develops and implements policies and programmes to protect children and youth, promote their rights and welfare, and address risks including online exploitation and abuse

NGOs

- **Save the Children Thailand**:
  - Protects children from online harms and advocates for children's rights and safety in digital environments, including promoting child-centred safety-by-design approaches
- **Internet Foundation for the Development of Thailand**:
  - Promotes children's safe and responsible use of the internet through education and protection
- **ECPAT Foundation Thailand**
  - Works to prevent and protect children from sexual exploitation facilitated by technology and communication
- **Thai Netizen Network**:
  - Advocates for digital rights and internet freedom, including rights-based approaches to internet governance that affect children's privacy, safety and access online

Thailand

STAKEHOLDERS



International institution

- **UNICEF United Nations Children's Fund Thailand**
  - Focus on disadvantaged children, no mention of rights protection
- **UNICEF Thailand Representative**
  - Ken Legins
  - Lead UNICEF’s relationships with thai government
  - Connect international and regional child rights priorities with national policies and programmes

Professional societies

- **Digital Council of Thailand (DCT)**
  - The apex private-sector organisation representing Thailand's digital industry. Actively drives digital safety to protect users
- **Thailand Content Creator Association (TCCA)**
  - Sets industry standards and elevate the creator profession, concerned about creators under 16 if social media ban happens advocates for protection of children’s digital rights

Coalition

- **Thailand Safe Internet Coalition**
  - Launched campaigns including #CautionFirst campaign to advocate for children’s digital rights

Thailand

STAKEHOLDERS



Influencers

- **Bie The Ska**
  - Prominent thai youtuber, family-friendly videos
- **zbing z.**
  - Prominent thai youtuber, Live-streaming video games, child-friendly content with no foul language, violence, smoking and drinking

Youth/ Children group

- **Youth Colab Thailand**
  - **Organised by UNDP (social innovation)**
- **Children and Youth Council of Thailand (CYCT)**
  - **Working alongside UN youth advisory structures, this institutionalized mechanism enables young Thai leaders to negotiate directly with policy makers**
- **SHIELD youth network from Save the Children Thailand**

Schools/ Parents / Children and Youth

Thailand

STAKEHOLDERS



Media

- **Thai PBS**
  - Thailand's public service broadcaster providing independent news, educational, and public-interest content
- **THE STANDARD**
  - Leading Thai digital media platform covering news, politics, business, culture, and current affairs.
- **Prachatai**
  - An independent Thai online news outlet focusing on human rights, democracy, politics, and social issues.
- **The MATTER**
  - A Thai digital media platform producing accessible content on social issues, culture, lifestyle, and current affairs.
- **Hone Krasae**
  - An influential hard-talk and news commentary programs. On TV and livestreamed on Youtube, massive online footprint of 10.3 million subscribers

Social media companies

- **Meta**
  - Facebook
    - Used by 95.2% of Thai secondary school students (Jayuphan et al., 2025)
- **Google**
  - Youtube
    - Used by 94% of Thai secondary school students (Jayuphan et al., 2025)

⁎*More than half of secondary school students use TikTok, Instagram and X (Jayuphan et al., 2025)*

Thailand

STAKEHOLDERS

Gaming companies:

Current:

- **Roblox**
  - Thailand's Digital Ministry is working with Roblox on identity verification, age checks and AI tools to strengthen protection for young online gamers (The Nation, 2026)

Potential:

- **Arena of Valor (ROV)**
  - Dominant mobile MOBA among Thai youth and students for casual and competitive matches. 'National past time' (Reddit,2027)
  - Developed by TiMi Studio Group and published globally by Tencent Games

AI companies

- **OpenAI and Google**
  - 90% of thai students adopt AI tools (LSE,2025)

App stores

- **Google Play Store**
  - 64% of people use Android in Thailand (Statcounter,2027)
- **Apple app store**
  - 35.96% use iOS (Statcounter,2027)

Philippines

STAKEHOLDERS



Government regulators

- **Department of Information and Comms tech (DICT) :**
  - Leads the Philippines' digital policy and ICT development, including promoting a safe, secure and inclusive digital environment for children
- **National Privacy Commission (NPC) :**
  - Regulates and enforces data privacy laws, including protecting children's personal data and privacy in digital platforms and services.
- **National Telecoms Commission (NTC)**
  - Regulates telecommunications and broadcasting services and oversees communications providers, including aspects of online and digital connectivity affecting children.
- **Department of Social Welfare and Development (DWSD):**
  - Leads social protection and child-welfare programmes, including preventing and responding to violence, abuse and exploitation affecting children both offline and online.
- **Council for the Welfare of Children (CWC):**
  - Coordinates and develops policies to protect children's rights and welfare, including strengthening child protection in the digital environment.

Professional societies

- **Internet Society Philippines**
  - Responsible internet development
- **Philippine Society for Child and Adolescent Psychiatry (PSCAP)**
  - Submitted proposed legislation on child online safety and protection in the digital environment to the Philippine House Committee on Welfare of Children in July 2027

Philippines

STAKEHOLDERS



NGOs

- **Save the Children Philippines** :
  - Protects children from violence and exploitation, including violence occurring online, while working with government, schools and communities to strengthen child-protection systems
- **Foundation for Media Alternatives (FMA)** :
  - Advocates for human rights in digital environments, including internet rights, privacy, digital security and responsible ICT use that contribute to safer online spaces
- **Philippine Digital Justice Network / Initiative** :
  - Promotes child-centred digital justice, focusing on children's safety, inclusion, participation and access to justice within increasingly digital justice systems
- **ChildFund Philippines** :
  - Runs online-safety and digital-literacy programmes, empowers children as digital citizens, and advocates for stronger protection against online sexual abuse and exploitation

International institution

- **UNICEF United Nations Children's Fund Philippines**
  - Rights protection, but not focus on online rights yet
- **UNICEF Philippines Representatives**
  - Lead UNICEF’s relationships with individual governments
  - Connect international and regional child rights priorities with national policies and programmes

Philippines

STAKEHOLDERS



Media

- **GMA Network**
  - Philippines' leading broadcast media networks, providing television, radio, digital news and entertainment content
- **Philippine Daily Inquirer**
  - Philippine's major newspaper known for comprehensive reporting on national affairs, politics and social issues
- **ABS-CBN**
  - Philippine's major media and entertainment company with strong digital, news and content-production operations
- **The Philippine Star**
  - A leading English-language daily newspaper covering national news, politics, business, lifestyle and entertainment
- **Manila Bulletin**
  - One of the Philippines' oldest newspapers, offering broad coverage of national news, business, lifestyle and public affairs

Influencers

- **Raffy Tulfo in Action**
  - Filipino broadcast journalist commentating on injustices committed by people in power against ordinary citizens
  - The most followed Filipino youtube channel
- **Niana Guerrero**
  - Dance, lifestyle short-form content
  - Audience: Gen alph

Schools/ Parents / Children and Youth

Philippines

STAKEHOLDERS



Social media companies

- **Youtube**
  - Popular digital activities for Filipino hildren acged 10-14 (Ogerio,2025)
- **TikTok**
  - 43% of Philippines youth (aged 16-24) use TikTok (The Manila Times,2027)

App stores

- **Google Play Store**
  - Philippines's market is android-dominant: 88.23% (Statista,2027)

Gaming companies

- **Roblox**
  - Popular digital activities for Filipino Children aged 10-14 (Ogerio,2025)
- **Mobile Legends**
  - Popular digital activities for Filipino Children aged 10-14 (Ogerio,2025)

AI companies

- **ChatGPT**
  - 83% of Filipino students use generative AI for education, primarily via ChatGPT (Manila Bulletin,2027)

Indonesia

STAKEHOLDERS

Government regulators

- **Ministry of Communication and Digital of the Republic of Indonesia (Komdigi)**
  - Government ministry responsible for digital policy, internet governance, online safety, and the regulation of digital platforms.
  - **TunasDigital.id**
    - A digital-literacy initiative for children by Komdigi
- **Indonesian Child Protection Commission (KPAI)**
  - An independent government institution that monitors and advocates for the protection of children's rights
- **Ministry of Women's Empowerment and Child Protection (KemenPPPA)**
  - Government ministry responsible for policies and programmes protecting children's rights

NGOs

- **ICT Watch Indonesia**
  - Digital rights organisation promoting internet safety, digital literacy, and responsible technology use
- **Save the Children Indonesia**
  - Child-rights organisation protecting children and promoting their wellbeing, including online safety
- **Childfund International in indonesia**
  - International child-development organisation supporting children's rights, protection, education, and participation
- **Plan International Indonesia**
  - International development organisation advancing children's rights and equality, with programmes focused on youth empowerment and protection

Indonesia

STAKEHOLDERS

International Institution

- **UNICEF United Nations Children's Fund Indonesia**
  - Rights protection, but not focus on online rights yet
- **UNICEF Indonesia Representative**
  - Thomas Davin
    - Lead UNICEF’s relationships with individual governments
    - Connect international and regional child rights priorities with national policies and programmes

Professional societies

- **APJII (Indonesia Internet Service Provider Association)**
  - Represents Indonesia's internet-service-provider industry
- **Asosiasi Game Indonesia (AGI)**
  - Indonesia’s professional association for game developers and publishers

Media

- **Kompas.com**
  - Major Indonesian news outlet covering national news, politics, society, and digital issues
- **Tempo**
  - Independent Indonesian media organisation known for investigative journalism and in-depth reporting
- **Narasi**
  - Indonesian digital media platform focused on news, social issues, and youth-oriented content
- **Project Multatuli**
  - Independent nonprofit journalism organisation focused on investigative and public-interest reporting

Indonesia

STAKEHOLDERS

Activists

- **Dr. Seto Mulyadi**
  - Long-time chairman of the National Commission for Child Protection (Komnas PA)
- **Lil'li Latisha**
  - UNICEF Champion in Youth, actress and youth advocate

Influencers

- **Willie Salim**
  - Prominent Indonesian social media personality with 90.8M followers on Tiktok and 39.5M on Youtube. Focus on helping others and spreading positivity
- **Ferry Irwandi**
  - A content creator known for addressing critical social issues, frequently spearheading large-scale charity and crowdfunding campaigns

Children / Parents / Schools / Educators

AI companies

- OpenAI
  - Indonesia is in the top 5 countries globally for ChatGPT usage and the platform is incredibly popular among youth (Kompas,2027)

Indonesia

STAKEHOLDERS

Social media companies

- **Youtube**
  - The most preferred platform by young people in Indonesia (Tempo,2023)
- **TikTok**
  - A major platform directly affected by Indonesia's PP TUNAS social media ban. The Indonesian government reported that TikTok had deactivated millions of child accounts as part of implementation (Komdigi,2026)

App stores

- **Google Play Store**
  - Indonesia market is android-dominant: 77% market share (StatCounter,2026)

Gaming companies

- **Roblox**
  - Popular amongst Indonesian children (The Straits Times,2027)
- **Mobile Legends**
  - Played by 49% of Indonesian (Tempo, 2025)

SUMMARY OF SITUATIONAL & AUDIENCE ANALYSIS

01

PROBLEM

- Digital harms pose risks to children's rights across ASEAN.
- Many policy and advocacy responses in ASEAN focus on bans, parental controls and digital literacy, with less emphasis on platform design.

GOAL

To reshape narratives surrounding children's digital rights towards safety-by-design in ASEAN countries.

02

TARGET AUDIENCE

- **Primary:** Policymakers
- **Secondary:** Publics

PRIORITY MARKETS

Policymakers with **high involvement, problem recognition and constraint recognition**:



This presents an opportunity for 5Rights to move them from problem awareness towards meaningful action centred on Safety-by-Design.

