

## Young Lions Film Competition Brief

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|----------------------------------|------------------------------|-------------------------------------|-----------------|
| Project Name – Together Possible |                              | Young Lions Competition 2015 - Film |                 |
| Key Contacts                     | Terry Macko<br>Collin Lawson | Telephone                           | +1.513.309.2114 |



## The Brief

### Background

Fifty years ago, WWF began campaigning in an effort to engage the world to save wildlife. Since then our organization has grown and evolved; supported by more than 5 million members globally and operating programs in more than 100 countries. Today we lead innovative strategies for conservation – from community-based natural resource management, to developing protected areas, to advocating for climate policy, and transforming market forces. We have set ambitious conservation goals for the year 2020 built around these strategies and work diligently to achieve them.

### Global Challenges

The challenges that we face are immense:

- 1 in 9 people on the planet suffers from hunger
- 90% of the ocean's fish stocks are overfished or being fished to their limits
- In less than two human generations, population sizes of vertebrate species have dropped by half
- By 2030 global demand for fresh water is projected to exceed current supply by more than 40%
- 573 million acres of forest will be gone by 2050 if we do nothing to stop deforestation
- The concentration of CO<sub>2</sub> in the atmosphere in 2013 was higher than it had been in at least 800 thousand years

### Our Solutions

To begin to address these challenges, WWF has focused its work on achieving the following six goals:

- Climate – Build a climate-resilient and zero-carbon world powered by renewable energy. (Read more at: [www.worldwildlife.org/initiatives/climate](http://www.worldwildlife.org/initiatives/climate))
- Food – Freeze the footprint of food, protecting the natural resource base while sustainably producing enough food to meet the needs of all. (Read more at: [www.worldwildlife.org/initiatives/food](http://www.worldwildlife.org/initiatives/food))
- Forests – Conserve the world's most important forests to sustain nature's diversity, benefit our climate and support human well-being. (Read more at: [www.worldwildlife.org/initiatives/forests](http://www.worldwildlife.org/initiatives/forests))

- Fresh Water – Measurably improve the sustainability of freshwater systems in the world’s major river basins. (Read more at: [www.worldwildlife.org/initiatives/fresh-water](http://www.worldwildlife.org/initiatives/fresh-water))
- Oceans – Achieve sustainable fisheries to meet the needs of people and nature and protect vulnerable marine habitats and species. (Read more at: [www.worldwildlife.org/initiatives/oceans](http://www.worldwildlife.org/initiatives/oceans))
- Wildlife – Ensure that populations of the most ecologically, economically and culturally important species are restored and thriving in the wild. (Read more at: [www.worldwildlife.org/initiatives/species](http://www.worldwildlife.org/initiatives/species))

### Audience Insight

While WWF is making progress, lasting solutions to these challenges are bigger than any one person or organization. We need millions of individuals to step forward and engage in the process, yet the scope and scale of these challenges feel insurmountable when viewed through the eyes of one individual. When the whole planet is under threat, people are left feeling helpless as to how they can contribute and skeptical about whether any real difference can be made.

### Brand Platform: Together Possible

Progress lies in embracing the fact that we are all connected – understanding that we can’t tackle the planet’s biggest conservation challenges alone, but together we can. WWF is a convening force that brings together individuals, scientists, companies and governments into a community that is committed to taking action to protect the future of life on our planet. This year, WWF is launching a brand platform to celebrate the amazing things that can be achieved when people work together.

### The Task

We would like you to create a film that brings the idea of Together Possible to life. It needs to work hard to deliver on three different levels:

- 1) Builds awareness of one or more global challenges/WWF solutions listed on page one of the brief (no preference will be given to the number of challenge(s)/solution(s) that are addressed in the film, participants can chose one or many);
- 2) Inspires individuals to take action in addressing these challenge(s); and
- 3) Sparks an urge to engage in something bigger by actively participating in the process.

Films shouldn’t focus on WWF as the solution to the problem(s), but rather *how individuals come together* and the amazing things that are possible when *people do come together* to shape a better future.

### Key Message

Together, we can accomplish amazing things and tackle the biggest, most challenging global threats to life on the planet.

### Call to Action

Join WWF’s global community of people who together are reshaping the future of life on the planet.

### Target Audience

Individuals ages 18-34

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### *Tone of Voice*

The overall content and tone should express urgency, optimism and participation.

### *Mandatory Inclusions*

WWF logo (Provided as an electronic file)

WWF Type Treatment: Together possible. (Provided as an electronic file)

URL: [wwf.org](http://wwf.org), Social media links (F: [worldwildlifefund](https://www.facebook.com/worldwildlifefund), T: [@world\\_wildlife](https://twitter.com/world_wildlife) I: [World\\_Wildlife](https://www.instagram.com/World_Wildlife) Y: [wwfus](https://www.youtube.com/wwfus)).

### *Timing & KPIs*

Concepts should be evergreen to allow for long-term use; we will measure the success of the initiative via film views, shares, comments and growth in supporters.

### *Channels*

The film will be used across WWF's social media channels (YouTube, Facebook, Twitter) and website. It may also be leveraged as a television spot.

### *Additional Resources*

The following resources will provide additional background of WWF and understanding of the topics we work on. Use of these resources are optional and are meant to provide added background if needed.

- WWF Website: [www.worldwildlife.org](http://www.worldwildlife.org)
- WWF Annual Report: (Provided as a hard copy) [http://assets.worldwildlife.org/financial\\_reports/21/reports/original/2014\\_Annual\\_Report.pdf](http://assets.worldwildlife.org/financial_reports/21/reports/original/2014_Annual_Report.pdf)
- WWF Living Planet Report: [www.worldwildlife.org/pages/living-planet-report-2014](http://www.worldwildlife.org/pages/living-planet-report-2014)

### **FTP**

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