

# CREATIVE BRIEF

<b>Client:</b> WWF	<b>Project Name:</b> DESIGN	<b>Date:</b> 04.06.2019
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## Challenge:

*What is the business challenge? Include details of the product / service we are selling plus our job.*

We are at crucial time in our history, in the last 50 years, we've lost 60% of animal populations and are currently facing a climate crisis which is threatening our planet. Recent reports from global scientific bodies show that humans are causing the collapse of wildlife, natural systems and the climate.

The next 18 months are an unmissable opportunity to effect change, with several global opportunities to influence outcomes for nature and the wider environment, including major United Nations conferences.

Across the world, we are already witnessing the devastating impacts of climate change, from life-threatening wildfires and rapid Arctic ice melt, to intense hurricanes and floods. Even on our own doorstep, the UK has recently seen intense heatwaves and widespread flooding.

Over recent months, we have seen people young and old take to the streets to call for action on climate and nature restoration. From this, we are starting to see the issues socialised widely. Further, in recent weeks we have seen politicians throughout the world respond to the youth's demands by declaring a climate emergency.

But this is not enough. We must make it political and socially unacceptable to destroy nature.

Youth for Our Planet was set up as a response to the sporadic youth networks that are active throughout the world, pushing governments for protection of nature and biodiversity. There is already an existing and influential youth climate strike movement. What is missing and what we are building together, is a global youth movement calling for urgent to tackle the nature crisis. Climate change is an element of this, particularly nature-based solutions to climate change. But we do not need to replicate or replace the youth climate movement, instead we want to work alongside them. If we're to protect the planet fast enough, we have to build a youth voice that is loud and strong enough to create political change.

Our theory of change: We know that the youth voice lands heavily with leaders and politicians. If parties and leaders are to win votes, they must listen to their communities and truly show they reflect their beliefs. If we're to have political cut through and see the changes we need to see, we must build a diverse and unstoppable demand for the protect of nature that no politician can ignore. This is how we will influence the major outcomes of 2020.

The objective of this brief is to create an open source visual identity for the movement. We are looking for: a logo for Youth for Our Planet, in line with this for the existing youthfourplanet.com tumblr blog.

## Target Audience:

*Who are we talking to? Describe them succinctly in terms of demographics, job role, responsibilities etc.*

### Primary:

Youth: today's young people hold the moral high ground. Around the world youth are organising to raise their voices and pushing for political commitments and change to ensure they have a future world to live in. Youth are "digital natives", they use technology and social media to raise their voice. Using devices these young people can organise, learn and develop common campaigning demands to mobilise around. Our target audience is 16-25, based in the global south and north. We know that access to technology and political and social norms differ in every country. This means mobilizing youth in different countries in the global north and south differs hugely. The creative developed from this brief

**Secondary:** people and organisations who can help connect "Youth for Our Planet" to other

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movements and political priorities and who can help broaden the diversity of this movement.

### **Insight:**

*What is the key thing / nugget that will act as the catalyst for the strategy and creative work?*

We are the first generation to know we are heading towards a nature and climate disaster and the last generation to be able to do anything about it.

If we're to have any impact, we have to use our voices to influence each other and push our leaders to ensure long lasting change.

### **Strategy:**

*What is our plan of attack?*

We need one or more clear symbols for the movement that express that it is the global youth movement to tackle the nature crisis.

Create visual identity for a movement of youth, it should encompass our diversity, recognisable, an identity that people can adapted and used across continents and potentially in multiple languages.

### **Key Message:**

*What is the single most important thing we want to say? This is our promise to the customer.*

**Be part of Youth for Our Planet, the global youth movement calling for urgent action on the nature and climate emergencies.**

## **SUPPORT TO THE BRIEF**

### **Supporting Points and Messaging:**

*What do we have to back up the promise? These are our 'reasons to believe'.*

- Climate change caused by humans is a huge and growing threat to wildlife and people across the world, including right here in the UK.
- Our world is rapidly changing. Events like heatwaves, flooding and loss of arctic sea ice are forcing iconic wildlife like polar bears and penguins - and people - to adapt or move in order to survive. For a lot of wildlife the change is happening too fast, and one in six species are facing extinction as a result of climate change .
- We cannot solve climate change without action to protect forests, plants, soils and oceans that soak up and hold so much carbon . At the same time, we cannot save wildlife if climate change causes habitats to change to the point where species are lost.

By tackling climate change head on, we can prevent damage from heatwaves and water shortages on a global scale, help reverse the decline in nature, grow low- carbon industries, create jobs and generate growth.

Beyond 2020, this newly mobilised and empowered youth constituency will train their peers, ensuring continuity of this youth movement for nature for years to come. By 2030, the youth voice will have played a key role in making today's decline of nature politically and socially unacceptable. Decisions by society, governments and businesses will be turning nature's fortunes around.

The Youth for Our Planet blog will tell the stories of young people around the world who are already taking their own actions and running projects for nature and wildlife. These stories can be leveraged to put pressure on decision-makers ahead of the UN conference in 2020. It will complement the Youth for Our Planet advocacy campaign, which rely on this background drumbeat and overarching

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narrative of youth activity.

### **Movement assets:**

We have the following digital assets for the movement which we would like the look and feel to cover.

1. The youthforourplanet.com website will share the stories of young people from around the world who are leading the way to help nature, wildlife and the climate. The social media channels will build a global, regional and country-based movement of young people who will mobilise to put pressure on their governments to take action.
2. @YouthOurPlanet Twitter account, an account which will share personal stories from the youth around the world who are campaigning on nature and biodiversity and mobilising others to join the movement.
3. @Youthfor\_OurPlanet Instagram account

The channels will be managed by a global youth editorial team and by two youth digital interns (one from the global North and one from the global South).

### **Personality:**

*What would the brand be like as a person? Our characteristics, attitudes and tone of voice.*

Magician – organisations with that archetype in mind are often very successful serving as catalysts for change; turning problems into opportunities; reframing difficulties; empowering people, teams, and networks; and creating flexible, win/win solutions for all involved in a situation.

Brand DNA: Inspiring, empowering, youth led, diverse, powerful, dynamic, urgent, bold, impatient.

### **Specific Creative Deliverables:**

*What is the communications strategy? Detail specific executions required, their roles and timings.*

Each team must create an A3 page that shows their design/brand identity, which will include:  
A logo/brand identity including 3 visuals of how this identity would look in the real world  
150 word description of how the brand identity fits the brief  
150 word description of how this brand would evolve