RECOMMENDATIONS FOR 5RIGHTS' COMMUNICATION TO THE REGION

01

In facilitating communication from the publics to policymakers, consider the **high power distance** in our target markets. 5Rights' role is to allow **publics to have a low barrier to entry towards convey their opinions to their policymakers.** This means that 5Rights should be the **go between to consolidate public opinion** and represent the youths and publics, instead of angling for publics to speak to policymakers directly (via petitions).

02

As our target markets are **collectivist** in nature, 5Rights is in a good space to speak to the region as there are **already many concerns** about the future generations and youth wellbeing. Communication on this topic should emphasise how action taken now towards safety by design can improve youth wellbeing as a whole, **tapping on the importance of community** to encourage the publics to play their part in sharing their voices.

03

5Rights can keep its unique selling point and draw greater attention to platform responsibility using **creative, public-facing advocacy** in the region to differentiate from the competitors.

STRATEGY

INSIGHT

Other than being part of ASEAN, loving rice, and working towards protecting child digital rights,

THERE'S SOMETHING ELSE THAT BRINGS OUR 3 TARGET COUNTRIES TOGETHER.

ASIA'S 10 MOST HORROR-OBSESSED NATIONS (BY AUDIENCE SHARE)

Country	Estimated Core Horror Audience (% of Population)	Revised Key Market Indicator
Indonesia	25% - 30%	Horror is largest genre, capturing over 70% of total audience (54.6M tickets).
Thailand	15% - 20%	Dominates domestic cinema and is a top-selling genre across Southeast Asia.
Philippines	12% - 18%	Attracts large audiences, boosted by high digital/streaming consumption.

A SHARED LOVE FOR HORROR.

(Seasia Stats, 2025)

INSIGHT

People love horror because

SOMETHING UNSEEN COMES TO LIFE



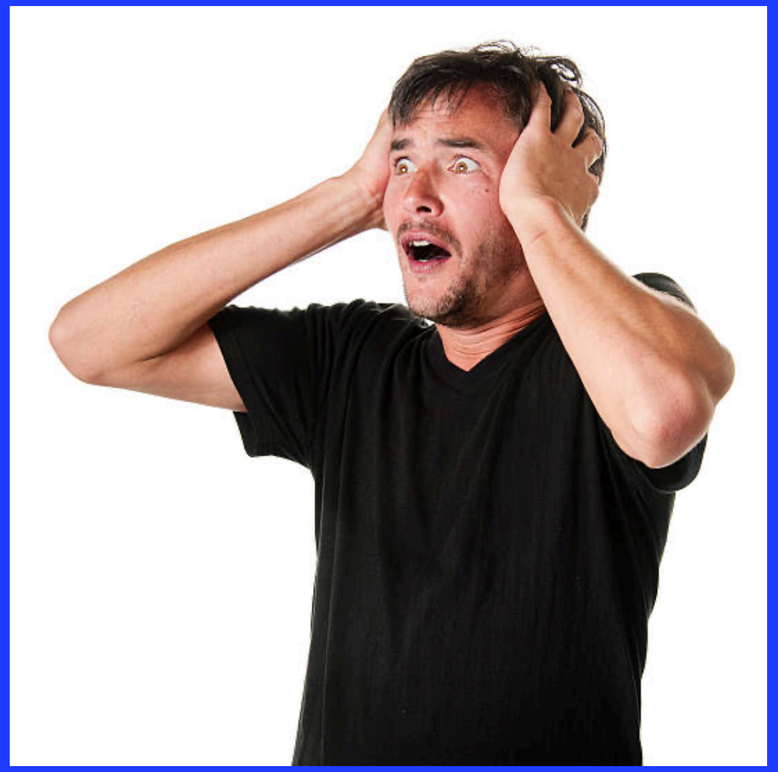


INSIGHT

People love horror because

THE HARMS BECOME CLEAR AND SCARY





INSIGHT

People love horror because

A FIGHT OR RESCUE HAPPENS





INSIGHT

People love horror because

AT THE END OF THE MOVIE YOU



LEARN WHAT TO DO AND WHAT NOT TO DO.

INSIGHT

SOUNDS FAMILAR?

PROBLEM

It's hard to tell a nation and their policy makers, much less three;
That the very tech they love is causing them harm

WHEN THEY CAN'T EVEN

SEE WHAT THE HARMS ARE,

MUCH LESS

WHAT TO DO ABOUT THEM.

STRATEGY

Let’s use what they love and tell a story.

A STORY ABOUT SAFETY BY DESIGN USING THE ICONIC HORROR STORY STRUCTURE.

STRATEGY

WE START WITH A SCARE THAT CONCRETISES

- The harms of addictive design
- The actions that policymakers can do to bring safety by design to the forefront of digital rights conversations

GIVING CHILDREN IN ASEAN THEIR OWN HAPPY ENDINGS IN A SAFER DIGITAL WORLD.

OBJECTIVES

And a happy ending for 5Rights and us looks like:

5Rights' overarching objective

HAVE AT LEAST ONE DISCUSSION ON SAFETY BY DESIGN AS PART OF COMING TO A REGIONAL PLAN OF ACTION AT THE ASEAN ICT FORUM 2027.

Campaign objectives

BRINGING SAFETY BY DESIGN INTO PARLIAMENT DISCUSSIONS

^ 30%

MAKE SAFETY BY DESIGN A COMMON PHRASE IN THE MEDIA

^ 30%

CREATIVE CONTENT

TAINTED BY DESIGN

The damage won’t stop until the design changes

Children’s digital rights are being eroded by risks embedded within the digital environments and features they navigate. Yet, responsibility for addressing these harms are often placed directly on parents and children.

Every unsafe design and feature leaves a mark on children’s digital rights. We can keep cleaning the damage. But if the systems refuse to change, the stains keep coming back.

CREATIVE CONCEPT





Our creative concept revolves around a doll that gradually accumulates stains as it navigates digital platforms. Through the physical deterioration and attempts to clean it, our campaign concretises invisible digital harms while spotlighting the shared but unequal responsibility of various stakeholders in safeguarding children's digital rights.

(001) The Doll

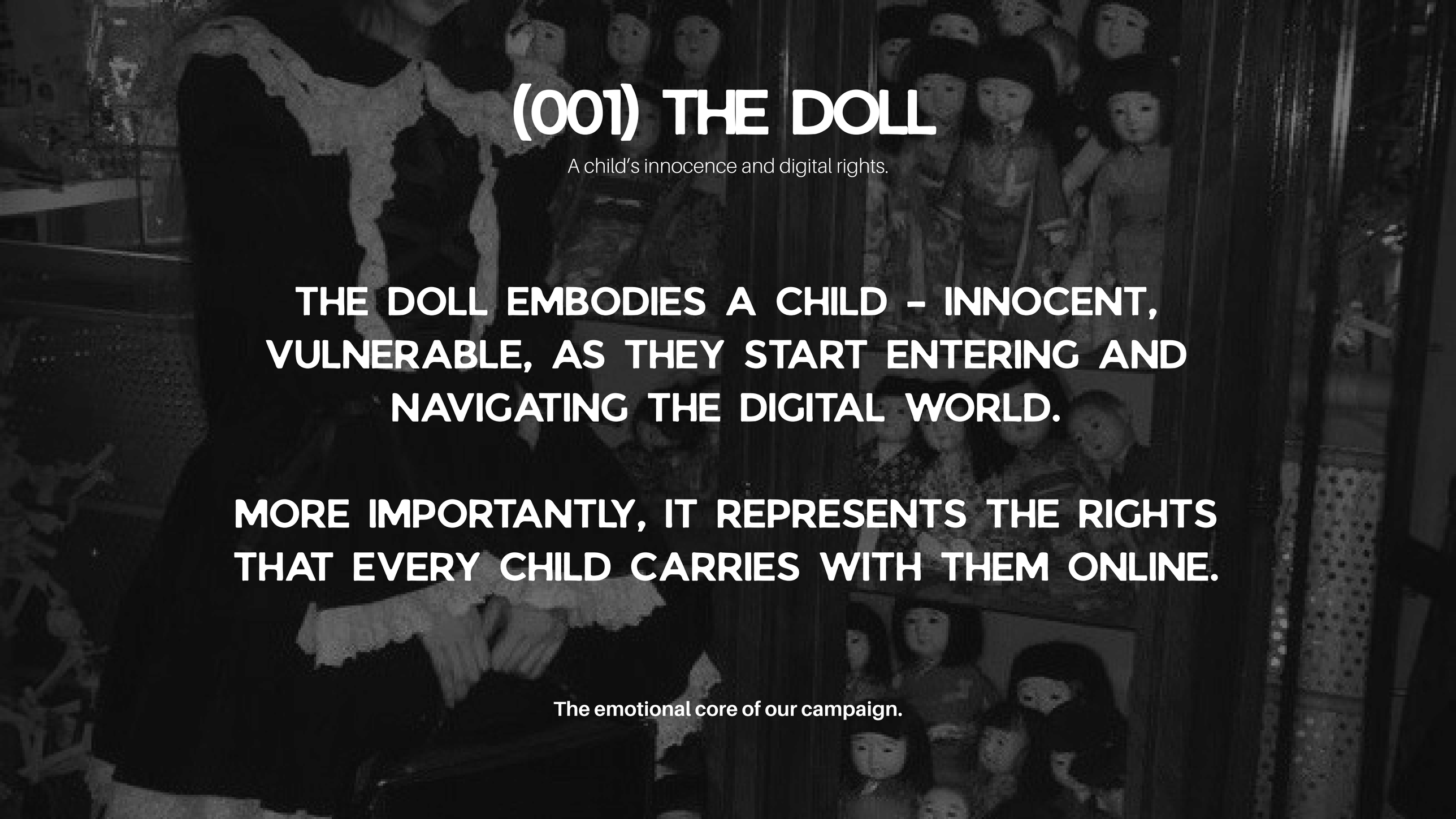
A child's innocence and digital rights.

(002) The Stains

Making invisible digital harms visible.

(003) Cleaning the Doll

Shared but unequal responsibility for different stakeholders.



(001) THE DOLL

A child's innocence and digital rights.

THE DOLL EMBODIES A CHILD – INNOCENT, VULNERABLE, AS THEY START ENTERING AND NAVIGATING THE DIGITAL WORLD.

MORE IMPORTANTLY, IT REPRESENTS THE RIGHTS THAT EVERY CHILD CARRIES WITH THEM ONLINE.

The emotional core of our campaign.

(002) THE STAINS

Making invisible digital harms visible.

