



# GLOBAL CITIZEN.

## Background Information

### ABOUT GLOBAL CITIZEN:

#### [Global Citizen](#)

We are a social action platform for the global generation that wants to solve the world's biggest challenges. On our platform you can learn about issues, take action on what matters most and join a community committed to social change. We believe we can end extreme poverty by 2030, because of the collective actions of global citizens across the world.

Through our disruptive mix of compelling content and events, grassroots organizing and digital channels, we are building the world's largest movement for social action. We organize massive global campaigns to amplify the actions of global citizens, including the Global Citizen Festival that takes place every September in New York City. Each year world leaders and artists take the stage in Central Park in front of 60,000 people who earn their tickets by taking action.

We focus on building a global movement for change: mobilising people to make a difference now, and changing the systems and policies that keep people in poverty. We do this by:

- Aligning with the goals provided by [the United Nations Sustainable Development Goals \(SDG\)](#)
- Campaigning for government, business and consumer action that will create important systemic change for the world's extreme poor, and
- Building a movement that engages and educates people, and supports them to take simple but effective individual actions for change.

CEO & Founder, Hugh Evan's TED Talk "[Why are our dreams limited by where we're born?](#)"

### OUR PURPOSE:

We give meaning to being a Global Citizen in these ways:

JOINING IN- Get smart, sign up, be part of our global community

SPEAKING OUT - Make our voices heard, express our shared values, recruit our friends

TAKING ACTION- Make an impact, measure our impact, live our values, change the world

### OUR CREATIVE TERRITORY

*I AM A GLOBAL CITIZEN:* Our core story is one of identity: an individual story that defines who we are, how we live our life, what actions we take, who we call our friends, and what our world looks like. At the heart of the story is a moment of transformation and inspiration: the instance of individual agency when we changed ourselves to make the world a better place.



We seek to tell the stories of real people becoming global citizens - from the everyday to the renowned- in their authentic voices and contexts. All of our ideas may differ in content, but they always highlight the individual participant as part of the collective movement.

### **Tonality**

Friendly but not flip

Smart but not smug

Driven but not dull

Uplifting and urgent

Bold and bright

### **Brand Values**

- **Improving ourselves & our world.** Global change begins with changing ourselves. We make the world a better place by making ourselves better people. Lifestyle choices, purchase decisions, career moves, personal education, political actions: they define who we are, who we befriend and the world we choose to live in.
- **Hungry to learn & share.** New sources of information are everywhere. Our restless quest is to learn and share learning rapidly: to acquire knowledge and disseminate it to our friends as an expression of our identity.
- **Diversity & equality.** Our world is becoming more diverse with every passing year. We insist on tolerance, equality and open-mindedness. We celebrate our differences and diversity. We believe in collective action as well as our individual freedom.
- **Change is constant.** In an uncertain and rapidly changing world, we are optimistic about the direction of change and embrace the opportunities presented by the global transformation that is all around us.

### **Our Beliefs**

We believe that our work today is more important than ever towards resolving the deep divisions in our society. The cultural divide that expands across class can not be resolved with isolationism nor by building walls and cutting aid

We strongly believe that through the global community of citizens who support local initiatives, the vision of true global citizenship and a world without want will be realized.

### **Our Challenge**

It is critical for us to be able to articulate what we represent to a world that is desperate for unity and equality, no matter where one was born, because we are all Global Citizens. We want to assure people that we offer a way for them to channel their growing frustration with this divided world, into proactive activism, and therefore, create a better planet for all.

As an advocacy organization who rallies diverse movements on the ground and online, we often struggle to articulate who we are, clarity of mission and what global citizenship means and move citizens to action and advocacy. What we stand for is more relevant than ever and we want to articulate that message.



## THE BRIEF

Create an iconic print ad which clearly explains what GC stands for with meaningful call to action- When we come together to work for the greater good, we become global citizens.

This ad must include a way to leverage the campaign or part of the campaign on digital outlets.

## Campaign Objectives

- This print ad must further the Global Citizen movement.
- It must be striking and iconic.
- It must successfully call the print audience to action asking the print audience to become digital activists. Ultimately check us out online and become a Global Citizen activist.

