



YOUNG LIONS COMPETITIONS

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How can we communicate our mission in a minimalist ad (copy and image)?

The Challenge

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.

Our current 'strapline' is **The Global Forum for Young Leaders** - a specific reference to our annual Summit. While the Summit marks the pinnacle of our annual calendar, there is much greater depth and breadth to our 'why' and 'how'.

COVID19 has forced many businesses to reevaluate their product offering, adapting events and otherwise physical mobilizations into virtual offerings - and One Young World is no exception.

Since the start of the pandemic, we have evolved our digital product offering to include online regional events, speaker series and programmes for our international Ambassador community of 12,000+ young leaders. We also launched the One Young World Academy; a virtual offering for Delegates registered to attend the annual Summit in Munich, which was postponed due to the COVID19.

We're asking teams of talented creatives to help us encapsulate and communicate One Young World's overarching mission in one, bold, attention grabbing print advertisement.

Insight

What is leadership?

Not only is leadership an abstract concept, but the work of One Young World spans so many sectors and countries that it can be hard to articulate.

One thing we know for sure: the consistent and outstanding leadership qualities of our community is what makes our global network unique and desirable. 30.4 million people have been positively impacted by the work of One Young World Ambassadors since 2010.

The Summit - the product for which we are best known - convenes the brightest young talent from every country and sector, working to accelerate social impact. Delegates from 190+



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countries are counselled by influential political, business and humanitarian leaders such as Justin Trudeau, Paul Polman and Meghan Markle, amongst many other global figures.

However, we are a multifaceted organisation with dozens of programmes; our work does not begin and end with the Summit.

We work tirelessly with our network of 12,000+ Ambassadors to help them accelerate their work in achieving the SDGs year round by providing media opportunities, hosting regional Caucus events, establishing working groups, creating meaningful partnerships with our expanding network and more.

Our website is the best reference and portal for understanding the volume of programmes we work on outside of the annual Summit.

Target Audience

We want to target potential donors. By communicating our mission in a clear, consumer friendly way, we want to inspire new partner organisations (or individuals) to join our global movement.

Donors may offer their expertise, their network/connection or their dollars to support One Young World.

Strategy

We want to create a print ad that encapsulates our multifaceted organisation in one simple, bold statement and visual that compliments the copy.

The advert will clearly define our overarching mission, leaning on powerful supporting visuals. The aim of this ad campaign is to both raise awareness of our organisation and pique the interest of potential donors.

Success will be measured in the numbers of leads generated and/or the number of donors who took action having seen/interacted with the advertisement campaign.



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Key Message

The ad must position One Young World as the leading platform for young changemakers across the world, who are already making tangible impact in their communities and further afield.

We are more than just a Summit - we are the bridge between a bright idea and action delivered.

Support to the Brief

- Our brand colours can be found [here](#)
- [Brand Guidelines](#)
- [Logo](#)

Personality

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

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?



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Specific Campaign Deliverables

A single double-page spread, A3 landscape print ad (42 x 29.7cm)

The written explanation (300 words) to include:

- **Cultural/context information (150 words)**
Please explain any cultural terms, references or context which you feel need explanation.
- **Insight (150 words)**
Please explain the insight and strategy behind your work. Target audience, relevance to the brief.