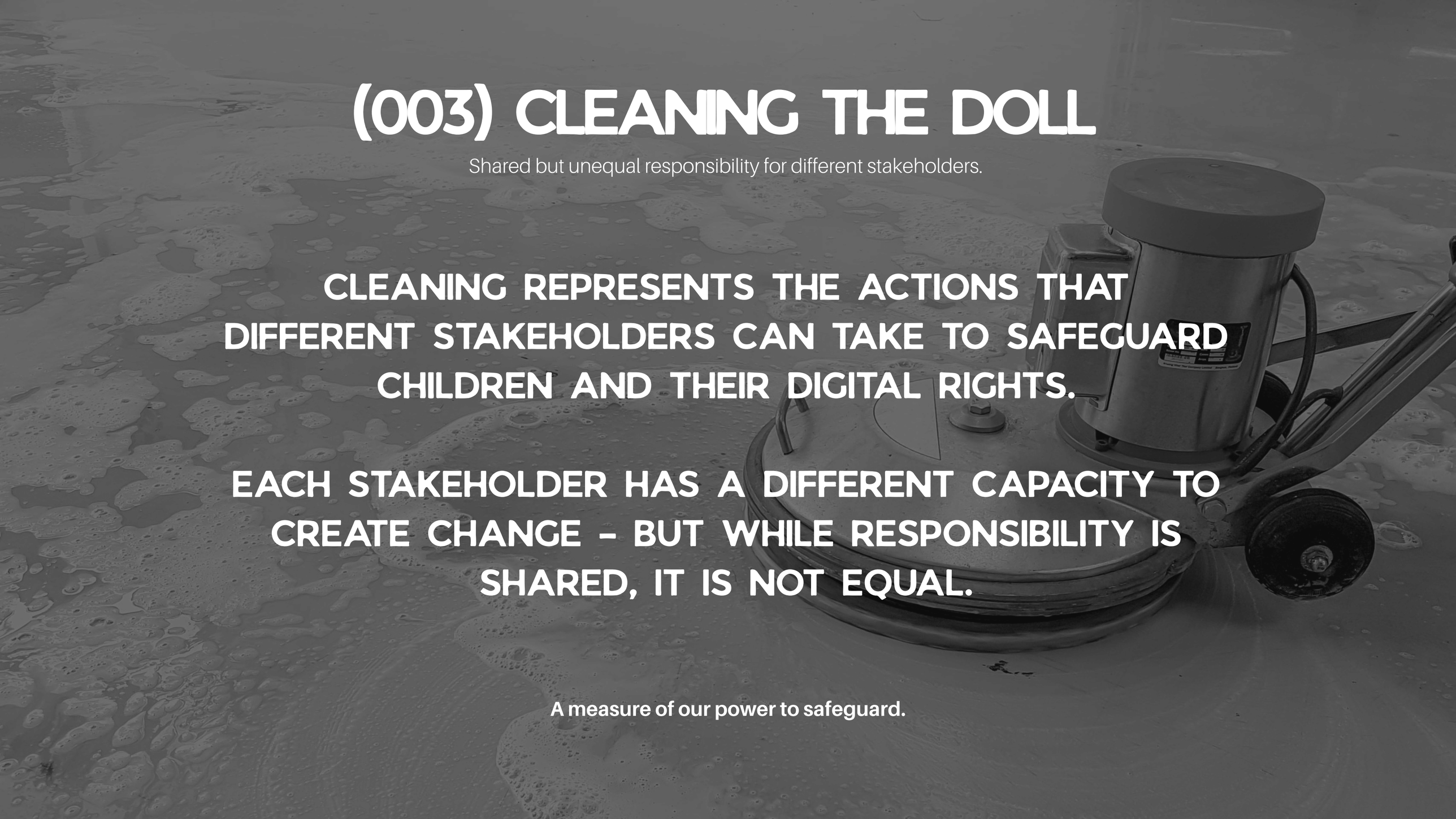
EACH STAIN ON THE DOLL REPRESENTS A RISK OR HARM A CHILD ENCOUNTERS ON DIGITAL PLATFORMS, ACCUMULATING ON THE DOLL.

IT SHOW HOW CHILDREN BEAR THE CONSEQUENCES OF UNSAFE DIGITAL ENVIRONMENTS

The visible marks left by an unsafe digital world.

(003) CLEANING THE DOLL

Shared but unequal responsibility for different stakeholders.



CLEANING REPRESENTS THE ACTIONS THAT DIFFERENT STAKEHOLDERS CAN TAKE TO SAFEGUARD CHILDREN AND THEIR DIGITAL RIGHTS.

EACH STAKEHOLDER HAS A DIFFERENT CAPACITY TO CREATE CHANGE – BUT WHILE RESPONSIBILITY IS SHARED, IT IS NOT EQUAL.

A measure of our power to safeguard.



IMPLEMENTATION & TACTICS

We're proposing two options for 5Rights to consider. A creates an integrated online and offline ecosystem, reaching our audiences wherever they go while Plan B adopts a digital-first approach.

PLAN A: EXPERIENCE-LED ACTIVATION

1



OOH Activation during Conferences & Festive Seasons

Statues to be designed and manufactured with QR codes leading to the campaign's microsite.

2



Doll Toolkit

Digital and manual toolkit designs can be found **here**, ready for print.

Toolkit's content can be further refined and edited using template **here**.

3



Social Activation (Livestream & Reels)

We recommend creating a new social media page, indicating interests and demographics that of a teen for a more accurate live scrolling feed.

Statue design can be found **here**.

4



Microsite - Information & Game

Website and game to be coded, interactive in-game ads version to be designed.

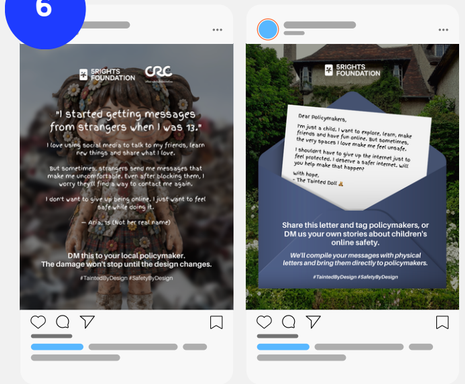
5



Blindbox Collectible

Collectibles to be designed. Packaging design, toolkit, and 3D sample of toy can be found **here**.

6



Social Always On

Hyperlocalised content pieces directed at policymakers from each of the three markets can be found **here**.

Posts can be further refined using template **here**.

We're proposing two options for 5Rights to consider. A creates an integrated online and offline ecosystem, reaching our audiences wherever they go while Plan B adopts a digital-first approach.

PLAN B: DIGITAL-LED ENGAGEMENT

1



OOH Activation within Conferences

Statues to be designed and manufactured with QR codes leading to the campaign's microsite.

2

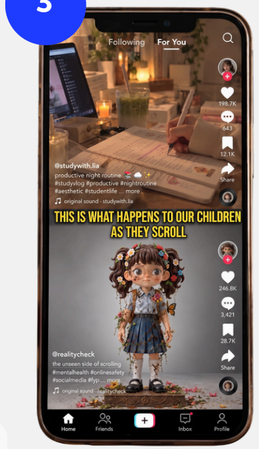


Doll Toolkit

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3



Social Activation (Reels ONLY)

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Statues to be designed.

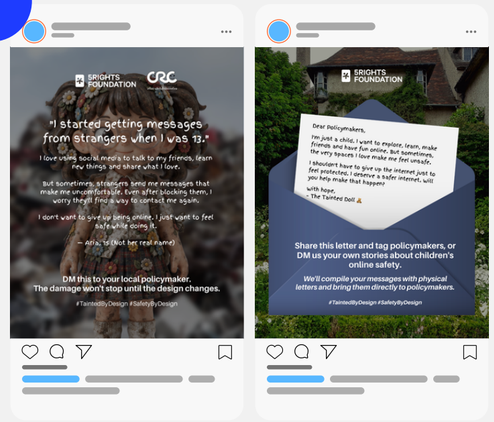
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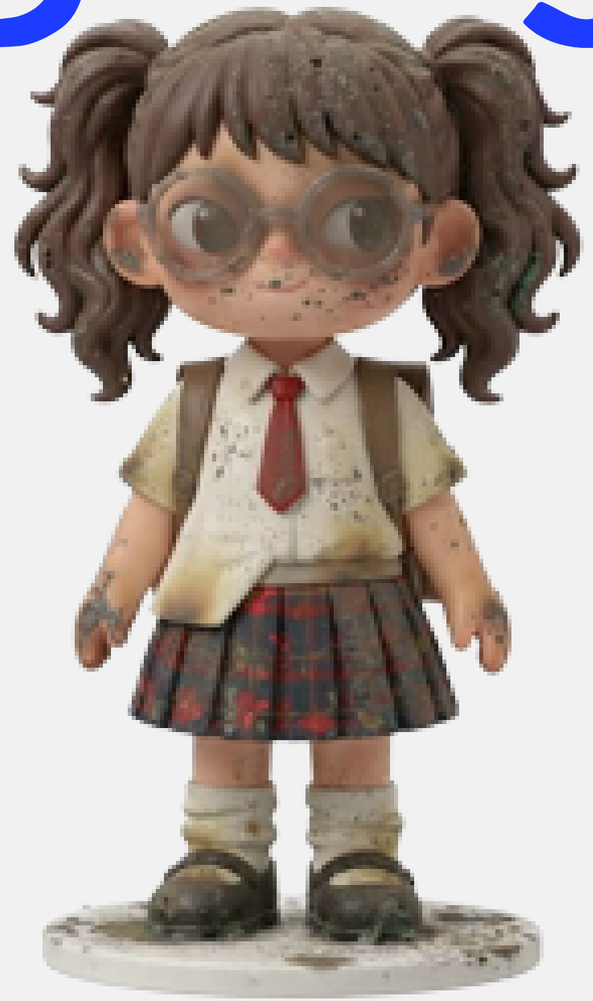
Posts can be further refined using template **here**.

REC

LIVESTREAM

(AWARENESS / INTEREST)

TAINTED STATUE



SOCIAL ACTIVATION

A child-like doll, staged as if visibly worn down by the **platform mechanics** of TikTok and Instagram.

A **physical embodiment of the harm** that's normally invisible to the people using these apps.

Based on social media feeds from **real children.**

CTA for Viewers

Viewers are encouraged to **DM their policymakers** on social media, calling for stronger safeguards and greater accountability via **safety by design** for children's digital rights.

This translates awareness into **collective action**, urging those with greater power to drive systemic change.

*AI generated image for visualisation

HOW IT WORKS

LIVESTREAM

(AWARENESS / INTEREST)



A clean slate

Like an innocent child, the statue starts off clean when the livestream begins. As an auto-scrolling feed plays alongside it, every harmful video that surfaces triggers a pour of mud and debris over the statue, signifying harm.



Tainted scars form

Over the course of the livestream, each new pour of rubbish begins leaving its mark, as stains slowly forms on the statue's surface, making visible the cumulative, long-term toll of harmful content children encounter online.



Scars that last forever

By the end of the livestream, the scars left on the statue are unmistakable and some even irreversible.

A physical representation of the lasting harm children carry when platforms are built without safety by design.

LIVESTREAM

(AWARENESS / INTEREST)

Addiction

Slimy sticky liquid will be poured on the statue every two hours. A metaphor for the "sticky" mechanics designed into apps to keep users from breaking away.



Slimly Sticky Liquid

(AWARENESS / INTEREST)

TAINTED DOLL MECHANICS



Sharp Pointed Rocks

Violence

Sharp pointed rocks will be thrown at the statue everytime a violent video plays. A metaphor for aggression.

Sexual Content

A smudged dirty hand would touch the statue every time sexual content plays. A metaphor for the predatory invasion of a minor's boundaries.



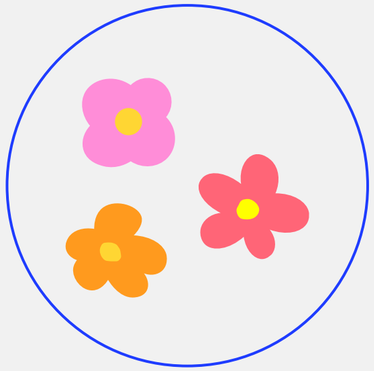
Smudged Dirty Handprints

LIVESTREAM

(AWARENESS / INTEREST)

BLOOMING FLOWERS





Blooming Flowers

The digital world is not all bad.

When the child encounters good news, positive interactions and healthy content online, **flowers begin to bloom on her**, symbolising the opportunities for learning, connection and joy that the digital world can offer.

