Challenge:

How can we use the power of creativity to reduce the number of people living with loneliness in developed countries? Please create a global campaign to solve the loneliness problem.

Client: Global Loneliness Prevention Alliance

(*A fictitious organization for this brief only)

About Global Loneliness Prevention Alliance:

Since 2018, Global Loneliness Prevention Alliance aims to reduce the number of people who feel lonely and isolated in the world. In cooperation with the UK and Japan, which currently have their ministers of loneliness, it aims to raise awareness of the health hazards caused by loneliness and to propose solutions for the entire world.

Vision: We aim to create a world of health and well-being, where society can care for people's mental health and aim for long-lasting benefits.

Background:

The problem of loneliness affects people of all ages and social backgrounds, whether they are elderly people who have lost their long-time partner or young people who are isolated and unable to fit into society.

That loss of social contact is incredibly damaging to our humanity and to the health and well-being of everyone affected. Indeed, a research now shows that loneliness is as damaging to our physical health as smoking.

According to 'A connected society: a strategy for tackling loneliness', a research shows that lonely people are more likely to be readmitted to hospital and/or stay in hospital longer. Some studies show that employers lose more than £2.5 billion a year due to employee health problems caused by loneliness in the UK.

The UK and Japanese governments have been tackling the loneliness issue nationwide.

In 2018, the UK government appointed a minister of loneliness and spent £20 million on policies for the anti-loneliness strategy. It is working to develop indicators of loneliness for people of all ages. In Japan, the minister of loneliness has been appointed in 2021 and research on this issue has been started. The aim of Global Loneliness Prevention Alliance is

to reduce the number of people suffering from loneliness and to promote and protect mental well-being for everyone.

Definition of Loneliness:

'a subjective, unwelcome feeling of lack or loss of companionship. It happens when we have a mismatch between the quantity and quality of social relationships that we have, and those that we want.' (from A Connected society: a strategy for tackling loneliness, p.18)

Certain life events can make us more likely to feel lonely, such as: bullying, moving or losing jobs, moving home, experiencing discrimination, being a victim of crime, becoming a parent, entering a period of poor health, children leaving home, retirement, divorce, relationship breakdown and so on.

Target audience: General public in developed countries

Brief

Film:

Create a film (60 seconds max) to lead to a solution to the loneliness problem in developed countries.

Media:

Create a media campaign to lead to a solution to the loneliness problem in developed countries.

Deliverables:

A maximum of 10-slides PowerPoint presentation that includes a title slide. (one title slide and 9 presentation slides).

Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words) , strategy (max 150 words) , execution (max 150 words)).

PR:

Create a PR campaign to lead to a solution to the loneliness problem in developed countries.

As a PR campaign, we need to take actions with global partners, such as: governments, civil society, international organizations, professionals, academic institutions, the media and the private sector.

Deliverables:

A maximum of 10 slides PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides).

Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words) , strategy (max 150 words) , execution (max 150 words)).

Digital:

Create a digital campaign to lead to a solution to the loneliness problem in developed countries.

Deliverables:

A3 size board which contains the visual idea and written explanation of your idea (such as: creative idea, strategy, execution etc).

Integrated:

Create an integrated campaign to lead to a solution to the loneliness problem in developed countries.

Deliverables:

A maximum of 6 slides PowerPoint presentation that includes a title slide (one title slide and 5 presentation slides).

Print:

Create a double page spread print ad to lead to a solution to the loneliness problem in developed countries.

Design:

Create visual identity that encourages communication to solve the loneliness problem in developed countries.

Deliverables:

The proposed design and written description (concept (max 150 words), idea (max 150 words), implementation (max 150 words)) are to be submitted on one A3-size PDF sheet.

Reference:

○ The UK government Policy paper 'A connected society: a strategy for tackling loneliness'

https://www.gov.uk/government/publications/a-connected-society-a-strategy-for-tackling-loneliness

○ British Red Cross 'Action on loneliness'

https://www.redcross.org.uk/about-us/what-we-do/action-on-loneliness