

CREATIVE BRIEF

Client: WWF	Project Name: PRINT	Date:
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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.

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.

Our animal adoptions are the single biggest income stream for WWF-UK raising almost £20m/pa. November & December are the peak months for recruitment of adoptions and account for over 45% of the volume for the entire year.

Christmas is the key time for fundraising at WWF and we want to tap in to the magic, wonder and sentimentality of the Christmas period to inspire a record-breaking number of people to adopt animals. And most importantly they should feel not just like they are protecting a single animal, but that they're joining a mass movement that is tackling the critical issues and changing the future for the planet forever.

Target Audience:

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

We are essentially targeting parents of millennials. Parents who struggle with gift giving. They dislike the idea of spending money on extravagant gifts like iPhones and Xboxes but feel disappointed by narrowing it down to just handing over a card with money in it. They strive to surprise their kids and want the gifts to be more meaningful.

Insight:

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

Christmas is the season of giving, but it's also a season of worrying. Not only is everyone trying to cram in an unbelievable amount of work in the last month of the year, but you also have to think about presents for your loved ones and find time to buy them before the Christmas rush commences. It can get stressful.

Frustrated by crowds, traffic, commercialism and strained budgets - people are tempted at this time of year to opt out of extravagant gift giving. And we want to tap into that!

We need to use species as the lens / hook (i.e. adopting an animal) and the platform to mainstream youth action, empathise with the frustrated youth, and authentically position WWF as their partner in fixing the planet.

Strategy:

What is our plan of attack?

We want to create a print ad idea for winter 2019 that will drive people to adopt an animal with WWF.

We will be using species as the lens to raise awareness of the issues facing the planet today.

As an animal adoption offers a great gift idea, we are streamlining the stressful gift giving into a meaningful gift giving.

CREATIVE BRIEF

Key Message:

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

This Christmas go for the feel-good option that's unexpected by giving the gift of animal adoption that's incredibly meaningful.

SUPPORT TO THE BRIEF

Supporting Points and Messaging:

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

- We've seen an astonishing 60% decline in the size of populations of mammals, birds, fish, reptiles, and amphibians in just over 50 years, according to WWF's Living Planet Report 2018.
- One in six species is at risk of extinction if we fail to act on climate change.
- Adopting an animal with WWF-UK costs a minimum of £3 per month or £36 per year.
- When you adopt an animal with WWF-UK you will receive a welcome pack which includes a soft toy, stickers and information about your adopted animal and WWF's work. You can opt out of receiving the soft toy if you want. See attached photo of welcome pack.
- Adoptions are an effective entry point in to the organisation and once they are on board we can take the supporter on a journey with us and widen their support. An average adopters supports WWF for 4 years so this campaign is not just about year one income but long term value.

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.

Single double page spread A3 landscape print ad (42 x 29.7cm)

The written explanation (300 words)

Cultural/context information (150 words)

Please explain any cultural terms, references or context which you feel need explanation.

Insight (150 words)

Please explain the insight and strategy behind your work.

Target audience, relevance to the brief.

BRIEF ADMIN

Date		Deadline:		Budget:	
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