As the flowers bloom alongside the stains, they illustrate how the positive and negative aspects of the digital world can coexist. Rather than portraying the internet as inherently harmful, this visual reinforces that **banning children from digital spaces is not the solution.**

*AI generated image for visualisation

LIVESTREAM

(AWARENESS / INTEREST)

ACROSS PLATFORMS

Harm from platforms

Multiple statues **livestream together** with **one per platform**, each linked to an auto-scrolling feed.

The statues' physical condition at the end of the stream becomes a **visible marker** of which platform's design did more harm.



TikTok



Instagram

*AI generated image for visualisation

LIVESTREAM

(AWARENESS / INTEREST)

HYPERLOCALISATION

Statues wear local school uniforms

Each doll will be dressed in a **localised school uniform** reflecting the ASEAN country where the OOH activation takes place, making the campaign more recognisable.

This makes our campaign more culturally relatable while **strengthening audiences' connection** to the issue of children's digital rights.



Thailand



Philippines



Indonesia

*AI generated image for visualisation

SOCIAL: REELS

(AWARENESS / INTEREST)

PSEUDO-LIVESTREAM

Alternative to Livestream

Rather than hosting an actual livestream, **a pre-recorded, livestream-style video** will simulate a social media feed, where actors react to and reenact harmful online content as it appears.

The footage will be repurposed into short-form social media cutdowns, each highlighting a specific online harm and its consequences.

These bite-sized videos will serve as evergreen educational content, sustaining the conversation beyond the initial campaign launch and allowing 5Rights to repurpose them for future campaigns.



*AI generated image for visualisation

(DESIRE / ACTION)

SOCIAL: ALWAYS ON

Letting children tell their stories.

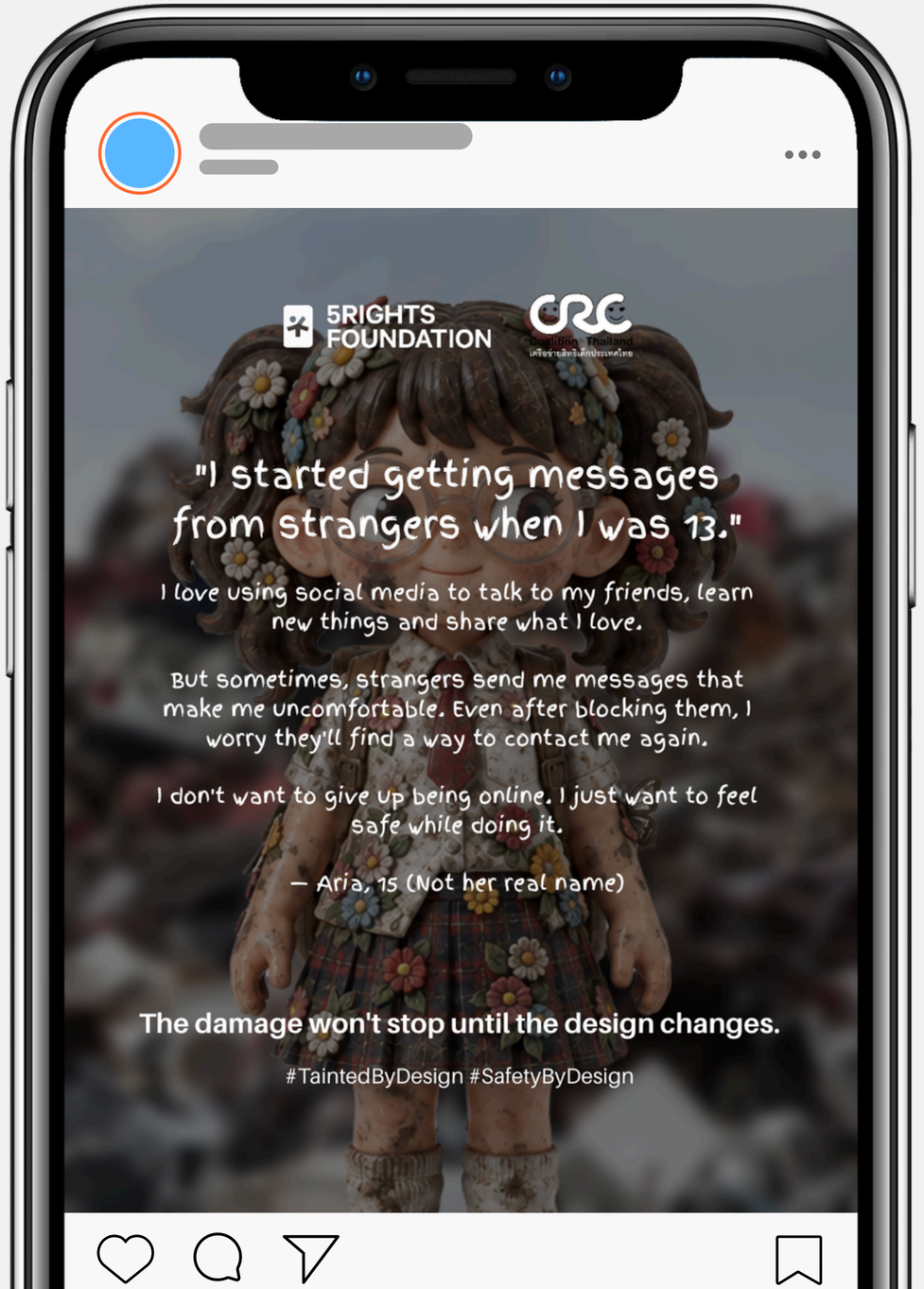
Concept

Collaborating with CSOs/NGOs (e.g. CRC Coalition Thailand, Childline) to **feature real children's stories in social posts**, giving children a platform to advocate for themselves.

Through their personal experiences, children **can share why they value being online**, while highlighting the real harms they encounter and why safer digital spaces are needed, rather than outright bans.

Touchpoints

TikTok, Instagram, and Facebook, where the content can be shared directly with policymakers and government officials.



SOCIAL: ALWAYS ON

(AWARENESS / INTEREST)

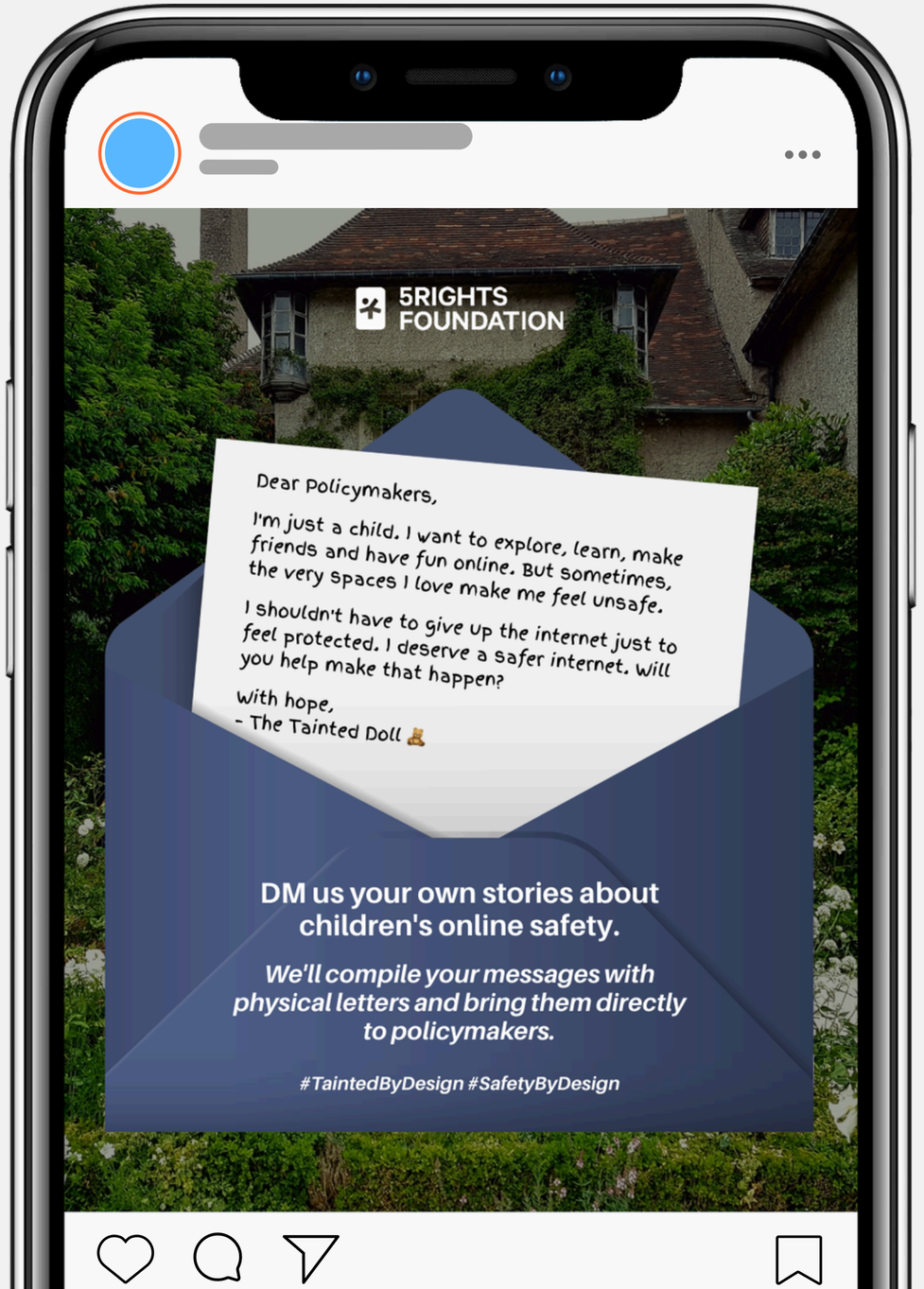
(DESIRE / ACTION)

SOCIAL: ALWAYS ON

Share a letter to your policymaker

SOCIAL: LETTER

(AWARENESS / INTEREST)



Concept

Viewers are encouraged to share the doll's letter with policymakers or **DM us their own stories and messages** on children's digital safety.

These submissions will be **compiled with physical letters collected during the campaign** and presented to policymakers at relevant conferences, bringing public voices directly to decision-makers.

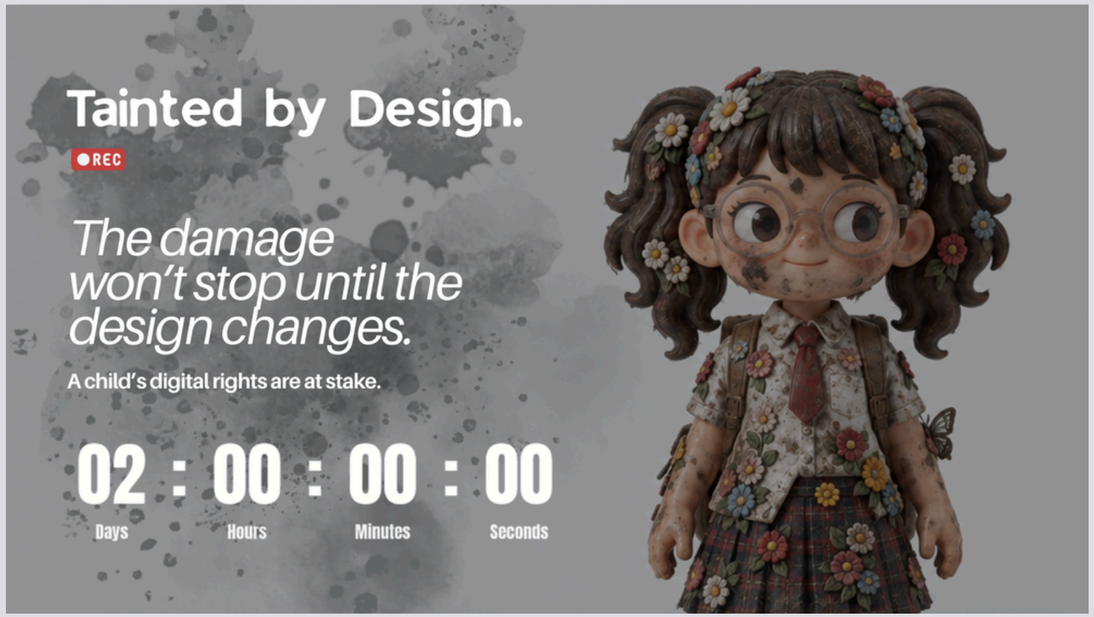
Touchpoints

TikTok, Instagram and Facebook, where audiences can share the letter, tag policymakers or submit their own messages via DM.

