



YOUNG LIONS COMPETITIONS

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What kind of media can we use to make the Impact report launch more meaningful and far reaching?

The Challenge

Every year, One Young World releases our [Annual Impact Report](#) - a deep dive into all One Young World's activities for the previous 12 months.

The content printed in the report is the heart and soul of why we exist as an organisation.

With every release, we launch an 'Impact Week' campaign - 10 days dedicated to cross channel sharing the content from the Impact Report. The aim of the campaign is to drive traffic to the [Impact Hub](#) on our website, showcase the work of our Ambassador community and garner monetary support for our young leaders initiatives through donations via the Impact Hub.

This content is primarily shared on our social media, with our wider network of 1M + followers.

The Impact Report contains a wealth and depth of information that we aim to convey in a large quantity of content, however the engagement levels are not where we expect, or would like, them to be. In past campaigns, we have typically put numbers front and centre of our visuals.

For 2022, we want this to change. We need to do better at sharing the incredible One Young World Ambassador testimonies of leadership showcased in the report.

Is there a media moment that we can tap into to increase the visibility of the Impact Report when we launch? What media types would make the biggest splash?

We would like to identify media opportunities and platforms to create a robust multichannel strategy for the launch of the annual Impact Report.

Impact Reports are commonplace among non-profit organisations. It is our Ambassador's stories of greatness in the face of adversity that set us apart from the rest. We want to find new and innovative ways to tell the story of our community in a more meaningful way that prompts an emotive response from visitors to the website, and using other One Young World owned platforms to signpost to the report.



Insight

The first year of the 2020s has highlighted the world is in urgent need of strong, positive leadership.

The deadline for the Sustainable Development Goals is under a decade away, a pandemic has swept across the globe, systemic racism was laid bare yet again, and the climate emergency becomes more urgent year on year. One Young World believes that the vacuum of leadership must be filled by young people.

The Community is evidence that this leadership already exists. However, discrimination can make young people feel patronised, neglected, and even marginalised in their countries, communities, and workplaces. This makes the Community a vital resource, whereby young people are supported, and help each other to succeed.

Impact is the epitome of why One Young World exists. One thing we know for sure: the consistent and outstanding leadership qualities of our community is what makes our global network both unique and desirable.

About the Report

[Our Annual Impact Report](#), represents the incredible impact of the Ambassador Community, and the work of our organisation throughout the year.

The 2020 Impact Report uncovered that 4.4 million people have been positively impacted by One Young World Ambassador-led initiatives which were analysed in 2020. This means that over 30.4 million people have benefited from Ambassador projects since 2010.

The impact of the One Young World Ambassador Community is measured using methodology inspired by Social Value UK and devised following discussions with PwC.

The Social Return on Investment analysis of the 50 projects featured in 2020 discovered that, on average, every \$1 invested in an Ambassador-led initiative returns \$15 value of positive social impact.

To the year end 1 March 2021, the One Young Website had accrued close to 3 million page views. Of those, just 14,000 were visits to the Impact Report 2019 page.



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Target Audience

The content should resonate with our social media network of over 1M.

This includes our Ambassador community and aspiring young leaders. 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

Instagram:

- 50.8% of our Instagram followers are between the ages of 25 - 34. 23.2% are in the 18 - 24 age bracket.
- The United States is our top country (14%), followed by India (9%), Colombia (6%), the United Kingdom (6%) and Nigeria (4%), respectively.
- Bogota is our top city (3%), followed closely by London (3%), Lagos (2%), Nairobi (1%) and New York (1%) respectively.
- 66% of our followers are women, 34% are men.
- They are most active between 12 and 6pm GMT.

Strategy

We would like to develop a media strategy that can sit alongside/complement our digital campaign for launching the impact report. A strategic approach to new channels not previously considered, including visual examples and how the channels are integrated to create a fully immersive launch campaign.

Also to include how we can better spotlight the Ambassadors featured in the report across all channels/platforms.

How can we bring our Impact Report to life?

Key Message

What kind of media can we use to make the Impact report launch more impactful?

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.



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Support to the Brief

At the heart of every global threat is a failure of leadership.

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 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 participate in an ongoing programme of opportunities including caucuses, funding, peer-to-peer mentoring, media exposure, and speaking engagements.

[Brand Guidelines](#)

[Brand Colours](#)

[Logo](#)

[Impact Hub](#)

[2020 Annual Impact Report](#)

[2020 Impact Video](#)

Personality

Our purpose is to identify, connect and promote the world's most exceptional young leaders.



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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.

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.

One Young World's identity is professional, sharp, respectable, powerful and kind. We are the most inclusive forum of its kind, with no other youth-focused platforms representing all 196 UN recognised countries. We are trusted and welcoming. We extend our platform to issues that are not commonly addressed on the global stage.

Manifesting aspiration among budding young leaders may be a natural outcome of showcasing the incredible work of our community - but we do not exist to only inspire. We exist to champion quality leadership and tangible action.

We stand proudly for equality, inclusion, peace and global security.

If not you, who? If not now, when?

Specific Campaign Deliverables

10-slide PowerPoint. Outline your media campaign.

This will be the presentation that is shared with the jury during judging

- The written explanation (450 words) to include:
- Describe the creative idea/insights (150 words)

Research and data gathering

- Describe the strategy (150 words) Target audience, media planning and approach
- Describe the execution (150 words) Implementation, media channels and integration, timeline and scale