



YOUNG LIONS COMPETITIONS

GLOBAL CITIZEN®

What is *Global Citizen*?

Background

Global Citizen is a movement of millions of action-takers using social media and our digital platform, who are dedicated to ending extreme poverty. Over the past 10 years, we've impacted more than 1 billion lives. However, the path to how we've achieved such a high level of impact is not one that's easy to explain, and to further the complexity, our audience ranges from everyday people who only know us from our annual festival in Central Park all the way to highly powerful world leaders.

The Challenge

The creative challenge is to answer the question of "What is Global Citizen?" via a 60 second film designed for our B2C audience (Gen Z + Millennials). We have yet to crack how we can explain our model in a way that's digestible, retainable, and showcases our mission without leaving individuals overwhelmed. At the end of the day, we want to inspire as many people as we can to join our platform and contribute to ending extreme poverty, and this short film will be a content tool to connect with Gen Z's + Millennials and express why Global Citizen is relevant to their lives.

Global Citizen Overview

Our Mission + Issue Areas: Global Citizen has campaigned on achieving the end of extreme poverty for the last 10 years, in line with the UN's Sustainable Development Goals. In addition to health, food + nutrition, education and gender equality, we also campaign on slowing the climate crisis and achieving equity for all. Sadly, due to COVID and a global move toward nationalism, we are seriously offtrack to that target. Our calls to action – to Defeat Poverty, Defend the Planet, and Demand Equity, have never been more critical than today. Global Citizen's 2022 policy campaign is called End Extreme Poverty NOW, with a focus on empowering adolescent girls, ending systemic barriers, and taking climate action now.

Our Impact: Since 2011, Global Citizens around the world have taken over 30 million actions targeting world leaders to end extreme poverty. The actions by our global community, along with our high level advocacy



YOUNG LIONS COMPETITIONS

efforts and with our partners, have resulted in commitments and policy announcements from leaders impacting more than a billion people by 2030.

- \$41.4B in disbursed commitments
- 1.15B lives impacted to date
- 30.4M actions taken

Our Model + Users: We work with global artists, influencers, and sports figures, to use their voice to create change and achieve our mission of ending extreme poverty. This leads corporate, government, and philanthropic leaders to make commitments in support of achieving the Global Goals. Global Citizen is a powerful social advocacy platform that has inspired real change impacting the lives of more than 1 billion people.

Our members engage with us by taking action on the Global Citizen app. With every action taken, members earn points redeemable for Rewards, like attending a Global Citizen Festival, or seeing other music performances, sporting events, products, and more.

Two examples of recent campaigns and how our model works:

[Stand Up For Ukraine](#) (April 2022)

- The Purpose: Mobilize funds for urgent refugee aid.
- How We Did It: Created a two week campaign to put pressure on world leaders to commit funds. This started with pleas from activists asking world leaders to step up, which were then amplified by 100+ artists, athletes, and creators, and ultimately culminated into a one-day global social media rally where participants posted their own video. The next day, Global Citizen and the European Commission hosted a pledging summit where world leaders announced their aid.
- The Results: \$10.1B of new grants and loans for refugee aid + 20K actions were taken by Global Citizens.

[Global Citizen Live](#) (September 2021)

- The Purpose: Unite the world to defend the planet and defeat poverty, leveraging the power of music.
- How We Did It: Global Citizen created a 24-hour event hailing from 6 continents with over 70 artists via on-the-ground festivals and live streamed broadcasts. To attend the festivals, Global Citizens needed to complete a series of actions on our app.
- The Results: More than US\$1.1B, 157M trees, and over 60M COVID-19 vaccines were announced during the campaign.



YOUNG LIONS COMPETITIONS

Insight

Feedback from stakeholders and partners has been that we're highly specialized in *what* we do, but we can do better in explaining *how* we do it. And we agree with them. A recent qualitative study we conducted indicated that the majority of our users don't have a sound understanding of what our mission is... and those are people who do take action on our platform. We believe that if more people understand our mission and our model, we can significantly increase our active user base, and then ultimately increase the amount of impact achieved.

Target Audience

Target Audience: 18-34 y/o that express interest in activism and current events.

Our Existing Audience (for context):

- Currently, there are 4.8 million registered Global Citizen users around the world - with 33% in the U.S. 57% are female, and 53% are 18-34.
- Email Database: 3.7M subscribed users, 7-10 key markets, etc.
- GC Social Platforms: 5.4M followers across platforms, 7 key markets

Facebook

- 63% women, 36% men
- 11% ages 18-24, 33% ages 25-34, 22% ages 35-44, 13.8% ages 45-54, 9.7% ages 55-64, 10% ages 65+

Twitter

- 54% women, 46% men
- 3% ages 18-20, 8.3% ages 21-24, 31% ages 25-34, 39% ages 35-44, 17.4% ages 45-54, 8% ages 55-65, 3% ages 65+

Instagram

- 67.2% women, 32.7% men
- 3.6% ages 13-17, 18.2% ages 18-24, 35.4% ages 25-34, 25.1% ages 35-44, 11.4% ages 45-54, 3.9% ages 55-64, 1.9% ages 65+

Strategy



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Global Citizen will use this film to inform and engage new and existing audiences to inspire people to join and take action in the Global Citizen app. It will also be used to inform and engage potential partners who want to support our organization in our mission.

Key Messages

Global Citizen is a movement that inspires and empowers millions of people around the world to learn and take action in support of the most critical issues facing humanity. Our mission is ending extreme poverty. Global Citizen is a powerful social advocacy platform that has inspired real change impacting the lives of more than 1 billion people.

Support to the Brief

About Global Citizen: <https://www.globalcitizen.org/en/about/who-we-are/>

What Is a Global Citizen?

<https://www.globalcitizen.org/en/content/what-is-a-global-citizen/> Previous "About

Global Citizen" sizzle: <https://www.youtube.com/watch?v=K2vmmV6RV44>

Global Citizen Rewards Model: https://www.youtube.com/watch?v=bJVE_s_X9Qo

Internal (B2B) "about Global Citizen" [recap](#).

Brand Guidelines + Logos gblctzn.me/brandkit

Personality:

- Assertive and confident - but *not* "burn it down" / overly rebellious
- Optimistic and hopeful - but *not* unrealistic; needs to be grounded in reality
- Inclusive and youthful - but *not* overly informal; i.e., no swear words
- Bold, energizing, and vibrant - but *not* playful or lighthearted
- Educational and informative - but *not* overly verbose
- Urgent and bold - but *not* through instilling fear

Other Important Notes:



YOUNG LIONS COMPETITIONS

- Absolutely no “[poverty porn](#).” When talking about extreme poverty, it’s easy to slip into this territory. We never want to exploit the people we’re trying to help. An example of this are the infamous [Sarah McLachlan SPCA commercials](#).
- Do use our [Brand guidelines](#) + [Fonts](#) when incorporating any graphics.

Specific Campaign Deliverables

1x 60-second film/video in English OR language-agnostic (ie, no VO or text-on-screen).

A three-part written submission

- Short summary of the film’s content (150 words)
- Cultural/context information - Include any cultural terms, references, or context which you feel need explanation (150 words)
- A plan for social distribution (150 words)