MICROSITE: INFO

(DESIRE)

MICROSITE



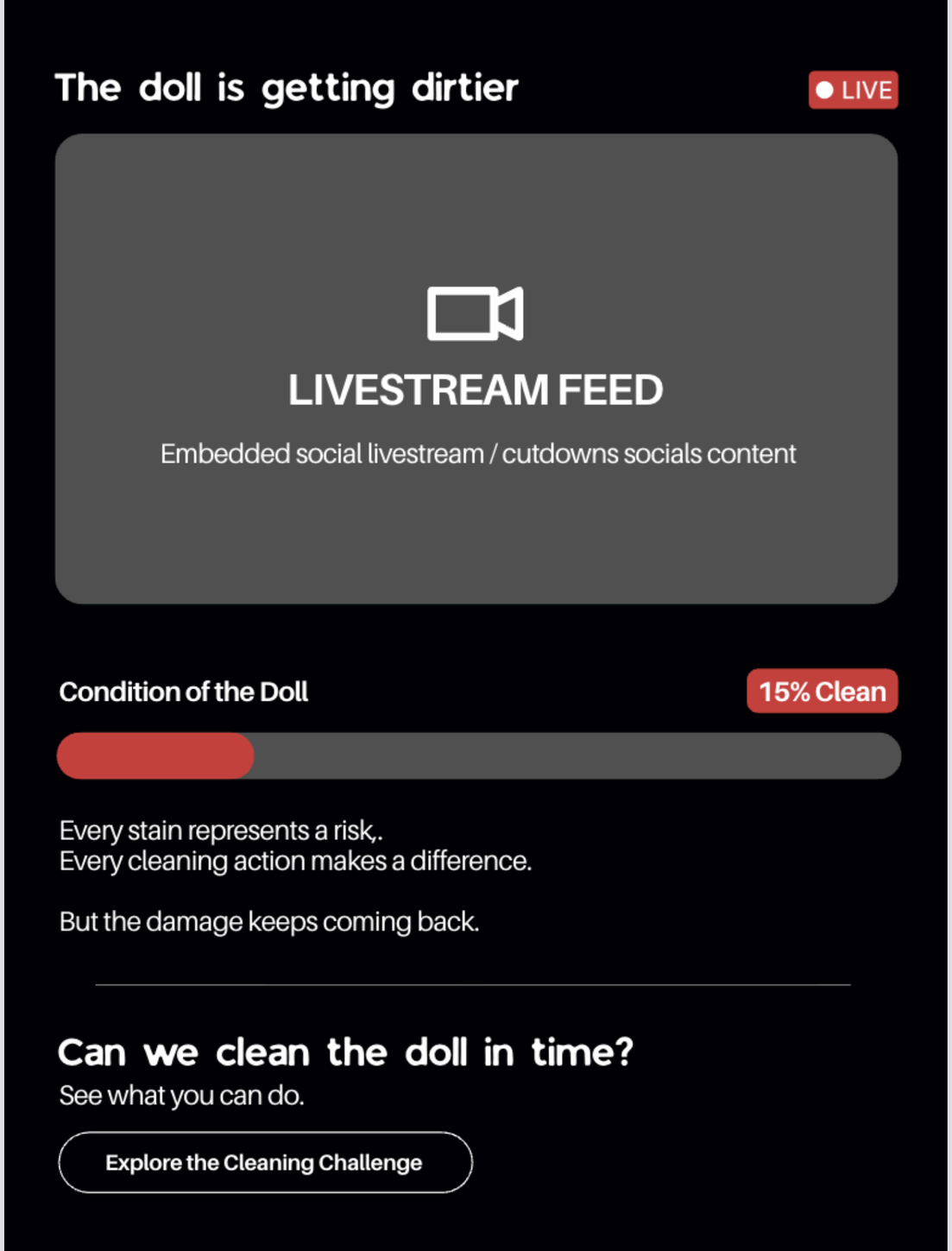
Concept

Our campaign microsite serves as the **convergence point** for all our campaign tactics.

Its core feature is an **interactive health bar** linked to our social media livestreams, reflecting changes in the doll's condition as different stakeholders clean it and visualising their respective impact.

The microsite also hosts our **PSA, educational resources and campaign collaterals**, helping audiences understand digital harms, learn about safety by design and discover ways to take action.

Audiences are directed to the microsite through the PSA, social media content, livestreams and other campaign activations.



MICROSITE: GAME

(DESIRE)

INTERACTIVE GAME



Game Mechanics

Audiences play as different stakeholders, with **pre-assigned cleaning tools** based on their impact level *(governments and tech companies have the highest impact)*.

By completing challenges, they can **level up their impact power** and restore the doll's health to varying degrees.

The effects of cleaning are also time-based. While parents' actions remove stains, **they return more quickly**. In contrast, interventions by governments and tech companies keep stains away for longer.

Touchpoints

Apart from being hosted on the microsite, our game will also be hosted as **interactive in-app ads**, where viewers will be able to clean the doll while viewing our ad.

(ACTION)

TOOLKIT & BROCHURE

TOOLKIT

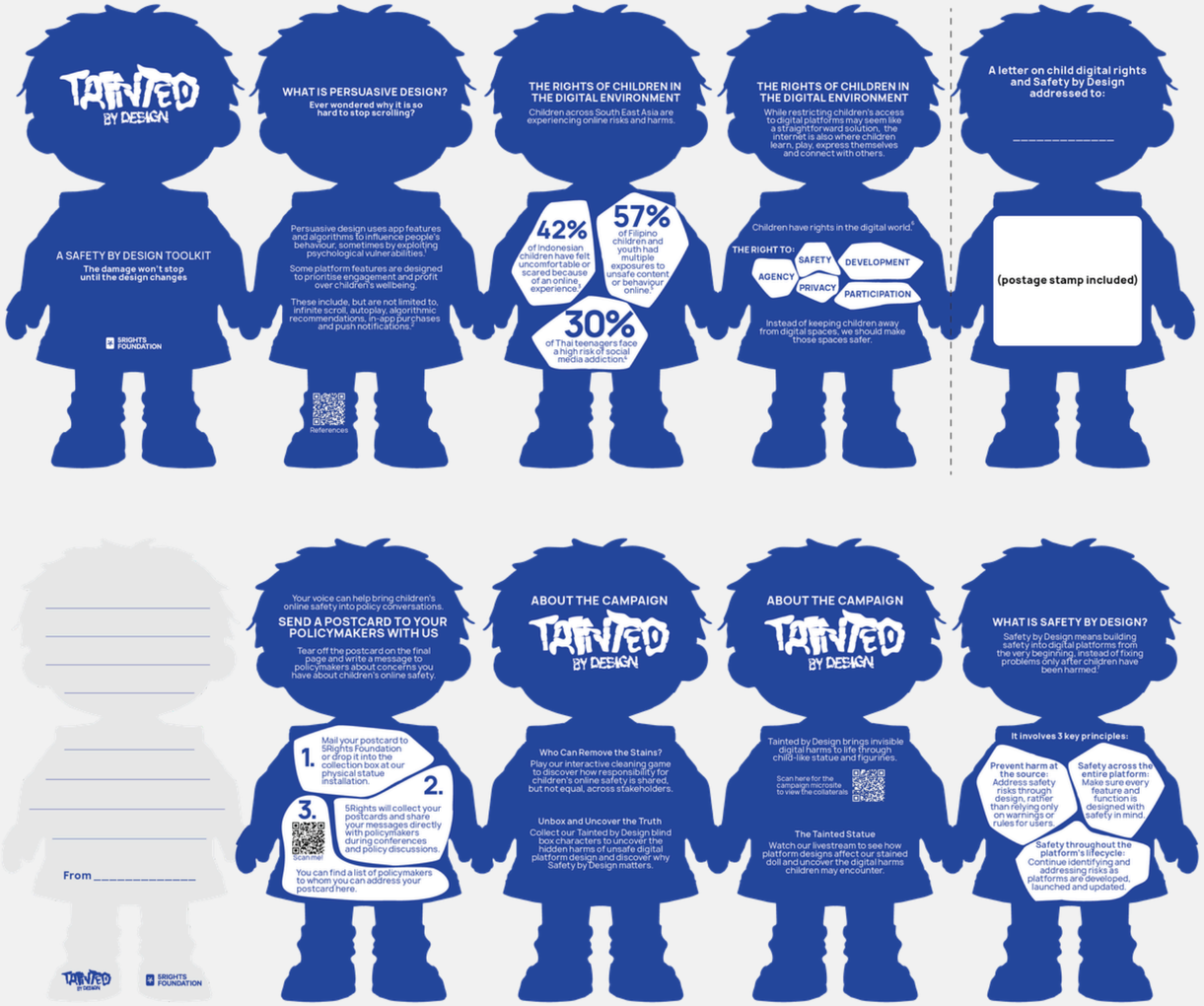
(ACTION)

Physical Toolkit / Brochure

Distributed to youths and the public, with **CSOs/NGOs supporting distribution and outreach.**

Digital Toolkit

A ready-to-use resource for CSOs/NGOs, featuring social media content ideas, carousel concepts and editable Canva templates that can be **localised across different countries** to amplify the campaign's message.



(ACTION)

TOOLKIT & BROCHURE

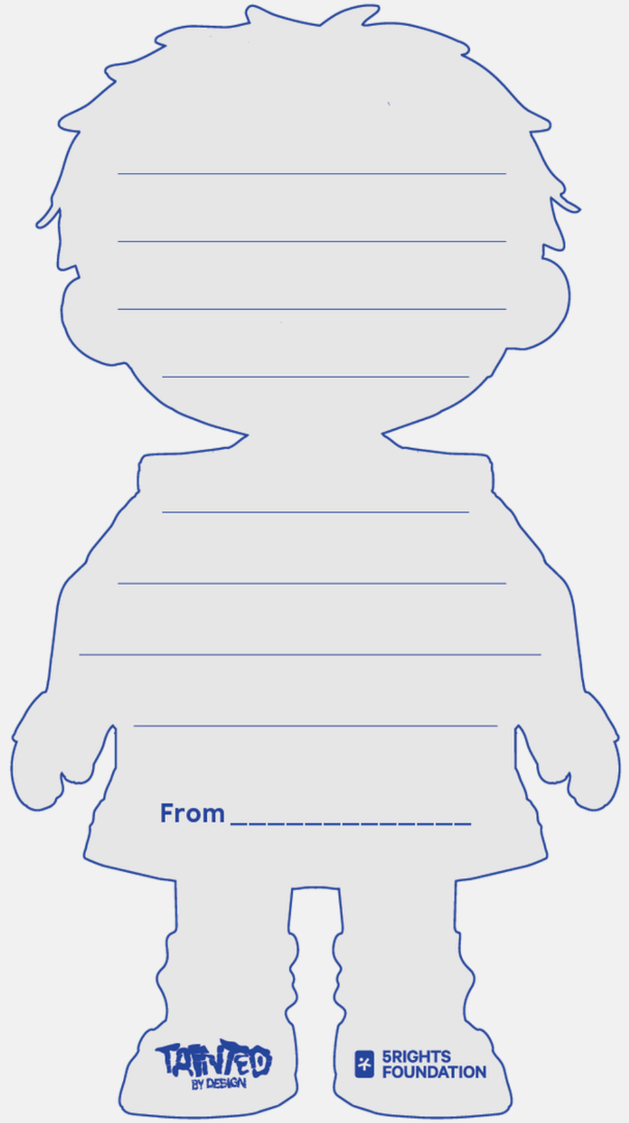
TOOLKIT: LETTER

(ACTION)

A Message For Policymakers

Features a tear-off postcard where audiences can write their own messages and mail them directly to policymakers, turning awareness into action.





