

CREATIVE BRIEF

Client: Lotus Flower	Project Name: MEDIA	Date: 03.06.2019
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Challenge:

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

Lotus Flower are a non-profit that supports women and girls impacted by conflict and displacement. We are local implementers that work at the grassroots level to get right into the heart of the communities.

OUR VISION

We empower vulnerable women and girls so that they are safe, have opportunities to learn, given the tools to become financially independent and have the freedom to speak out and lead change.

OUR MISSION

We give women and girls affected by conflict, the strength and support they need to rise out of darkness; moving from past suffering and economic hardship to reach their full potential to rebuild their future.

OUR VALUES

We believe in working from the heart with love and respect.

The women and girls we work with are strong, courageous, brave and resilient but their lives have been torn apart by conflict and displacement and what we do, at Lotus Flower, is provide tools that maintains or brings back the love they once had for themselves.

In order to continue our work & projects we need funding, therefore we need you to develop a Media campaign which engages the target audience of Millennial and Generation Z with Lotus Flower through our campaign titled [‘Love Who You Are’](#).

Launched in April with T-shirts, is becoming popular each day with Instagram influencers such as Clare Uchima and Anne Twist, writing ‘Love letters to yourself’.

We need you to galvanise this target audience. Firstly, we need to raise awareness of our message and organisation. Create more hype around the campaign. This should lead to drive in donations and spreading our message.

Target Audience:

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

Primary: Millennials & Generation Z. These people are active on social media, engaged in self/body positivity and want to be linked to social and for good causes.

Insight:

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

Currently Lotus Flower is not widely known amongst the youth. However, in recent years, and with the help of social media, campaigns similar to ‘Love Who You Are’ have been widely popular. Young people want to help others, especially if the goal is gender equality.

With this campaign we can bring together two disparate worlds, the world of a female refugee and the world of a young socially active person with one message;

In a world where we are forced to become so many things we aren't, it's easy to forget how wonderfully unique we are.

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Buying a product is not only showing how important it is to love who you are but in the process that purchase is helping a women and girl rebuild her life that's been destroyed by conflict and displacement.

The women and girls who Lotus Flower's campaigns support can teach us so much about resilience, confidence & courage and we want to celebrate their stories in this campaign.

Our target audience will have seen activists like Jameela Jamil actively promoting self-love and shaming those with bad practices. We are currently experiencing a time where people are becoming more self-aware – how do we make the most of this wave to support our campaign.

Strategy:

What is our plan of attack?

- As part of the 'Love Who You Are' campaign we have created a set of merchandise which we would like to be used as part of the fundraising efforts
<https://thelotusflower.teemill.co.uk/>
- We want to raise awareness of our organisation and our message. We want our audience to be excited and hyped to spread the world about us.
- We need to drive awareness to the 'Love Who You Are' campaign, sell merchandise to fundraise and ensure the continuation of the projects Lotus Flower is working on.
- We want to take 'Love Who You Are' to global level to increase sales, social media followers and brand awareness in a way that would rival the Help Refugees – Choose Love campaign.
- We want to show all women that self-love and loving who you are has a huge impact.

Key Message:

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

Loving yourself is infectious. It can lead the change the world needs to achieve gender equality.

SUPPORT TO THE BRIEF

Supporting Points and Messaging:

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

<https://www.shape.com/lifestyle/mind-and-body/more-half-millennial-women-made-self-care-their-new-years-resolution-2018>

Refugees and displaced people suffer from levels of depression, anxiety and post-traumatic stress which are at least three times higher than average.

Younger females experience severe psychological trauma after fleeing their homes and many struggle with uncertainty and distress. Women living in camps are increasingly prone to attempted suicide.

Many displaced females have poor overall wellbeing, and many have had no access to healthcare or advice.

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<https://www.epic-usa.org/iraq-mental-health/>

<https://www.theguardian.com/lifeandstyle/2016/dec/10/generation-z-latest-data-teens>

<https://www.irregularlabs.com/>

Sixty-seven percent of Gen Z say being true to their values and beliefs makes a person cool

The brands that stand out to them are the ones that "seem to care about people rather than just profit,"

Instagram for Gen Z, for instance, "isn't as much about how they look, as it is about what they know, believe and do." In other words, millennials focus on their exterior, surface level, while Gen Z care more about substance and authentically getting across their inner lives online.

VOIC is a brand that understands how hard the journey can be in creating meaning. The brand is practical, empathetic and realistic.

Personality:

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

If our campaign were a person it would be a kind, humble, creative and loving.

Love is a universal language and 'Love Who You Are' is aimed at everyone, it should be inclusive, collaborative and a way to celebrate oneself and others.

Specific Creative Deliverables:

Teams are expected to develop an innovative media strategy detailing how the idea will be executed

The jury will expect an explanation of the idea and how you intend to use your selected media, demonstrating how you; create consumer engagement versus simple persuasion, exploit the value of emerging media and unearth consumer insights that drive effective communication strategies

The strategic idea must be demonstrated clearly across the selected media channels and the winner is the Team creating the most compelling communications strategy to meet the marketing challenge.

Deliverables

- **10 slide PowerPoint**

Outline your media campaign.

This will be the presentation that is shared with the jury during judging

- **The written explanation (450 words)**

Describe the creative idea/insights (150 words) Research and data gathering

Describe the strategy (150 words) Target audience, media planning and approach

Describe the execution (150 words) Implementation, media channels and integration, timeline and scale