

# HearUsLAH! A Campaign to Highlight Malaysian Music

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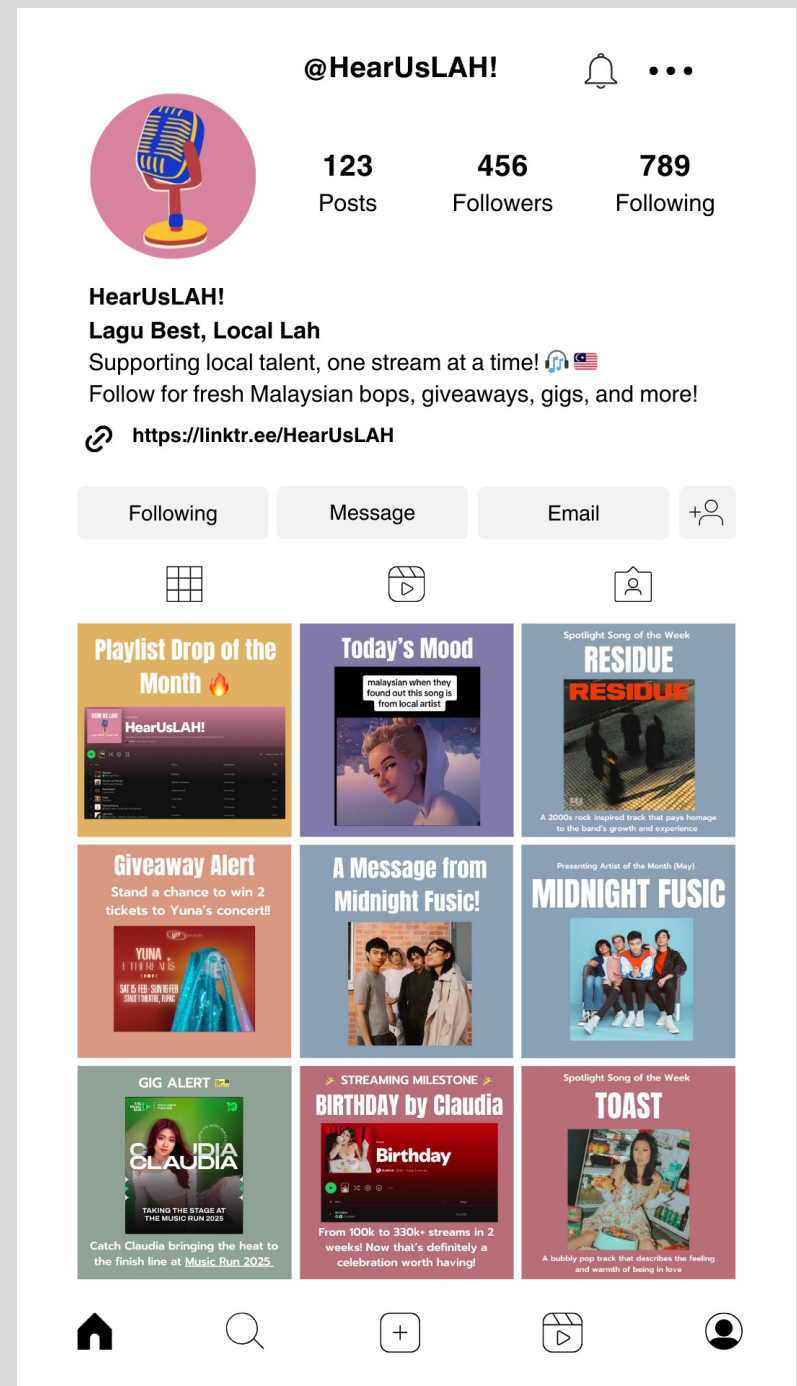
HearUsLAH!

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# The Product

❑ **AIM:** Through the HearUsLAH! campaign, I aim to shift the perceptions of Malaysian youth on their music scene and highlight local Malaysian artists

❑ **The Decision Makers** would be the audience this campaign is targeted to which would be the Malaysian youth