BLINDBOX

(ACTION)

BLINDBOX COLLECTIBLES



ECHO THE RADICALISED

A childlike figure wearing an oversized hoodie and headphones, with hypnotised, spiralling eyes representing exposure to extremist content.



SPIKE THE VIOLENT ONE

A bloodied, childlike figure with distorted, grotesque features, clutching a knife to symbolise exposure to online violence.



SCROLLY THE BRAIN ROTTED

A zombie-like child with square, screen-shaped eyes, staring blankly at a phone, symbolising endless scrolling and addictive platform features.

*AI generated images for visualisation

(ACTION)

BLINDBOX

(ACTION)

BLINDBOX COLLECTIBLES



HUSH HUSH THE SILENCED

A child curled up with their face buried in their knees, clutching a censored tablet, representing trauma and vulnerability from online exploitation.



D.A.T.A Designed Against Their Autonomy

A child wearing a paper bag covered in personal data, with cut-out eyeholes and a digital cookie in hand, symbolising online tracking and data exploitation.



BLOOMY THE HEALING CHILD

A child with flowers blooming across their body, holding a pen to represent their voice, agency and the positive possibilities of a safer internet.

*AI generated images for visualisation

(ACTION)

BLINDBOX COLLECTIBLES

BLINDBOX

(ACTION)

Primary Use: Advocacy & PR

Blind boxes will be included in **PR and media kits**, and **presented to policymakers at conferences** as physical reminders of the harms children face online and the need for safety by design.

Secondary Use: Public Engagement & Fundraising

The blind boxes can also be **launched publicly as campaign merchandise**, generating awareness and engagement. They may be sold as collectibles to **raise funds for 5Rights and future advocacy efforts.**



*AI generated image for visualisation

OOH: PUBLIC FESTIVALS

(ACTION)

BRINGING THE DOLL TO THE PUBLIC: AT FESTIVALS

KOLs and policymakers will be invited to **clean the doll on-site**, to symbolise their role and responsibility in creating safer digital spaces for children.

Youths from partner CSOs/NGOs (eg. CRC Thailand) will also **share their positive online experiences**, highlighting why children deserve safer digital spaces rather than outright bans.

The activation encourages **public engagement, social sharing and media coverage.**



*The doll activation can be hyperlocalised to each country's culture, such as inviting policymakers to place flowers on the doll at the Philippines' Panagbenga Festival instead of cleaning it.

*AI generated image for visualisation

OOH: CONFERENCES

(ACTION)

BRINGING THE DOLL TO POLICYMAKERS: WITHIN CONFERENCES

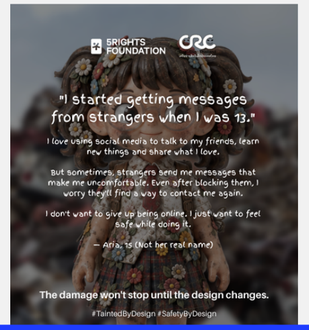
5Rights will **compile DMs and letters** collected throughout the campaign from the general public and **present them physically** to policymakers, bringing public voices directly to decision-makers.

Policymakers will also be invited to clean the doll on-site.



*AI generated image for visualisation

THE PUBLIC LEARNS → WE HELP THEM SEND A MESSAGE → TO POLICY MAKERS



SOCIAL: ALWAYS ON



MICROSITE

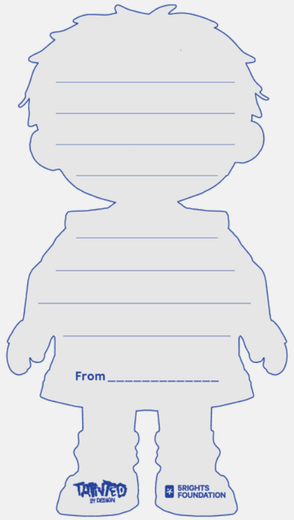


TOOLKIT

Social media posts, our microsite and informative brochures **spread awareness about safety by design** to the publics, and gets media eyeballs on the topic.



SOCIAL: LETTER



TOOLKIT: LETTER

With both a **digital and physical letter system**, we make it easier for the public to contribute their voices and stories.

OOH: CONFERENCES

(ACTION)



OOH: CONFERENCES



OOH: PUBLIC FESTIVALS

We compile the letters, **both physical and digital,** and present it directly to policymakers at various conferences over the year. Together with a demonstration of our statue, we make the real stories and desires of the public heard.

HOW WILL IT PAN OUT?

We're proposing two options for 5Rights to consider. A creates an integrated online and offline ecosystem, reaching our audiences wherever they go while Plan B adopts a digital-first approach.

PLAN A: EXPERIENCE-LED ACTIVATION

1



OOH Activation during Conferences & Festive Seasons

Statues to be designed and manufactured with QR codes leading to the campaign's microsite.

2



Doll Toolkit

Digital and manual toolkit designs can be found **here**, ready for print.

Toolkit's content can be further refined and edited using template **here**.

3



Social Activation (Livestream & Reels)

We recommend creating a new social media page, indicating interests and demographics that of a teen for a more accurate live scrolling feed.

Statue design can be found **here**.

4



Microsite - Information & Game

Website and game to be coded, interactive in-game ads version to be designed.

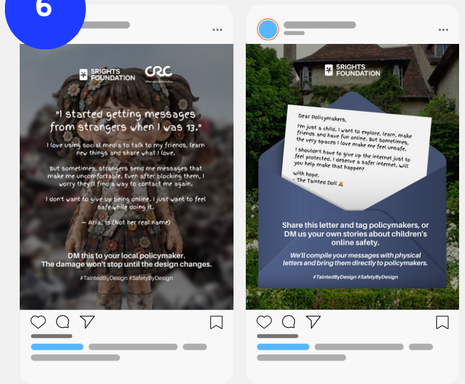
5



Blindbox Collectible

Collectibles to be designed. Packaging design, toolkit, and 3D sample of toy can be found **here**.

6



Social Always On

Hyperlocalised content pieces directed at policymakers from each of the three markets can be found **here**.

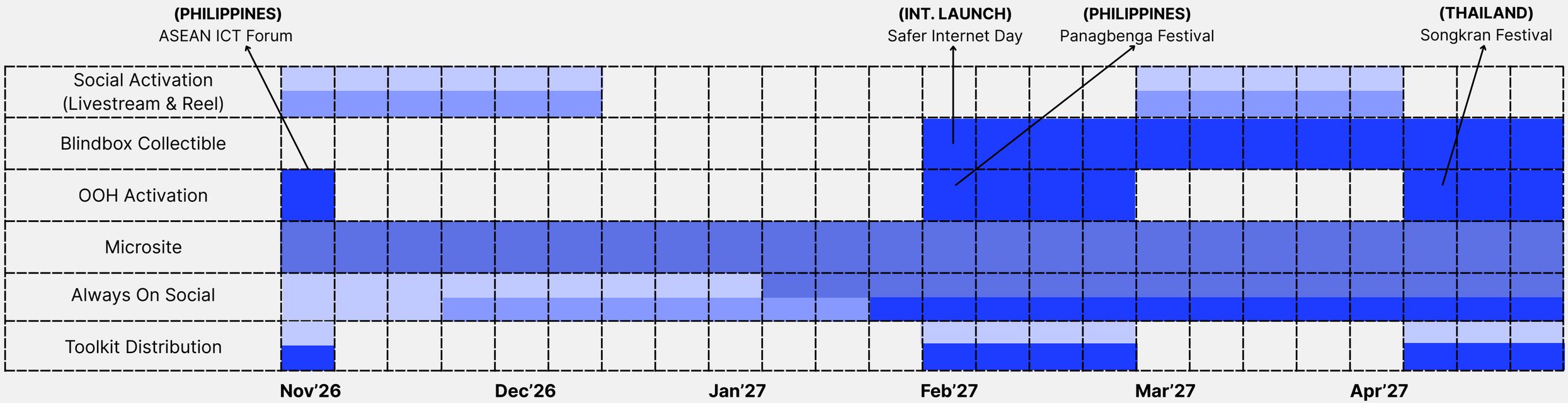
Posts can be further refined using template **here**.

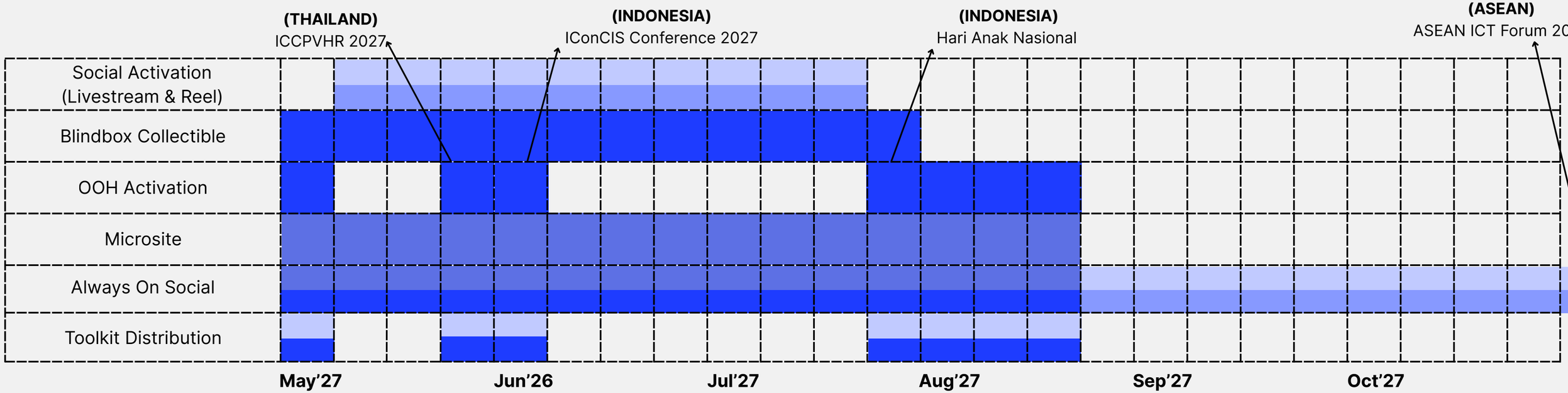
TACTICS & AUDIENCES: PLAN A

	Social Activation	Blind Box Collectible	OOH Activation	Microsite & Game	Always on Social	Toolkit
Primary	Public	Public	Public & Policymakers	Public	Public & CSOs/ NGOs	Public & Policymakers
Secondary	CSOs/NGOs	Media	Media	CSOs/NGOs	Policymakers	CSOs/NGOs
Tertiary		Policymakers	CSOs/NGOs	Policymakers		