## Target Audience

**We aim to reach and recruit the largest possible number of people who care about global issues. At the center of our target is empowered millennials- 18-35 years old, female 70/ male 30.**

We want to focus on the **unlikely to vote regularly, who are in the swing middle which has irregularly engaged with our work movement**

- Statistics about your key target audiences (BD/Marketing) [Link here to Metrics](#)

## Current Audience Insights:

***Our audience isn't them. Our audience is us.***

Registered Users -succinctly, our most engaged audience is Female, Caucasian, no children, well-educated and are just embarking on their careers.

- 69% Female
- 72% Caucasian
- 35% Single & 30% are couples without children
- 46% are well educated (College + Post Graduate Degrees)
- 78% annual salary > \$35k / year
- 93% are registered voters (28% are infrequent voters)
- 22.6% (2.03MM) users via social channels (YouTube, G+, FB, Tw, Insta, Tumblr)

**Seasoned Advocate** (aka Christine): Christine is a believer. She cares about issues related to global poverty and believes that these problems are solvable and that her contributions can have a meaningful impact on people's lives. Christine has been involved in other advocacy organizations before, and is likely currently active in another. She understands the influencer model, and trusts it. She is dialed-in to the advocacy space, and rapidly moved to the point of taking online advocacy



actions. She wants content that can make her smarter and deepen her understanding about specific issues. She also seeks a steady diet of actions she can take to impact these problems. Christine is not personally interested in events or celebrity aspects of social movements, but does recognize the value of raising the issue's profile on a global scale.

**Empathy Builder** (aka Sarah): Sarah reads and cares about social issues. She was raised in a family that was involved directly in helping out those in need including volunteer work at a local foodbank. These experiences instilled a deep sense of moral obligation to help others, and a belief that she can impact people's lives. Now an adult, Sarah is seeking out an organization where she can "make a difference" despite her busy schedule. Sarah doesn't yet understand the petition model or how online actions make a difference, but is eager to learn and contribute. She wants to understand how the broader set of issues including sanitation, education, and the environment all connect up to solving for global poverty. She is eager to share her experiences and enlighten friends and family about the potential to make the world a better place.

**Half Believer** (aka Kyle): Kyle heard about a certain social movement through his friends, and saw festival footage. His interest is piqued about it as an effective force for driving change around poverty. However, his intermittent interactions with this particular organization thus far haven't done enough to offset his general mistrust of organizations as vehicles for social good. Kyle can be won over, but needs a better understanding of the organization's mission, education about the issues, and perhaps most importantly, evidence that it is having an impact on people's lives - directly or indirectly. Kyle is more likely to interact through social channels, perhaps through his newsfeed. He needs content that will educate and instill trust. Kyle doesn't yet understand the petition model or how online actions make a difference, but is eager to learn and contribute. He wants to understand how the broader set of issues including sanitation, education, and the environment all connect up to solving for global poverty. He wants to be armed with information to come across as "in the know" in social settings.

**Festival Fan** (aka Jason): Jason wants to drink a pint or three with Ed Sheeran. He attends University in Boston but will hop the train to NY if he won tickets to the festival. Jason noticed an email from a social movement organization announcing another chance to win tickets to the festival this year, he jumped right on and completed all the actions within a couple of days. Jason was one of the lucky ones, and won tickets. Going in, he knows that this organization has a social mission, but this is truly a side-dish to the main course that is Beyoncé. Jason was always aware of global poverty as a major social issue, though he never previously felt strongly enough to make it a personal priority. The strange thing is, he was actually inspired at the festival seeing 10s of thousands of people who were into the cause led by major celebrities. He has always been interested in environmental issues, but learned at the Festival how it deeply affects the world's poor. He is open to learning more.



## Tone of voice

We speak with the voice and values of our generation:

- **Friendly** but not flip
- **Smart** but not smug
- **Driven** but not dull
- **Uplifting** and **urgent**
- **Bold** and **bright**

User messaging revolves largely around calls to actions, including:

- **Learn about issues** that contribute to the world's biggest challenges
- **Take Action** on the issues that you care about most
- **Join the Movement** be part of an international community committed to global causes ("Join the movement. Be a Global Citizen." / "Join the movement. Become a Global Citizen")
- **Get Rewards** for your efforts by earning points as a Global Citizen.

We must remain bipartisan in all messaging

[Style Guide](#)

## Timeline

We would want this to be a foundation KO post Cannes for specific engagement ahead of our Hamburg Festival on July 6 and lead into broader amplification ahead of the NYC GC Festival Week September 16-23. Again, it would be great to unpack some of this campaign for future evergreen work.