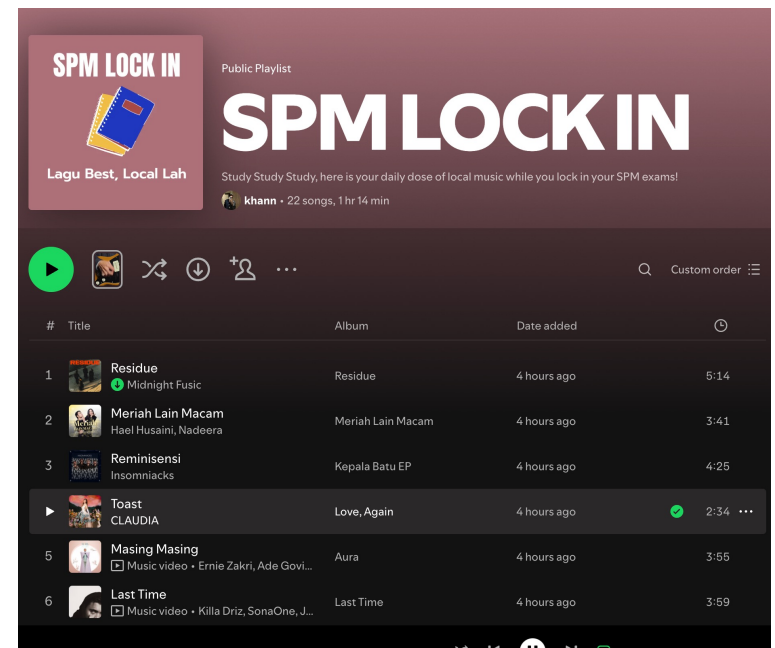
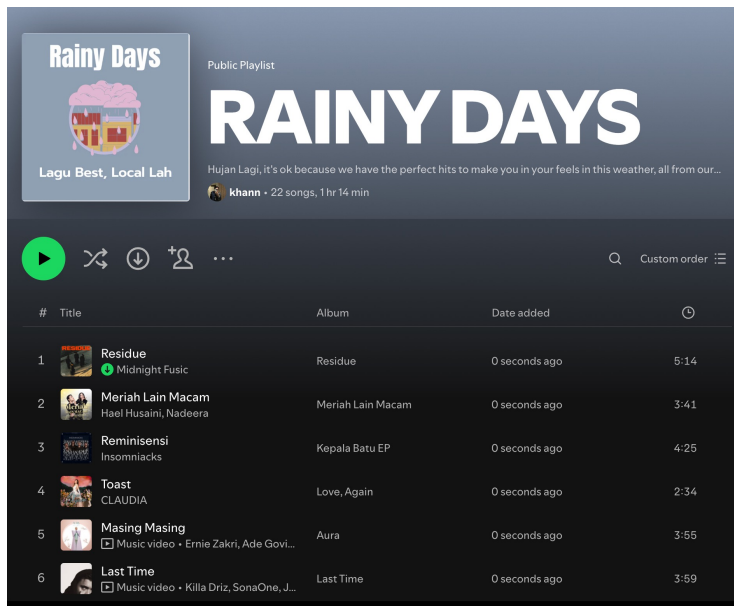


# Behavioral Strategy Outcomes

**General Desired Behavioral Outcome:** Shifting the Malaysian youth from passive appreciation of Malaysian music to active and consistent support through streaming and following of local music

## Expected Behaviors after Campaign Exposure

- **Embedding local music into their core listening habits and rotations**
  - Measured through the Number of playlist saves (via campaign tracking link) + Increase of streams of spotlighted songs OR artist monthly listeners
- **Following the featured artists on social media and keeping up with their releases and concerts/gigs**
  - Follower count growth on featured artist's social media + Number of concert attendees
- **Engaging with HearUsLAH content and challenges + Using #HearUsLAH!, when supporting local artists and music**
  - Participation count in mini challenges + Engagement rate in using *#HearUsLAH!* with the number of unique users using the hashtag



# Key Benefit (to Your Target Decision-Makers)

## Benefits:

- Discover relatable music that is relatable and reflects their identity
- Being part of a youth-led campaign for music
- Feel good about supporting homegrown talent without going out of the way

## Missing out:

- Lose the chance to shape the local music culture
- Miss discovering relatable music and being proud of your culture and its talent

**HearUsLAH!** · Follow

Spotlight Song of the Week

# TOAST

A bubbly pop track that describes the feeling and warmth of being in love

3,934 likes

**HearUsLAH!** Start your day off with our spotlight song of the week "TOAST" by our queen Claudia — a song that spreads love like butter on warm toast.

This track is your daily dose of warmth and good vibes and we hope to see you vibing with.

Tag someone who gives you that toasty feeling 🍞🎵 and make sure to tag @claudiaaatan and @HearUsLAH! when you post yourself listening so you can get a shoutout from us!

#HearUsLAH #SpotlightSong #SupportLocalMusic #BopByTheFridge

... more

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# The Target User/Audience: Malaysian Youth (16-29)

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- Malaysian youth value authenticity and have a high level of cultural pride.
- Influenced by others and who they follow, listen to, and overall, what they consume
- Young and impressionable



# The Company Behind the Product

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**It all started  
from a passion!**

# HearUsLAH!



## Lagu Best, Local Lah

# Evidence of Effectiveness

**Assigned Reading:** *The Dragonfly Effect: Effective, and Powerful Ways to use Social Media To Drive Social Change* by Jennifer Aaker, Andy Smith, and Caryle Adler (2010)

This paper explored the importance of emotion and storytelling when crafting an engaging campaign! The paper goes into 4 main design principles of engagement and all leveraging of emotional attachment and storytelling!

