Creative Brief: Cannes Young Lions Cyber Competition

CONTEXT

According to the CAF (Charity Aid Foundation) World Giving Index of 2016, the disparity between older demographics giving to charity and younger audiences has been reduced. Young people are as likely to donate and be involved in charitable work as older audiences thanks, in part, to more innovative ways to get involved (donate buttons, patron apps, online donation drives, recently Facebook's own support-gathering functionality)

However, younger consumers have become accustomed to the radical transparency of Everlane's production process, charity: water providing GPS coordinates of the well they helped build, and Patagonia's constant updates about the business choices it makes and how those choices impact the environment.

Transparency in business is the new norm and just saying that good is being done on behalf of a purchase isn't enough.

BUSINESS CHALLENGE

The (RED) model was intentionally created to make doing good incredibly easy. Buy the (PRODUCT)RED version of the Apple iPhone instead of the standard version, and money goes from Apple directly to work on the ground to fight AIDS. It costs exactly the same, but lives are saved with the (PRODUCT)RED version. However, since the transaction happens through partner channels, (RED) can't share with actual consumers the impact of their purchase.

We want to be able to communicate more directly to individual consumers how their support to (RED) has been translated into real-world action.

AUDIENCE

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(RED)'s would like to focus on one key audience:

INDIVIDUAL CONSUMERS - These are millennials or generation Z who are active on social media and will be able to share and build momentum around the campaign

INSIGHT

Consumers want more transparency and to know exactly the impact they are making in the fight against AIDS. Among (RED)'s audience, for consumers under the age of 25 compared to consumers over 25, the biggest difference in inciting more (RED) purchases would be providing more information on the impact of the purchase.

OPPORTUNITY

Develop a way to inject (RED) in relevant ways during the shopping experience, so (RED) can acquire a more direct way to communicate to the (RED) product buyers about the impact of their purchase.

This campaign must be owned by (RED) and cannot change the transactional experience already in place with the (RED) brand partners.

The aim of this campaign is to acquire a user's email address or gain new followers on social media.

REALITY CHECK

As a non-profit, we're working with limited budgets so the more clever the solution and more value provided by the solution (in terms of acquiring user information and data), the more likely it is to be actually implemented.

THOUGHT STARTERS

We are looking for any solutions ranging from a standalone app, an optimized shopping experience via red.org, a social campaign to capture and learn who buys (RED) or some other means of getting (RED) more involved in a consumer's shopping experience for (PRODUCT)RED items. And remember…..the products are ultimately sold on the partner websites not via red.org.