

EMBARGOED TILL 9 OCTOBER 2025, 9:00AM

*Singapore Kindness Movement launches Public Service Announcements (PSAs) to
Champion Gracious Living and Mutual Support*

9 October 2025 – Singapore Kindness Movement (SKM) has launched its series of [Public Service Announcements \(PSAs\)](#), inspired by *Kasuo Taishou*, or internationally known as Japanese Masquerade. Adapted with a uniquely local touch, the five PSAs spotlight themes of gracious living, appreciation, and mutual aid, serving as the cornerstone of SKM's Be Greater Campaign 2025. The Be Greater Campaign is an over-arching campaign that aims to inspire everyone to live kinder through their actions, words and thoughts. Through this series, SKM underscores that kindness is not an abstract ideal, but a tangible practice woven into daily life, from neighbourly connections to shared experiences on public transport and roads.

By utilising the engaging short-form format, the films transform complex social dynamics into readily digestible narratives that audiences can easily connect with and act upon. This approach aims to break down psychological barriers to kindness by showing viewers that gracious behaviour is both achievable and impactful. For the full details on the films, refer to [Appendix A](#).

The innovative content exemplifies SKM's signature approach to public education messaging built on data-driven insights and creative storytelling. Research shows that audiences consistently connect and respond to arts-based advocacy, and these PSAs transform kindness messaging into an immersive, memorable experience that bridges entertainment with meaningful social change. SKM continues to leverage the methodology that research has shown consistently resonates deeply with its followers through the launch of these arts-inspired short films.

With this series, SKM continues to champion a culture of kindness, inspiring Singaporeans to see that small, everyday actions can collectively build a more gracious and connected society.

Michelle Tay, Executive Director, Singapore Kindness Movement, said: *"Drawing inspiration from Kasuo Taishou, this year's Be Greater campaign uses creativity and local storytelling to reimagine how we talk about kindness. With over 80% of Singaporeans saying they face barriers in connecting with neighbours, we hope these films remind everyone that neighbourliness is not just about living side by side, but choosing to care for one another."*

The PSA series was filmed and produced by local production agency Bless7Up and features local talents such as:

- Benjamin Kheng
- Chow Jia Hui
- Tommy Wong
- Farah Lola
- Ben Byrne (The Smiling Afro)
- Eswari Gunasagar

Be Greater Campaign 2025

As part of the launch of this year's Be Greater campaign, SKM will also be taking over City Hall MRT with its own form of PSA-themed Out-of-Home (OOHs) displays from 16 October 2025 till 10 December 2025.

The PSA-themed takeover combines eye-catching visuals with memorable taglines that encapsulate simple ways to practice neighbourliness and show graciousness, be they helping another with groceries, or keeping volumes low on public transport. These OOH displays hope to inspire commuters and visitors of City Hall MRT that kindness does not have to mean grand gestures: they can start with the everyday and seemingly mundane, but necessary task of looking out for the more vulnerable "unseen" members of community, like the elderly.

Operation Glitch Out: A Social Media Stunt

Prior to the launch of SKM's PSA series, SKM seemingly deleted all its posts in preparation for the eventual release. Cryptic videos and short-form messages were posted on SKM's Instagram page and TikTok channel, coupled with mysterious captions highlighting the letters "p", "s" and "a" in upper case.

These video posts shuffled through local talents whose faces were blurred out, intending to draw in curious audiences to speculate who was behind each blur. In SKM's final teaser post, a low-res "Notes" app message was screenshot and posted, in it an apology from SKM for the "technical difficulties" experienced during the week. The teaser posts all ended in a fade transition to a glitch-effect landscape photo of heartlands sights, such as HDB blocks and more. If one were to look carefully, faceless figures in the middle of action poses can be seen flitting in and out of frame of this heartland landscape. These figures represent the *zentai* actors in the background of the PSA films, who moved around the props to create visual effects.

Art Remains an Inspirational Medium for Kindness

Through this innovative campaign, SKM seeks to achieve three transformative outcomes. First, to normalise kindness as a default social response rather than an exception. Second, to provide viewers with concrete, replicable models of gracious behaviour they can implement immediately. And third, to create a cultural shift where community-mindedness becomes an integral part of Singaporean identity. The goal is to cultivate a society where kindness multiplies organically through everyday interactions, creating ripple effects that extend far beyond individual acts of graciousness.

At the heart of the Be Greater Campaign lies a profound understanding of art's unique power to transform human consciousness and drive lasting behavioural change. The campaign's innovative use of *Kasuo Taishou* serves as more than entertainment – it functions as a sophisticated behavioural intervention. When audiences witness the seamless choreography of *zentai* actors creating magical transformations on screen, they experience a cognitive reframing of what is possible in their own lives. The visual metaphor of hidden helpers working behind the scenes mirrors the invisible impact each individual can have on their community's wellbeing.

