



# YOUNG LIONS COMPETITIONS

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## How can One Young World's global community of changemakers be meaningfully celebrated on International Youth Day?

### The Challenge

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International Youth Day is an annual calendar event (August 12) that seeks to highlight young people. As an organisation highlighting the work of young people 365 days a year, how can we make International Youth Day stand out?

Young people who are interested in change deserve more than a superficial gratitude, especially those who are creating such a positive impact for the planet, like One Young World Ambassadors do.

The positive impact generated by One Young World Ambassadors is second to none. We want to be positioned as THE global community of young leaders working towards building a better, more sustainable world with more responsible, more effective leadership.

However- we are not a 'youth' organisation. We are a network of global young changemakers who are working to create a better, more sustainable future by delivering results on the SDGs in their communities and on an international level.

We would like to find a way to meaningfully celebrate the impact of One Young World Ambassadors without celebrating young people for the sake of it.

Can you create a high energy film fit for Instagram that meaningfully spotlights the work of One Young World Ambassadors and creates awareness for our brand?

### Insight

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- 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.



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- Instagram is one of our two key channels - the other being Tik Tok - that we use to publish films. We would like this film to be fit for instagram (IGTV dimensions).
- We sometimes use the phrase *“If not you, who? If not now, when?”*

## Target Audience

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The content should resonate with our Instagram audience which comprises 115k followers, with the majority of followers being aged 18-34 and female (66%). Top locations include Bogota, London, Lagos and New York.

This includes our Ambassador community and aspiring young leaders (aged 18-30). 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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We need to create a film that will showcase that will be meaningful and engaging. Imagine you need to capture someone viewing their instagram feed. What would make you stop and notice an organization with such a meaningful vision and mission.

## Key Message

Young people are not the leaders of tomorrow. They're the leaders of today.

## Support to the Brief

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Information on UN's International Youth Day can be found here:

<https://www.un.org/en/observances/youth-day>



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While not a mainstream event, the day is celebrated by the youth organisation sector and amongst many NGOs. We would like to make our content stretch beyond this and into political spheres, corporate spheres and academia.

The #YouthDay hashtag on Instagram has 144k posts, and our video posted last year has 2k views.

Some examples of previous videos can be found here::

- [OYW 2019 Highlights Film](#)
- [OYW 2018 Highlights Film](#)
- [10 years of action](#)
- [Ambassadors in Action 2018](#)
- [COVID-19 Young Leaders Fund Highlights](#)
- And much more on OYW's [Vimeo](#) and [YouTube](#)
  
- 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 Ambassadors deliver 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.



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- 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.

## 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.

[Brand Guidelines](#)

[Brand Colours](#)

[Logo](#)

[Animated Logo](#)

## Specific Campaign Deliverables

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### Final film (maximum of 60 seconds)

All subtitles must be in English.

### A three-part written submission (500 words)

- Short summary of the film's content (150 words)
- A plan for social distribution (200 words)
- Cultural/context information - Include any cultural terms, references, or context which you feel need explanation. (150 words)