- **Design Principle #1: Tell a Story**

- Find a compelling and sticky story to talk about information regarding the campaign in a personal and relatable way – only provide information about what the audience needs

- **Design Principle #2: Empathize**

- “Engage with your audience and let them engage you” – Understand what your audience wants from you and the campaign and act on it

- **Design Principle #3: Be Authentic**

- Be yourself and be passionate because that is what the audience love – the shared passion and values will make it easier for your audience to connect with you meaningfully

- **Design Principle #4: Match The Media**

- Align the where you communicate your campaign with what your audience is familiar with – how and where we say something is crucial for the success of a campaign

**\*Relevance to my Strategy will be elaborated in the speaker notes\***

# Source Characteristics

**The artists** that I  
will be highlighting  
each month on  
Instagram +  
headliners of the  
playlist of the  
month!



# Message Characteristics



**HearUsLAH!**

Lagu Best, Local Lah

**Giveaway Alert**  
Stand a chance to win 2 tickets to Yuna's concert!



**Just follow these 3 Steps:**

- 1 Follow @HearUsLAH!
- 2 Repost our latest playlist or artist spotlight to your Story
- 3 Tag us + 1 friend who needs to listen local

**@HearUsLAH!** 123 Posts 456 Followers 789 Following

**HearUsLAH!**  
Lagu Best, Local Lah  
Supporting local talent, one stream at a time! 🇲🇾  
Follow for fresh Malaysian bops, giveaways, gigs, and more!

<https://linktr.ee/HearUsLAH>

Following Message Email +

Grid of content thumbnails:

- Playlist Drop of the Month
- Today's Mood
- Spotlight Song of the Week: RESIDUE
- Giveaway Alert
- A Message from Midnight Fusic!
- Presenting Artist of the Month (Mag): MIDNIGHT FUSIC
- GIG ALERT: CLAUDIA
- STREAMING MILESTONE: BIRTHDAY by Claudia
- Spotlight Song of the Week: TOAST

**HearUsLAH!** Follow

**Spotlight Song of the Week**

**TOAST**



A bubbly pop track that describes the feeling and warmth of being in love

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# A Snapshot of Your Behavioral Strategy

**GIG ALERT**



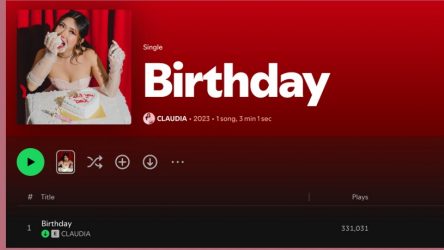
**CLAUDIA**

TAKING THE STAGE AT THE MUSIC RUN 2025

Catch Claudia bringing the heat to the finish line at Music Run 2025.

**STREAMING MILESTONE**

## BIRTHDAY by Claudia



From 100k to 330k+ streams in 2 weeks! Now that's definitely a celebration worth having!


Presenting Artist of the Month (May).

# MIDNIGHT FUSIC



## Today's Mood

malaysian when they found out this song is from local artist



## Playlist Drop of the Month 🔥



**HEAR US LAH!**

Lagu Best, Local Lah

#	Title	Album	Date added
1	Residue	Residue	7 hours ago
2	Meriah Lain Macam	Meriah Lain Macam	7 hours ago
3	Reminisensi	Kepala Batu EP	7 hours ago
4	Toast	Love, Again	7 hours ago
5	Masing Masing	Aura	7 hours ago
6	Last Time	Last Time	7 hours ago

## SPM LOCK IN

Public Playlist

Lagu Best, Local Lah

Study Study Study, here is your daily dose of local music while you lock in your SPM exams!

khann • 22 songs, 1 hr 14 min



#	Title	Album	Date added	Duration
1	Residue Midnight Fusic	Residue	1 second ago	5:14
2	Meriah Lain Macam	Meriah Lain Macam	1 second ago	3:41
3	Reminisensi Insomniacks	Kepala Batu EP	1 second ago	4:25
4	Toast	Love, Again	1 second ago	2:34
5	Masing Masing	Aura	1 second ago	3:55



# Placement of Your Behavioral Strategies




**Instagram**







**Spotify**

@HearUsLAH!  