Plan A

Awareness | Interest | Desire | Action



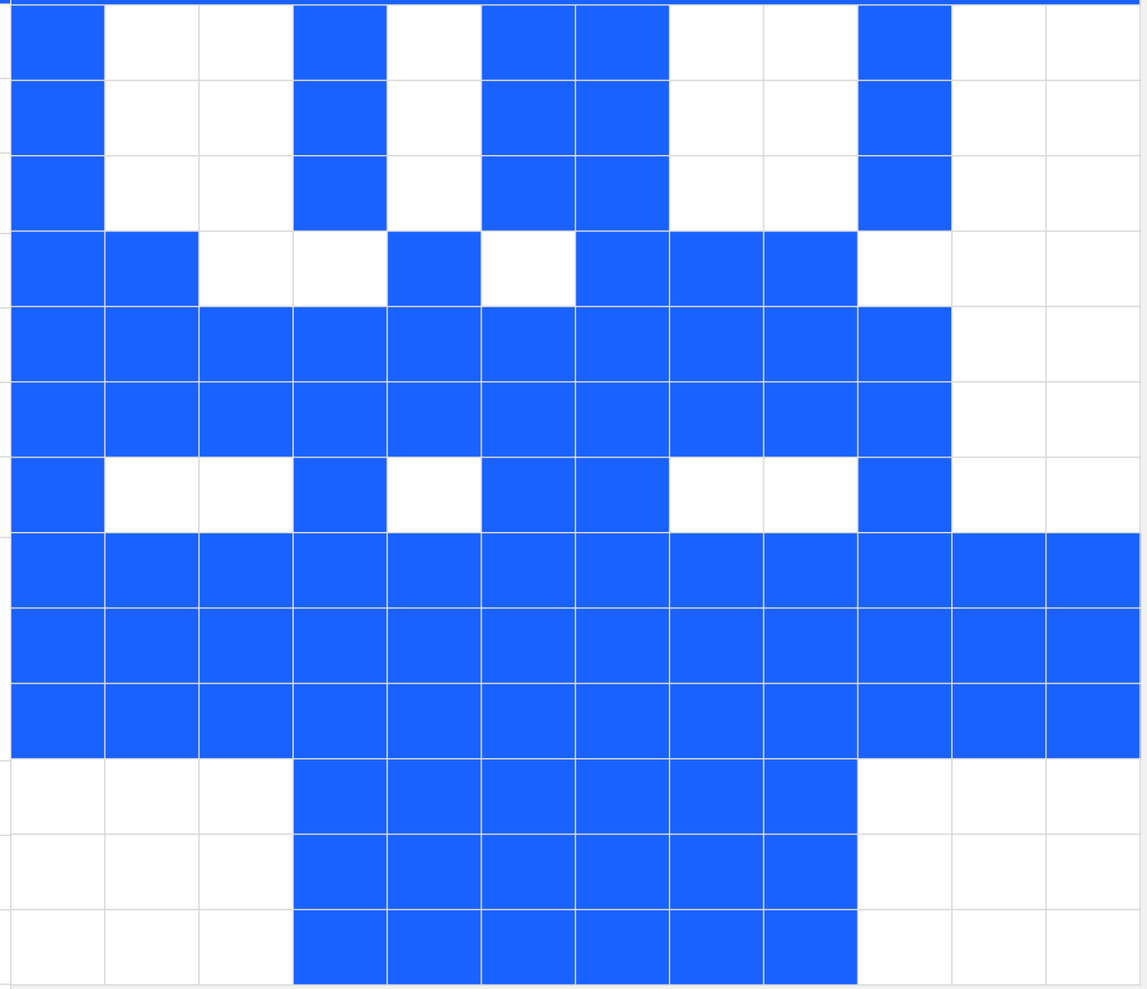


Plan A

PROPOSED BUDGET: PLAN A

All paid expenses based on Plan A's roll-out plan.

Tactic	Item	Cost per Unit (USD)	QTY	Line Total	Period
OOH Activation within Conferences	Statue	$1,500	6 (2 per country)	$9,000	
	Pull-up Banners	$120	3 (1 per country)	$360	
Manual Toolkit	Printing of Toolkit	$0.63	3,000 (1,000 per country)	$1,890	
Social Activation	Minature Statue	$150	2	$300	
Microsite	Domain	$20	3 (1 per country)	$60	
	Game code	$8,000	1	$8,000	
	In-app Game Ad Extension	$5,000	1	$5,000	
Social Always On	Awareness, Engagement, Traffic	$5,000	1	$15,000	
		$5,000	1		
		$5,000	1		
Blindbox Collectible	Character Design	$500	6 (includes 1 secret)	$3,000	
	Printing of Packaging	$0.25	10,000	$2,500	
	Toy Manufacturing	$2.50	10,000	$25,000	
Contingency (10% of budget)		$7,011	1	$7,011	
Total		**$77,121**			



We're proposing two options for 5Rights to consider. A creates an integrated online and offline ecosystem, reaching our audiences wherever they go while Plan B adopts a digital-first approach.

PLAN B: DIGITAL-LED ENGAGEMENT

1



OOH Activation within Conferences

Statues to be designed and manufactured with QR codes leading to the campaign's microsite.

2

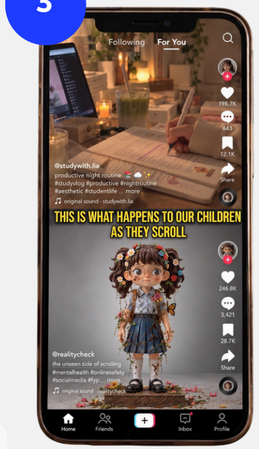


Doll Toolkit

Digital and manual toolkit designs can be found **here**, ready for print.

Toolkit's content can be further refined and edited using template **here**.

3



Social Activation (Reels ONLY)

We recommend creating a new social media page, indicating interests and demographics that of a teen for a more accurate live scrolling feed.

Statues to be designed.

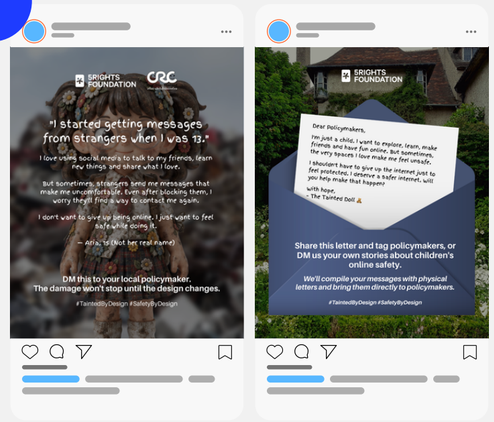
4



Microsite - Information & Game

Website and game to be coded, interactive in-game ads version to be designed.

5



Social Always On

Hyperlocalised content pieces directed at policymakers from each of the three markets can be found **here**.

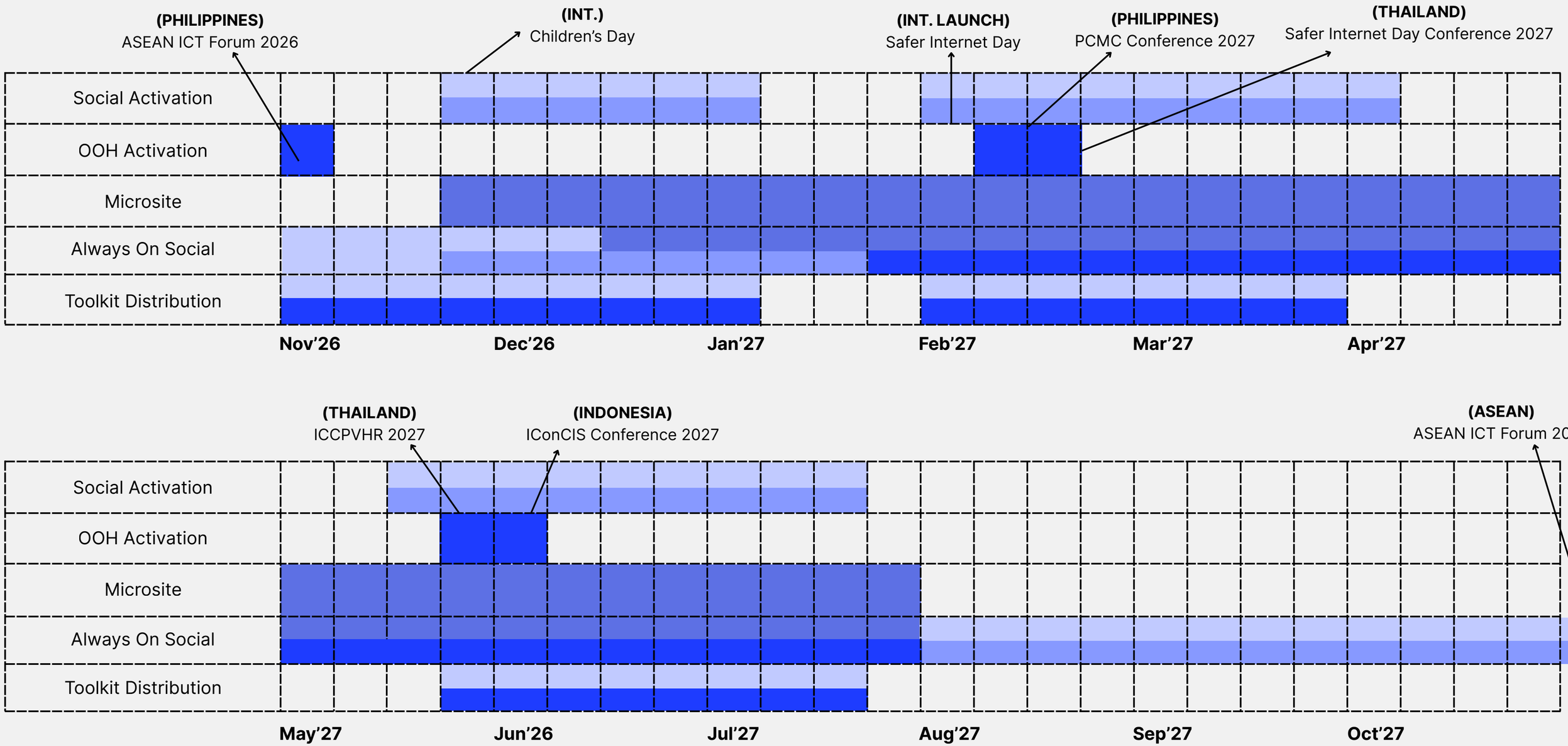
Posts can be further refined using template **here**.

