

Young Lions Competition 2020 (Japan)

**Client :** UN Women Japan Liaison Office (<https://www.unwomen.org/en>)

**Theme :** How can we spread out the concept of “Unstereotype” in Japan. We need to raise awareness of “Unstereotype” and organisation for CxOs in companies in Japan.

**The Challenge :** what is the business challenge? Include details of the product/service we are selling plus our job

Women’s equality and empowerment is one of the 17 Sustainable Development Goals, but also integral to all dimensions of inclusive and sustainable development. In short, all the SDGs depend on the achievement of Goal 5. Gender equality by 2030 requires urgent action to eliminate the many root causes of discrimination that still curtail women’s rights in private and public spheres. UN Women is the United Nations entity dedicated to gender equality and the empowerment of women.

Recognizing the power of partnerships to accelerate progress, this industry-led initiative convened by UN Women will unite leaders across business, technology and creative industries to tackle the widespread prevalence of stereotypes that are often perpetuated through advertising and content.

The Unstereotype Alliance has been embraced by businesses and organizations who have been champions of addressing gender bias in the industry. It aims to tackle how the industry can affect positive cultural change by using the power of advertising to help shape perceptions that reflect realistic, non-biased portrayals of women and men.

Phumzile Mlambo-Ngcuka, UN Women Executive Director and Convener of the Unstereotype Alliance, said, “We know that where there is inequality, discrimination and exclusion follow. Confronting the negative stereotypes in our societies is a vital step to fighting inequalities. The Unstereotype Alliance is unique in its ability to convene diverse companies for a joint cause: using the power of advertising to affect positive cultural change and improve the lives of women and girls around the world.” Additionally, the group released a power short film, “The Problem is not Seeing the Problem,” that calls on the industry to act immediately to eliminate stereotypes from their ads.

There has been a marginal improvement over last year in terms of the gender gap in many nations. However, the World Economic Forum stated that Japan placed 121st out of the 153 countries in the rankings released Tuesday — a record low — performing by far the worst among the Group of Seven major economies. It meant ‘a lack of awareness of Unstereotype’ in Japan.

UN Women wants to tell the concept of “Unstereotype” to Japanese audience. We need to raise awareness of “Unstereotype” and organisation for CxOs in companies in Japan.

Target Audience: Who are we talking to? Describe them in terms of demographics, job role, responsibilities etc.

Primary: CxO in all companies in Japan

Insight: What is the key thing / mugget that will act as the catalyst for the strategy and creative work?

Reference: <https://www.unstereotypealliance.org/en/about>

Stereotypes are everywhere, we can't escape them. It's that unconscious bias we place on things before we even know it, that is why they can be harmful. As advertisers and creatives, we have the power to influence culture and society in a positive way. Today, we need to ensure creativity, whether in the advertising or content we create, shows people as progressive and modern, authentic and multi-dimensional. This Unstereotyped world is our job to deliver now, not the next generations. And is no longer only a social imperative, but a business one. Starting today, we stand together as one.

Strategy: What is our plan of attack?

How do we nurture “Unstereotype” in Japan? Spread the concept of “Unstereotype” within advertisements, products and services we see everyday. Address companies that this concept is necessary to sustain their business and effective to improve their corporate images to bring qualitative customers and employers. Create a campaign that can enlighten Japanese companies with the power of Creativity you have.

Key message: what is the single most important thing we want to say? This is our promise to the customer.

To affect positive cultural change and improve the lives of women and girls around the world with using the power of advertisements.

Supporting points and messaging: what do we have to back up the promise? These are our 'reasons to believe'.

Stereotypes reflect deep-rooted ideas of femininity and masculinity. Negative, diminished conceptions of women and girls are one of the greatest barriers for gender equality and we need to tackle and change those images wherever they appear. Advertising is a particularly powerful driver to change perceptions and impact social norms. UN Women is excited to partner with the foremost industry shapers in this Alliance to challenge and advance the ways women are represented in this field." - Phumzile Mlambo-Ngcuka Executive Director of UN Women.

In Japan, women are facing severe situation for their career if they want to have a child. For instance, the gender wage gap in the country remains large (24.5 per cent), and Japan is third to last in the ranking compiled by the Organisation for Economic Co-operation and Development (OECD). Moreover, although women's employment rate is around two thirds, less than 1 percent of those working are in management positions and they hold only 12 per cent of leadership positions. This is a serious problem simply because the nation or the cooperate society will lack the power and the opinion of women. Furthermore, according to the Ministry of Health Labour and Welfare, the data shows that the percentage of women who takes the maternity leave is 82.2% and only 6.16% for men. This shows how big the gap is between men and women in terms of childcare as well. Not only in economic sphere but also in personal and private sphere, stereotype exists in daily settings. For instance, how we often recognize pink colour for girls and blue for boys, how female students raise less hands when applying for committee leader at school which may lead to how few women are in position in the business and how certain roles in household are stereotyped only for men or women.

**Reference:**

UN Women

<https://www.unstereotypealliance.org/en>

<https://www.unstereotypealliance.org/en/about>

<https://www.unwomen.org/en/news/stories/2018/6/press-release-unstereotype-alliance-first-anniversary>

<https://www.unwomen.org/en/news/in-focus/women-and-the-sdgs/sdg-5-gender-equality>

<https://japan.unwomen.org/ja/what-we-do/economic-empowerment>

World Bank Women in workforce

<https://data.worldbank.org/indicator/SL.TLF.TOTL.FE.ZS?end=2019&start=2019&view=map>

**■ The Brief****■ FILM****THE BRIEF**

Create a film (60 seconds max) to raise awareness of “Unstereotype” and organisation for CxOs in companies in Japan.

**■ PRINT****THE BRIEF**

Create a double page spread print ad to raise awareness of “Unstereotype” and organisation for CxOs in companies in Japan.

**■ PR****THE BRIEF**

Create a PR campaign to raise awareness of “Unstereotype” and organisation for CxOs in companies in Japan.

**DELIVERABLES**

A maximum of 10-slide PowerPoint presentation that includes a title slide, 1 slide that visually summarizes your presentation and another slide called written submission (max 450 words):

- Creative idea (150 words)
- Strategy (150 words)
- Execution (150 words)

## ■DIGITAL

### THE BRIEF

Create a digital led social media campaign to raise awareness of “Unstereotype” and organisation for CxOs in companies in Japan.

## ■MEDIA

### THE BRIEF

Create a media campaign to raise awareness of “Unstereotype” and organisation for CxOs in companies in Japan.

### DELIVERABLES

A maximum of 10-slide PowerPoint presentation that includes a title slide, 1 slide that visually summarizes your presentation and another slide called written submission (max 450 words):

- Creative idea (150 words)
- Strategy (150 words)
- Execution (150 words)

## ■DESIGN

Create visual identity that encourage communication to raise awareness of “Unstereotype” and organisation for CxOs in companies in Japan.

Development concept, idea, and implementation are to be explained separately within 150 words of text each.

The proposed design and description are to be submitted on one A3-size PDF sheet.