



## Young Lions Media Competition 2015

### Background

In 2006, former News Corporation President and media/entertainment entrepreneur Peter Chernin, along with Wall Street pioneer Ray Chambers, founded Malaria No More in the US (followed by Malaria No More UK in 2008) with the simple compelling aim that we could end deaths from malaria – the world's oldest disease that has killed over half the people that have ever lived.

Since our launch we have partnered with brands, businesses and entrepreneurs that are as passionate as we are about seeing the end of malaria. These range from companies such as clothing brand Jack Wills, broadcasters including ITV and CNN, entertainment entrepreneur Simon Fuller, Glaxo Smith Kline (GSK) and their Panadol Brand and Rentokil Initial all of which has allowed us to create some exciting campaigns to extend our reach and help save lives from malaria (examples on this can be found on the *Additional Information* document on the ftp).

During the past decade Malaria No More has inspired the US and UK to be global leaders of the malaria campaign with their funding increasing by over \$1 billion p.a. Through the support of our partners and our own investments in malaria prevention, diagnosis and treatment programmes in Africa, we have helped directly protect over 10 million people.

### How we operate

Our mission now is to **inspire the global funding, leadership, and innovation** necessary to deliver Malaria No More by 2040. We want:

- A world free of the biggest killer disease in human history.
- One billion people no longer at risk of infection.
- Half a million children each year no longer dying of a preventable, treatable disease

### Malaria No More 2016-20 Goals are:

**FUNDING:** To help unlock at least half the global funding / investment required to reduce deaths and cases by 90% by 2030

**LEADERSHIP:** To help unite global political, business and media leaders behind the vision of ending malaria within a generation

**INNOVATION:** To invest in malaria programmes in Africa which demonstrate new ways to drive down deaths and infection, and are scaled up to help protect 20 million people from malaria.

As a small team with no advertising or media budget we rely on pro bono support, the odd guerrilla marketing tactic and seek to leverage those platforms or individuals that are bigger than us to ensure we have the maximum impact.

## The challenge

We want you to come up with an innovative media campaign which will inspire at least 20 major businesses and high net worth individuals to join The Malaria 2030 Group. This is a brand new initiative which you will help us launch.

## Target Audience

Major businesses and high net worth individuals:

- We want them to contribute significant funds and where appropriate platforms
- They will be part of a game-changing engaged and committed coalition seeking to help end deaths from malaria
- Our prospective partners should feel that the battle to end malaria is a long term priority and one they support with conviction

## A. Major businesses

We're interested in attracting major business support from the following sectors (ideally one major supporter from each sector).

1. A global advertising / marketing agency
2. A global talent management company
3. A leading pharmaceutical company
4. Global financial services company (with presence in Africa)
5. Global business concerned with African infrastructure development
6. FMCG business (with stakeholders in Africa)
7. Business concerned with travel to / within Africa – business or tourism
8. A media company or platform owner (broadcast, digital, other)

\*Malaria No More have previously worked in partnerships ranging from GSK, Novartis, flagship UK prime time television programme I'm A Celebrity, Simon Fuller (who have given access to American Idol for the US and talent for the UK), The Sun newspaper and Best of British clothing brand Jack Wills.

## B. High net worth individuals

For the purposes of this brief we would define this target audience as wealthy individuals with a clear interest (personal or business) in ending a global killer disease, for instance African business leaders / entrepreneurs.

## Key objectives

Make being part of the 2030 group an irresistible magnet for business leaders – a no brainer to be part of. This includes coming up with a compelling creative name for this group (the 2030 group is a current working title)

## The 2030 group has 2 main objectives

- Raise £10 million by the end of 2016
- Use their leadership to inspire a global public to back the malaria fight

## Measured by:

- a) At least 20 new major partners signed up for a 1 - 5 year guaranteed support
- b) £10 million raised by the end of 2016
- c) Significant awareness and global mass public support achieved through a major media moment or campaign(s) driven by one of the major new partners

## Restrictions to be considered

We are unable to partner with a supporter whose work or activity negatively impacts on the mission of Malaria

No More UK i.e. is contravening the rights of poor communities to gain access to malaria prevention, testing and treatment and improved health education. Or a third party who could risk our reputation to an extent that leads to loss of support and credibility.

### **Key messages**

- We've made huge progress and cut child malaria deaths in half since 2000
- Malaria provides compelling proof that aid works but we only have half the money we need to get the job done reducing deaths to near zero by 2030
- No child should die from a disease that is preventable and costs less than a cup of coffee to treat

### **Most important thing we can say**

By backing the fight your legacy will be that you have played a key role in the biggest humanitarian victory of the 21<sup>st</sup> century – making malaria no more.

### **Tone of Voice**

Brave, urgent, inspiring, upbeat, surprising, motivating, positive, aspirational and emotive but not "guilting" people into action.

### **Timeline**

We seek to create and implement the campaign by autumn 2015 with a view to then building on it over the following year.

### **Mandatory inclusions**

Malaria No More UK logo and charity number 1126222

### **Budget**

Malaria No More UK has no media budget so seeks pro bono support from media partners and platform providers. It is possible a small deployable budget of up to £25,000 can be made available for elements of the campaign content creation.