

# BEYOND

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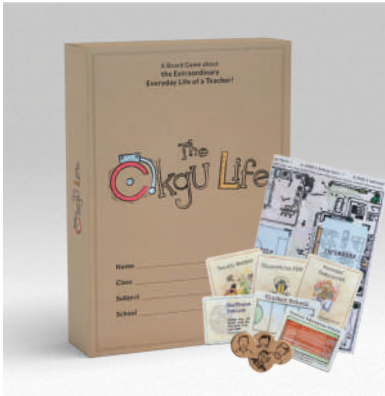
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## BACKGROUND

The Cikgu Life is a game about life as a teacher in Malaysian schools. It provides a glimpse into a typical Malaysian classroom, highlighting issues or challenges that the teacher may face in the classroom. Each player takes on the role of a teacher and they compete to improve student outcomes while making sure they finish their paperwork.

## SERIES ADS

This project includes six series of advertisements. Three of them feature the same concept, which is that I want to highlight the products' unique selling point, which is the first concept game related to Malaysia education with a good sense of Malaysian humour. Another three series of advertisements are focused on demonstrating how the game works.



First concept

Second concept



## TELEVISION COMMERCIAL

The TVC concept is about to live in the game. It will give the audience a general idea of what The Cikgu Life is all about and how players will play the game. Besides, the TVC has shown school elements to bring back nostalgia to the audience. For example, it can be seen by applying the carnival coupon in the second scene. Besides, I also make the background at school hall to enhance the school vibe on this TVC

## SOCIAL MEDIA

Instagram is the preferred social media channel for this project. This social media will show the characteristics of the play cards. Aside from that, there are seven animated stickers associated with The Cikgu Life school to keep the audience engaged.

## PLACEMENT ADS : AIRPORT

The advertisements will be displayed in airports to enlighten tourists about Malaysia's unique board games. As we all know, western countries are very interested in board game. Besides, because airport is where we spend our time of waiting, by placing the series of advertisements there, helps raise public awareness of this board game.



## VAN LIVERY

This van livery is used for school tours to gain coverage for my secondary target audience: school students. This school tour will give exposure to them about local board game; The Cikgu Life



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## MALAYSIA LOCAL BOARD GAME THE CIKGU LIFE

The cikgu life is a local board game produced by classroom adventure. It been launched in 2018 but it has limited marketing posting. This final year project will help to promote a new marketing strategy which develop and focus on usp for the cikgu life board games



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