 **123** Posts    **456** Followers    **789** Following

**HearUsLAH!**  
**Lagu Best, Local Lah**  
 Supporting local talent, one stream at a time! 🇲🇾🇺🇸  
 Follow for fresh Malaysian bops, giveaways, gigs, and more!  
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Following    Message    Email    

**Playlist Drop of the Month** 🔥  
 HearUsLAH!

**Today's Mood**  
 malaysian when they found out this song is from local artist

**Spotlight Song of the Week**  
**RESIDUE**  
 A 2000s rock inspired track that pays homage to the band's growth and experience

**Giveaway Alert**  
 Stand a chance to win 2 tickets to Yuna's concert!!

**A Message from Midnight Fusic!**

**Presenting Artist of the Month (May)**  
**MIDNIGHT FUSIC**

**GIG ALERT** 🎫  
**CLAUBIA**  
 Catch Claudia bringing the heat to the finish line at *Music Run 2025*

**STREAMING MILESTONE** 📈  
**BIRTHDAY by Claudia**  
 From 100k to 330k+ streams in 2 weeks! Now that's definitely a celebration worth having!

**Spotlight Song of the Week**  
**TOAST**  
 A bubbly pop track that describes the feeling and warmth of being in love

# Unintended Consequences

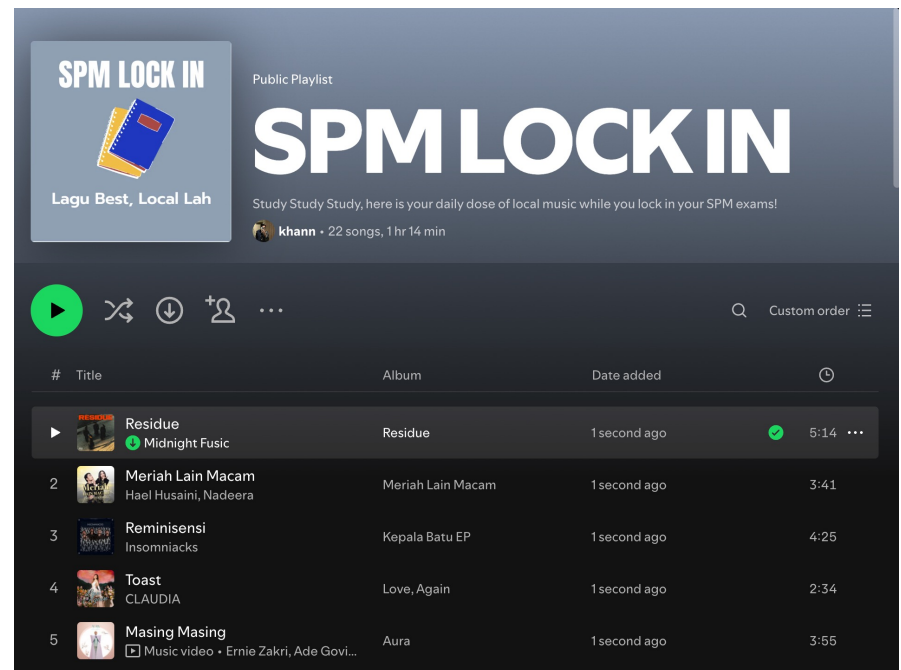
The unintended labelling and categorization of Malaysian-pop (M-pop) and not being included in the mainstream genres such as just “Pop” or just “Rock”, etc.



“Oh, I’m listening to **M-pop**”, “**Malaysian Pop** is so in range right now”

# Cultural Issues

One cultural issue that also falls as an unintended consequence for the whole campaign itself is the idea of “**Cultural Discount**”



# Theoretical Basis

- **Nudges:** A choice that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives (Roh, 2025) -- Divided into 4 main dimensions
  - **Activated a Desired Behavior:** User isn't aware of the correct behavior/outcome; hence they need to be guided towards the desired behavior (Roh, 2025)
  - **Externally – Imposed Nudges:** Nudges imposed by another party/organization (Roh, 2025)
  - **Mindless Nudges:** When individuals face cognitive overload, we try to help people ease not making the final outcome by making it easier to understand (Roh, 2025)
  - **Encouraging Nudge:** Focuses on focal activity (Roh, 2025)
- **Gamification:** Using game elements in the product/campaign as a form of engagement
- **Labelling:** A subtle form of framing that is able to trigger ideas and judgment
- **Accessibility:** The extent to which schemas and concepts are at the forefront of people's minds – likely to be used to make judgments and decisions about the world (Roh, 2025)
- **Pre-suasion:** What you say immediately before delivering the main message – Directing people's minds to the moment before experience the real message/content (Roh, 2025)
- **Underdog Narrative:** Narrative that shows someone/company in a disadvantaged situation and then shows their passion and determination to fight against all odds (Roh, 2025)
- **Processing Fluency:** Refers to how easily and effortlessly the brain can process information – affecting decision making
- **Descriptive Social Norms:** Following what other people would do
- **Color:** An element of visuals that is able to shape judgment and decision making (Roh, 2025)
- **Cultural Discount Theory:** "One group of people enjoy a set of cultural products less than another group of people does" (Lee, as cited in Roh, 2025).

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