SKM's commitment to artistic innovation in social messaging reflects a deeper understanding that lasting cultural change requires more than awareness: it demands emotional resonance, behavioural modelling, and community activation.

Videos will be available for viewing on SKM's [YouTube channel](#) from Thursday, 9 October 2025, 9:00AM.

Assets for Media Use in the Media Kit [here](#). Please credit all usage to 'Singapore Kindness Movement'.

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About Singapore Kindness Movement (SKM)

Kindness is in everyone. The Singapore Kindness Movement (SKM) wants to encourage everyone to start, show and share kindness. We aspire to inspire graciousness one kind act at a time. By sparing a thought for the people around us, we hope to create a gracious society, and make life better for you and me. SKM is a non-government, non-profit organisation, as well as a registered charity and Institution of Public Character.

For more information on Singapore Kindness Movement, visit www.kindness.sg or find out more on our social media pages ([TikTok](#), [Instagram](#), [YouTube](#), [Facebook](#)).

Appendix A: Singapore Kindness Movement (SKM)'s Public Service Announcements

Inspired by the whimsical, whacky and impressive nature of *Kasuo Taishou*, SKM presents the Public Service Announcements (PSA) series. Reproduced for the first time in Singapore, the *zentai* actors trained and rehearsed their smooth, unnoticeable motions before filming, for seamless movement of limbs, roving props, and background pieces. The masterful production of the films paired with the light-hearted, but no less important key themes of gracious living, appreciation and mutual aid make for a unique viewing experience, without losing focus of the underlying messages of neighbourliness and graciousness.

The stories for the films were written by Karun S'Baram, Deputy Director of Strategic Marketing & Communications.

PSA 1: Mutual Aid

Sometimes the hardest exterior harbours the kindest soul. Watch how a seemingly angry neighbour transforms into a man in action, helping others in need.

Cast by order of appearance

- Tommy Wong as Void Deck Pillar
- Ben Byrne (The Smiling Afro) as Angry Neighbour
- Chow Jia Hui as Scared Neighbour
- Eswari Gunasagar as Friendly Neighbour
- Farah Lola as Gerbera Flower

PSA 2: Gracious Living

You never truly know what goes on in someone's home. A battle of wills ensues between a neighbour with a bad back and his sentient furniture.

Cast by order of appearance

- Tommy Wong as Sweeping Neighbour
- Ben Byrne (The Smiling Afro) as Grandfather Clock
- Chow Jia Hui as Chair
- Farah Lola as Angry Neighbour

PSA 3: Appreciation

A group of neighbours are rallied together to look for a missing elderly man in their community.

Cast by order of appearance

- Benjamin Kheng as Missing Old Man
- Ben Byrne (The Smiling Afro) as Rallying Neighbour
- Farah Lola as Neighbour #1
- Chow Jia Hui as Neighbour #2
- Eswari Gunasagar as Neighbour #3

PSA 4: Shared Spaces – Public Transport

A young punk plays music out loud in a train cabin. How will his fellow passengers react?

Cast by order of appearance

- Benjamin Kheng as Punk
- Farah Lola as Passenger #1
- Eswari Gunasagar as Passenger #2
- Chow Jia Hui as Mother
- Michelle Tay as Train Announcements Officer
- Ben Byrne (The Smiling Afro) as Baby in Pram


PSA 5: Shared Spaces – Roads



A superhero saves the day before a calamitous collision occurs due to a moment of impatient driving.



Cast by order of appearance

- Benjamin Kheng as Impatient Driver
- Eswari Gunasagar as Kind Driver
- Chow Jia Hui as Elderly Auntie
- Tommy Wong as Schoolboy
- Farah Lola as SuperKind Hero
- Ben Byrne (The Smiling Afro) as Bird Sidekick
- Michelle Tay as Winking Cloud

Key Cast Members

	Benjamin Kheng
	His roles in the film series: PSA 3 — Appreciation (“ Missing Old Man ”) PSA 4 — Shared Spaces – Public Transport (“ Punk ”) PSA 5 — Shared Spaces – Roads (“ Impatient Driver ”)
	Benjamin Kheng is a Singapore-based creative recognised for his work in creative entertainment.
	As an acclaimed musician, Benjamin has garnered over 95 million streams on Spotify. In 2020, he was nominated for "Best Southeast Asian Act" at the MTV EMAs and won "Single of the Year" at the Youth Music Awards in 2021.
	Benjamin has also carved a name for himself as a versatile, medium-agnostic actor. Most notably he was nominated for Best Actor at Raindance Film Festival as Luke in the web series “The Breakup List”. Benjamin has also worked with

