



# YOUNG LIONS COMPETITIONS

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## How can we best convey the work of One Young World in a fresh home page design?

### The Challenge

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A website home page is a visitor's first impression of what an organisation has to offer, and what the brand entails.

One Young World offers programmes, events, thought leadership, audiovisual content and news, all with the same underlying mission to help the world's best and brightest young leaders to change the world and their communities for the better - but this doesn't currently come across in our home page design.

Our webpage is overcrowded, and doesn't effectively convey what One Young World does.

Therefore, our home page needs to be able to convey the wide array of topics, countries and sectors that we work across as well as the abovementioned content types, but in a fresh design.

Since we are spending more time online than ever before, we would like to refresh our home page and find a way to capture the attention of visitors for longer, while more clearly conveying the broad scope of One Young World's work in a more modern and engaging way.

### Insight

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- On average, oneyoungworld.com receives 40k users per month and 100k page views
- The most commonly visited pages are our [thought leadership section](#)[blogs], [ways to attend the annual One Young World Summit](#) and our [scholarship page](#)
- We update elements on our home page on a regular basis including the video gallery, the upcoming events and featured articles
- There are three main calls to action that invite people to 'join the movement'. They are: Donate to our projects, be part of our community, and partner with us

## About One Young World

- The annual One Young World Summit convenes the brightest young talent from every country and sector, working to accelerate social impact. Delegates from 190+ countries are counselled by influential political, business and humanitarian leaders such as Justin Trudeau, Paul Polman and Meghan Markle, amongst many other global figures. The One Young World Summit 2021 will take place in Munich, Germany from 22 - 25 July 2021.
- At the end of the Summit, Delegates become One Young World Ambassadors. They return to their communities and organisations with the means and motivation to make a difference, accessing the global network of 12,000+ young leaders to accelerate existing initiatives or establish new ventures. Between Summits, the One Young World Community participates in an ongoing programme of opportunities including caucuses, funding, peer-to-peer mentoring, media exposure, and speaking engagements. 30.4 million people have been positively impacted by the work of One Young World Ambassadors since 2010. 4.4 million in 2020 alone.
- For every US \$1 invested, One Young World Ambassador delivers US \$15 of social value.
- The outstanding impact and leadership qualities of our community is what makes our global network both unique and desirable.
- Our purpose is to identify, connect and promote the world's most exceptional young leaders.
- The One Young World platform has been and will continue to be the springboard for thousands of changemakers ready to make a positive impact in every sector and every country in the world.
- We exist to champion quality leadership and tangible action.
- We believe this new generation is the most informed, most educated, most connected generation in human history. One Young World identifies, promotes and connects the world's most impactful young leaders to create a better world, with more responsible, more effective leadership.
- The website should highlight the real and lasting change that our corporate partnerships deliver.
- We aspire to be the 'TED' of the young leaders' impact space. We inspire actions worth taking and would like to reflect this in our home page.

## Target Audience

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The content should resonate with our existing global audience as well as a prospective global audience.

This includes our Ambassador community and aspiring young leaders [18 - 35 yo]. Second to this, existing partners and potential partners (corporate and government) - to highlight the incredible work of the world's global forum for young leaders.

## Strategy

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With this redesign we want to capture the interest of young people. We want them to want to check out our website and increase the time spent on it. Ideally the thinking will reflect the trends and needs of young people during these current times.

## Key Message

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Check out One Young World and see how it connects the world's best and brightest young leaders, accelerating their impact across every sector and issue.

## Support to the Brief

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- Our Website is based in the Drupal 9 operating system
- We use Tailwind as Frontend technology
- Our brand colours can be found [here](#)
- With 50% [60% pre-COVID] of the traffic to the website happening on mobile phones, the performance/page load of the website is imperative.
- We are taking steps to make sure our website is accessible to visitors with visual impairment.
- [Brand Guidelines](#)
- [Logo](#)

## Personality

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OYW is action-oriented, respectable, energetic, and collaborative. We believe in inviting everyone to the table and working together on a shared vision. As a young team, we test and try out new things all the time. We are adaptable, resourceful and aren't afraid to experiment, but we also want to be recognised as a legitimate player in the eyes of the world's largest businesses and governments.

## Specific Campaign Deliverables

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- A mock up that shows their One Young World homepage design/brand identity as well as suggested content types.
- Three visuals showing how your homepage redesign will capture user's attention in a modern and engaging way.
- A two-part written submission (300 words)
- 150 words explaining how your brand identity fits the brief.
- 150-word description of how the brand would evolve through your design.