

FILM COMPETITION

CREATE A 60 SECOND VIDEO TO EMPOWER MILLENNIALS TO FURTHER LEARN ABOUT THE CAMPAIGN, #SHEISEQUAL AND TAKE ACTION IN SUPPORT OF GLOBAL GOAL 5: GENDER EQUALITY ON THE GLOBAL CITIZEN APP (GC).

BACKGROUND

Global Citizen is a movement of engaged citizens who are using their collective voice to end extreme poverty by 2030. On our platform, Global Citizens learn about the systemic causes of extreme poverty, take action on those issues, and earn rewards for their actions — as part of a global community committed to lasting change. Video on Global Citizen can be found here:

https://www.youtube.com/watch?v=L_d4unf4-4w

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:

Creating Campaigns

Convene Partners for Key Events

Build Movements

We channel the actions of global citizens to get governments, businesses & individuals to implement specific policies & practices that are necessary to achieve the Global Goals

THE #SHEISEQUAL 6 MONTH CAMPAIGN

We know that when girls and women are empowered — when she is equal, she can get an education, decide when to get married and start a family, and get proper health care — then the world stands to gain. Girls and women are essential to building healthier, better-educated and sustainable communities. Women are often afflicted with some of the harshest aspects of poverty which is why the UN's Global Goal 5 has become a focal point for Global Citizen.

Global Citizens have a critical opportunity to inspire their leaders to stand for what is right in the world. As countries that once provided global leadership retreat, it's imperative that countries step up, champion female leadership, and take action to give women and girls equal opportunities across a range of issues: sexual, menstrual, and reproductive health, economic empowerment, equal treatment under the law, and equal opportunities for an education.

Full campaign overview can be found here – #3: Policy Objectives in the Campaign Overview:

<https://docs.google.com/document/d/14hrPj3W5AuHtQdo3lW-N3BWizE4zuO9sxhaQtJ-HmKo/edit?ts=5ade4735>

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THE CHALLENGE

With this film ad we want to: Educate and drive action around the #ShelsEqual Campaign which will focus on key gender equality measures globally.

Fit well within a 6 month storytelling campaign that was launched on June 5, 2018

To create a movement of passionate Global Citizens driving towards the same goal.

Resulting in people taking action organically on the Global Citizen App

WHAT TO CONSIDER

Brand Tone:

Do's

- Empower
- Educate & Equip Viewer to do more
- Inspiring
- Be Responsive
- Be Uplifting & Authentic

DON'TS

- Don't be formal
- Can not be political in nature
- Definitely do not guilt trip
- No Poverty Porn

WHAT'S ESSENTIAL?

KPIs: Throughout the campaign, Global Citizen will provide incentivized opportunities for Global Citizens to take action on gender equality. Actions will be targeted at GCs around the world with the aim to generate 500,000+ actions.

Drive engagement and actions globally most especially in Europe, UK, US, Latin American and Pan-Africa

This campaign is one of 6 campaigns that Global Citizen drives engagement around so must fit nicely with brand tone.

TARGET AUDIENCE

- 52% millennials (18-34)
- 63% women
- 93% of US GCs are registered voters
- 35% single
- 30% couple, no children
- 29% college graduate
- 17% post graduate
- 2.4 million social followers

EXAMPLE VIDEOS DEVELOPED AND PRODUCED BY GLOBAL CITIZEN:

[HTTPS://WWW.FACEBOOK.COM/PG/GLBLCTZN/VIDEOS/](https://www.facebook.com/pg/GLBLCTZN/VIDEOS/)

[HTTPS://WWW.FACEBOOK.COM/GLBLCTZN/VIDEOS/1711357135626714/](https://www.facebook.com/GLBLCTZN/VIDEOS/1711357135626714/)

[HTTPS://WWW.FACEBOOK.COM/GLBLCTZN/VIDEOS/1705824999513261/](https://www.facebook.com/GLBLCTZN/VIDEOS/1705824999513261/)