TACTICS & AUDIENCES: PLAN B

	Social Activation	OOH Activation	Microsite	Always on Social	Toolkit
Primary	Public	Policymakers	Public	Public & CSOs/ NGOs	Public & Policymakers
Secondary	CSOs/NGOs	Media	CSOs/NGOs	Policymakers	CSOs/NGOs
Tietiary		Public	Policymakers		

Awareness | **Interest** | **Desire** | **Action**

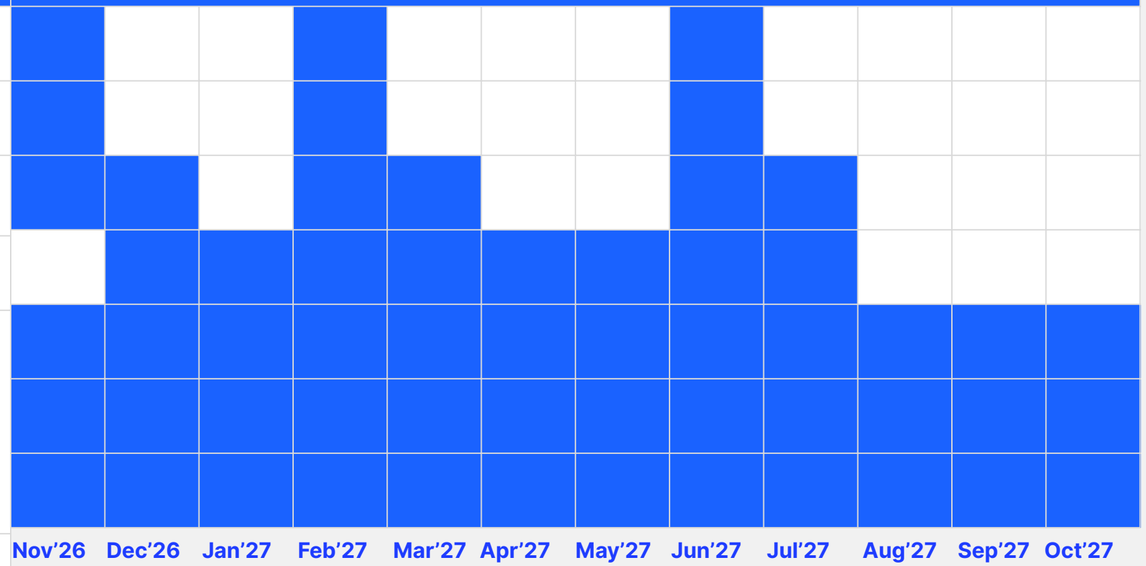
Plan B



PROPOSED BUDGET: PLAN B

All paid expenses based on Plan B's roll-out plan.

Tactic	Item	Cost per Unit (USD)	QTY	Line Total
OOH Activation within Conferences	Statue	$1,500	6 (2 per country)	$9,000
	Pull-up Banners	$120	3 (1 per country)	$360
Manual Toolkit	Printing of Toolkit	$0.63	3,000 (1,000 per country)	$1,890
Microsite	Domain	$20	3 (1 per country)	$60
Social Always On & Social Activation	Awareness, Engagement, Traffic	$5000	1	$15,000
		$5000	1	
		$5000	1	
Contingency (10% of budget)		$2,631	1	$2,631
Total		**$28,941**		



EVALUATION

OUR CAMPAIGN'S SUCCESS LOOKS LIKE

Policymakers have the **power to create systemic change**. We want them to speak the right truth for children: safety should not rest on individual responsibility alone.

Leaders **publicly pledging** to move beyond blanket bans, parental supervision and education alone, and towards platform **safety by design after seeing or engaging with our OOH activation.**



Apinya Chomphumas
Director-General of Department of Children & Youth (DCY)



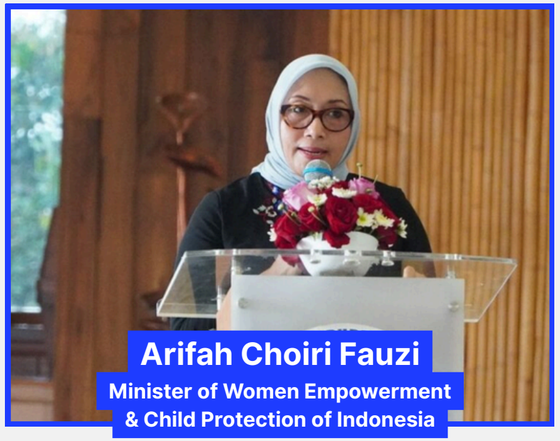
Chaichanok Chidchob
Minister of Digital Economy & Society of Thailand



Meutya Viada Hafid
Minister of Communication & Digital Affairs of Indonesia



Aris Adi Leksono
Chairman of Indonesian Child Protection Commission



Arifah Choiri Fauzi
Minister of Women Empowerment & Child Protection of Indonesia



Angelo M. Tapales
Head of Council for the Welfare of Children in the Philippines



Henry Rhoel R. Aguda
Head of Department of Information and Communications Technology in the Philippines

EVALUATION

OUR CAMPAIGN'S SUCCESS LOOKS LIKE

Making room for the community directly impacted: the **children**.

Governments and regulators can **create more opportunities for meaningful youth participation** through consultations, dialogues, and even co-creation. At the same time, **actively engaging NGOs/CSOs** that work directly with young people for insights to inform **how safety by design measures can be adapted to the needs of children in each country**.

By bringing young people and the organisations that represent their experiences into the conversation, regulators can **develop safety by design approaches** that are **more responsive to the realities of the children** they are intended to protect.





RISK ASSESSMENT

Activity	Risk	Likelihood	Severity	Mitigation
All campaign items	Cultural misinterpretation (TH)	Low	High	Have local partners review translations, visuals and cultural references before publication.
	Cultural misinterpretation (PH)	Low		
	Cultural misinterpretation (ID)	Medium due to religious sensitivity		
OOH activation	Political sensitivity (TH)	Low	High	Consult local CSOs and policy experts, review public messaging before launch. Prepare alternative messaging and response plan if authorities raise concerns.
	Political sensitivity (PH)	Low-Medium		
	Political sensitivity (ID)	Medium due to higher political expression restriction		
OOH activation during conferences and festive seasons	Issues regarding public space safety	Medium	High	Obtain venue approvals and assess venue suitability. Barricade the sculptures and have staff to guard and facilitate the crowd during display periods.
Livestream (scrolling social media feed)	Exposure to unexpected disturbing content (TH)	Medium	High	The live stream will be simulated. Pre-recording of social media feed scrolling will filter and blur out disturbing content. For the simplified plan, only include demo livestream clips.
	Exposure to unexpected disturbing content (PH)	Medium		
	Exposure to unexpected disturbing	High due to religious sensitivity		
Always on social	Privacy and re-identification of the children featured in real stories	Medium	High	Remove names, faces, locations and identifying details. Obtain informed consent.
Blind Box	Scalping or counterfeit blind boxes	Medium	Medium	Clearly communicate official retail prices and direct buyers to authorised sales channels. Packaging includes a product authenticity sticker and code.

SUMMARY

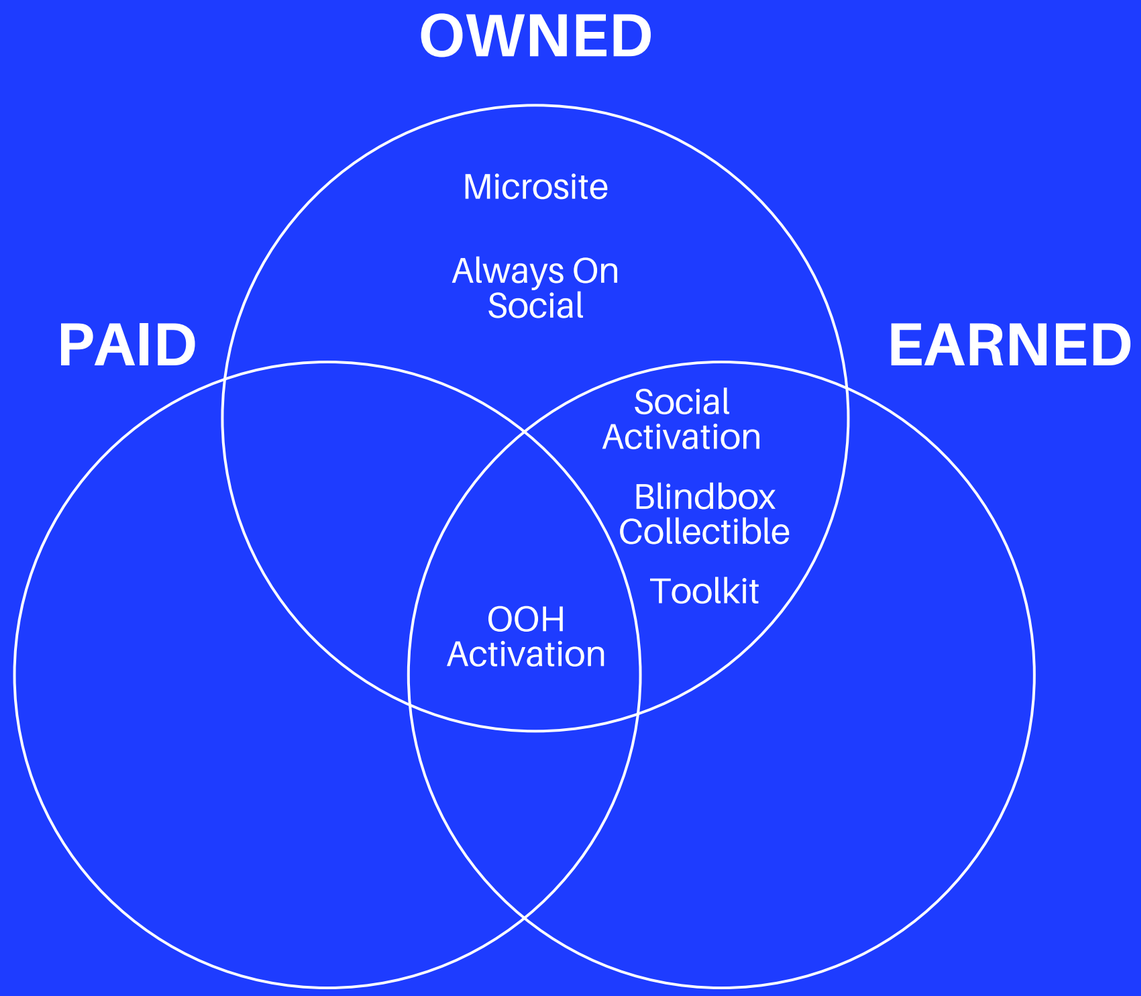
To reshape narratives surrounding children's digital rights towards safety by design.

PRIMARY OBJECTIVE

Increase parliamentary discussions on safety by design and children's digital safety by at least 30% within 12 months of campaign launch.

SECONDARY OBJECTIVE

Increase coverage and discussion by ASEAN media outlets advocating for greater platform responsibility and stricter regulations to ensure safety by design by 30% within 12 months of campaign launch.



APPENDIX

(AWARENESS / INTEREST)

EVALUATION METRICS

SOCIAL ACTIVATION

1.2M
Total Viewers

⩾3%
Engagement Rate (ER)
Benchmark
2.8% - 3.2% (SQ Magazine)

⩾1.5%
Click-through Rate (CTR)
Benchmark
2% - 3% (Hashmeta)

Average Watch Time
Total Unique Viewers

EVALUATION METRICS

MICROSITE

400K

Total Visitors

<60%

Bounce Rate

Benchmark
60% - 70% (Nonprofit Tech for Good)

>45%

Game Completion Rate

Benchmark (Engagement)
54.9% (Noble Intent)

Unique Visitors
Average Time Spent
Meaningful Interactions

EVALUATION METRICS

OUT-OF-HOME ACTIVATION

+15%
Share of Voice (SOV)

>5
Relevant Stories by Media Outlets

+10%
Search Interest

Total Attendees
Total Impressions

EVALUATION METRICS

BLINDBOX AND TOOLKIT

PLAN A

Number of letters collected at OOH activation

The OOH statues double up as a mail dropbox for users to submit their letters to policymakers

PLAN B

Number of users who landed with UTMs from toolkits

Create unique links for QR codes in toolkit across the three markets. (e.g. 5rights.th/taintedbydesign/toolkit)

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