

# CREATIVE BRIEF

<b>Client:</b> WWF	<b>Project Name:</b> DIGITAL	<b>Date:</b>
--------------------	------------------------------	--------------

## Challenge:

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

WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. Our supporters – more than five million of them– are helping us to restore nature and to tackle the main causes of nature's decline, particularly the food system and climate change. We want a world with thriving habitats and species, and we want to change hearts and minds so it becomes unacceptable to overuse our planet's resources.

A priority focus for WWF's fundraising is to recruit members, who, through their financial support can help WWF fulfil their mission to create a world where humans live in harmony with nature.

Have you ever tried raising money for a cause you care about? If you have, you probably know how difficult that can be. You have to try to convince people of the importance of that cause, speak to their hearts, sometimes even promise them something in return for their support. We see so many worthwhile causes daily on all types of media; we want to help; we might even give one off donations but ultimately long-term regular financial support (memberships) are more valuable to WWF as it allows them to plan for the future, knowing they have the income to support our work

WWF wants to increase the number of financial memberships – people who make a regular monthly donation to support the work of WWF. Providing people with the emotional and rationale reason to support the work of WWF is challenging. That's why we need to create an intriguing and disruptive digital idea will galvanize people to become WWF members."

## Target Audience:

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

Millennials.

They're digital natives. They were born in the era of smart phones and they are used to multiple devices. The result is that they have a much shorter attention span and they don't really like to commit. They tend to opt in for things that are instant because of technology like uber, Instagram or tinder.

## Insight:

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

Research shows that people have a hard time committing to long-term subscriptions, plans and memberships. It's especially true for millennials who would rather have a one-off payment than have a financial constraint. They live in the right here and now mentality, not wanting to worry and plan ahead. So the challenge we face as WWF is how do we persuade them to sign up for memberships to fight for our planet instead of paying one off donations?

## Strategy:

*What is our plan of attack?*

This digital idea needs to be special to really stand out and capture peoples' attention. The inspiration should come from the digital behaviors our target audience exhibits and should tie in with the mission of WWF of fighting for our planet. We need to demonstrate to people that one of the best things that they can do for their planet is to support WWF financially with a monthly gift / regular gift.

## Key Message:

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

**Becoming a member of WWF and join the fight for our world for the long run.**

# CREATIVE BRIEF

## SUPPORT TO THE BRIEF

### Supporting Points and Messaging:

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

- Join the #FightForYourWorld  
We are the first generation to know we are destroying the world. And we could be the last that can do anything about it. It's time to make a choice. Nature is vital. It provides our life-support system, and we cannot survive without it. But our world is under threat like never before. Globally we're using all the planet's resources faster than nature can restore itself. We're destroying forests, choking the oceans with plastic, decimating wildlife population sizes, and causing devastating changes to the climate. We are wiping out life on Earth and we are fast approaching the point of no return, when the damage can no longer be undone. The trouble is we think we have time. But nature now needs life support. So, we must all act immediately to reverse the damage and restore nature. We have the solutions, we just need to show there's the will. Your voice is powerful. It's time to decide. Are you for your world?  
Make a choice. Join WWF today.
- In return for supporting WWF with a regular donation (usually a gift of £5 per month or more), you will receive a welcome pack and then an exclusive magazine, 3 times a year with information on how your support is helping alongside with tips to living more sustainably (<https://support.wwf.org.uk/join-wwf-as-a-member>)

### Personality:

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

Sage – WWF believes the path to happiness/wellbeing is paved with knowledge and that by seeking out the truth and sharing it with others, we can make the world a better place.

The Sage Brands in Action: Typically touted as “experts,” these brands act as sources of guidance to help consumers feel more informed to make better decisions. Well-known brands such as Oprah Winfrey, Harvard University, TED, The New York Times, all position themselves as beacons, shining the light of truth in a dark.

### Specific Creative Deliverables:

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

An A3 document including:

Example of use of 3 digital Led components. These components could be use of social media platforms but also any other digital led execution.

A four part written submission (150 words per section)

- 1) Campaign Summary
- 2) Creative insight - How can creativity help solve the problem using social media platforms and technology?
- 3) Solution - the platforms, technology and tools used and why?
- 4) How does it work? - How will the digital solution help answer the brief and solve the problem faced by the client

## BRIEF ADMIN

<b>Date</b>		<b>Deadline:</b>		<b>Budget:</b>	
-------------	--	------------------	--	----------------	--