	<p>local theatre giants like Wild Rice and Pangdemonium.</p> <p>In recent years Benjamin has begun to step behind the camera. He produced, wrote, directed in the acclaimed web series' "The Benzi Project" and "The Ann & Ben Show".</p> <p>Benjamin's latest mass endeavour was as the featured artist for the 2024 NDP song "Not Alone". Already heralded as a classic, the song is a victory lap. With his own irreplicable signature, Benjamin promises to excite and attract the masses.</p>
	<p>Chow Jia Hui</p> <p>Her role in the film series: PSA 1 — Mutual Aid ("Scared Neighbour") PSA 2 — Gracious Living ("Chair") PSA 3 — Appreciation ("Neighbour #2") PSA 4 — Shared Spaces – Public Transport ("Mother") PSA 5 — Shared Spaces – Roads ("Elderly Auntie")</p> <p>Chow is a radio presenter with 987fm, a versatile host, and content creator who truly values human connection. She believes in using her platform to foster genuine interactions, often embracing honest vulnerability in the online space. Chow thrives on the challenge of creating content that's both entertaining and informative, a balance that's led her to collaborate with a diverse range of clients, from government organisations like the National Environment Agency to global brands like adidas. When she's not online, you can find her sketching portraits with her pencils or singing tunes with her guitar.</p>
	<p>Tommy Wong</p> <p>His role in the film series: PSA 1 — Mutual Aid ("Void Deck Pillar") PSA 2 — Gracious Living ("Sweeping Neighbour") PSA 5 — Shared Spaces – Roads ("Schoolboy")</p> <p>Tommy Wong ("TommyNBCB") is the founder of NBCB, a popular local burger chain known for its acute sense of marketing. His creativity has led to viral success for multiple brands, while his humorous TikTok series, where he's known as "Daddy," has endeared him to fans. Starting his acting career with "Money No Enough 3," he has since appeared in various English and Mandarin films, showcasing his versatility.</p>
	<p>Farah Lola</p> <p>Her roles in the film series:</p>

	<p>PSA 1 — Mutual Aid (“Gerbera Flower”) PSA 2 — Gracious Living (“Angry Neighbour”) PSA 3 — Appreciation (“Neighbour #1”) PSA 4 — Shared Spaces – Public Transport (“Passenger #1”) PSA 5 — Shared Spaces – Roads (“SuperKind Hero”)</p> <p>Farah Lola is a local bilingual artiste known for comedic sketches, acting and hosting. Her work has garnered widespread acclaim, including a Best Newcomer award at Pesta Perdana 2021.</p>
	<p>Ben Byrne (The Smiling Afro)</p> <p>His roles in the film series: PSA 1 — Mutual Aid (“Angry Neighbour”) PSA 2 — Gracious Living (“Grandfather Clock”) PSA 3 — Appreciation (“Rallying Neighbour”) PSA 4 — Shared Spaces – Public Transport (“Baby in Pram”) PSA 5 — Shared Spaces – Roads (“Bird Sidekick”)</p> <p>Ben Byrne, better known as The Smiling Afro, is one of Singapore’s most recognisable digital personalities — celebrated for his vibrant energy, infectious humour, and content that just clicks.</p> <p>With over 400,000 followers across his social media platforms and 6.8 million likes on TikTok, he has mastered the art of blending storytelling, comedy, and relatability into scroll-stopping content. From laugh-out-loud skits to creative short films, his work reflects his background in filmmaking and acting, giving every piece that polished, professional edge.</p> <p>As a host, he brings the same magic off-screen, too. Think charisma that grabs you from the first word, comedic timing sharper than your morning kopi, and an ability to keep any room buzzing — whether it’s a community event, a live show, or a digital broadcast.</p> <p>In short, The Smiling Afro doesn’t just create content; he creates moments people remember.</p>
	<p>Eswari Gunasagar</p> <p>Her roles in the film series: PSA 1 — Mutual Aid (“Friendly Neighbour”) PSA 3 — Appreciation (“Neighbour #3”) PSA 4 — Shared Spaces – Public Transport (“Passenger”)</p>



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PSA 5 — Shared Spaces – Roads (“Kind Driver”)

Eswari Gunasagar is a Singaporean actress, host, and media personality who rose to fame as a finalist in the 2011 Miss Vasantham pageant. An artist with Mediacorp, she is known for roles in dramas such as *Vettai*, *Tanglin* (2015–2018), and *Fearless Heart*, which won her Best Actress at the 2022 Asian Television Awards. Beyond acting, she is a bilingual host across Tamil and English programmes, a Singapore Red Cross ambassador, and an active social media influencer.