



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by

Adobe

JOOD KITCHEN PR BRIEF

**Launch Jood Kitchen: Delicious meals for businesses, jobs for the homeless.
Empowering social responsibility in Morocco.**

Background

Jood is a Moroccan NGO established in September 2015.

Thousands of Moroccan children and adults live on the streets in extreme poverty. Due to the failure of a multiplicity of systems and the implementation of human rights, more than 8000 Moroccans are deprived of their constitutional right of access to decent housing. Organisations working to combat homelessness in Morocco are few and far between, lacking the necessary resources and offering unsustainable solutions.

Jood's DNA is to help homeless people get fairness, respect and dignity back by securing their social and economic reintegration and their professional reintegration through access to housing, hygiene and employment.

The Challenge

Jood often struggles with several challenges that make fundraising complicated, such as competition for limited funds, donor fatigue, economic conditions, trust issues, limited resources, changing donor preferences, geographical constraints and fundraising costs.

As a result, it loses time and energy focusing on launching an attention-grabbing initiative to attract companies/corporations that may be interested in helping by either buying food from the Jood kitchen or donating their FMCG products to the kitchen directly.

We're looking for a strong PR idea that will grab attention, stand out and clearly explain several of the benefits Jood Kitchen offers so it can become more independent and financially self-sufficient in the long term and the team can concentrate its efforts on finding solutions to help homeless people instead of fighting and struggling to raise funds.



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by

Adobe

Target Audience

Primary Audiences:

1. Corporate companies and businesses in Morocco
 - Industry focus: Medium- to large-sized corporations across various sectors, including tech, finance, manufacturing, retail and hospitality.
 - Geographical location: Urban centres in Morocco, particularly Casablanca, Rabat, Marrakech and Tangier.
 - Decision-makers:
 - HR managers and directors: Interested in employee wellbeing and corporate social responsibility (CSR) initiatives
 - office managers: responsible for organising daily office meals and catering for events
 - CSR managers: looking to enhance the company's social impact and community involvement
 - executives and senior management: interested in unique, impactful CSR opportunities that align with company values.
2. Event planners and coordinators
 - Role: professionals who organise corporate events, conferences, seminars and special occasions
 - Interest: seeking reliable, high-quality catering services that offer a meaningful social impact.

Demographic characteristics:

- Age: 30–55 years old.
- Gender: Both male and female.
- Education: University-educated, typically holding a bachelor's degree or higher.
- Income level: middle to upper-middle class.

Psychographic characteristics:

- Values:
 - Strong emphasis on corporate social responsibility and community engagement.
 - Interest in innovative and sustainable business practices.
 - Desire to support local and social initiatives that make a tangible impact.
- Interests:
 - Active involvement in community and social causes.



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by

Adobe

- Preference for quality, reliability and social impact in services they procure.
- Engagement with networks and forums related to corporate sustainability and CSR.

Insight

In today's corporate landscape, businesses are increasingly seeking ways to make a positive social impact while also fulfilling their operational needs. Companies recognise that their role extends beyond profit-making to being active contributors to societal wellbeing. This is particularly relevant in Morocco, where there is a growing awareness and commitment to corporate social responsibility (CSR). By supporting initiatives that address social issues such as homelessness and unemployment, companies can enhance their reputation, foster employee engagement and build stronger community ties.

Strategy

We are looking for a multi-faceted PR strategy so that Jood Kitchen can effectively launch its concept, build strong relationships with corporate partners and sustain momentum to achieve its social mission. Our communication strategy is:

- Messaging
 - focus on creating the story of bringing something new and good to Morocco
 - highlight the dual impact of supporting Jood Kitchen: providing high-quality meals and contributing to a meaningful social cause
 - emphasise the reliability, quality and professionalism of Jood Kitchen's services
 - showcase success stories and testimonials from other businesses benefiting from the initiative
 - testimonial of showing people who work at Jood Kitchen (empowering personal stories).

Key Message

Empower your business and community with Jood Kitchen. Provide delicious meals for your employees and events while supporting homeless individuals in Morocco. Together, we create a brighter future through shared meals and social responsibility.



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by

Adobe

Personality

Jood NGO is caring, optimistic, forward-looking, perseverant, determined, inclusive, transparent, innovative, collaborative, inspiring, humble, trustworthy, consistent, reliable and compassionate. In terms of tone of voice, Jood always communicates with warmth, authenticity and urgency, using language that is both empathetic and action-oriented. It speaks with authority and conviction, while also being respectful and inclusive, inviting others to join in its mission of making a positive impact.

Additional information

TIMELINE: The campaign is scheduled for October.

BUDGET: As the campaign is for an NGO, teams are encouraged to focus on pro bono ideas as the budget is typically invested in Jood kitchen deployment.

PARTNERSHIPS: We do work with media and press partners committed to supporting this type of initiative. These include:

- Le Matin: <https://lematin.ma/>
- L'Opinion: <https://www.lopinion.ma/>
- Les Eco: <https://leseco.ma/>

We also work with TV and Radio stations such as 2M, Medi1 TV, Radio Aswat and Chada FM, to name a few.

Campaign Dos and Don'ts

Do:

- be empathetic, transparent, emotional, positive, creative and authentic.

Don't:

- be shocking, overly negative or overpromising or make the audience feel guilty
- focus solely on fundraising.



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

Powered by

Adobe

Specific Deliverables

Each team will be submitting the following for the PR competition:

1. A 10-slide presentation – including images and English text. It should bring your idea and campaign to life in response to the brief. This will be presented to the Jury.
2. A digital presentation image – a visual overview of your work, including images and English text. It should concisely summarise the brief, execution and results.
3. A four-part written submission – to give more context to your work. This includes:
 - a. background – overview of the brief, objectives, etc.
 - b. creative idea – including how the campaign captures the target audience
 - c. PR strategy – explaining the insight, key message, target audience and creation and distribution of assets
 - d. PR execution – describing the implementation of the PR campaign, such as timeline and scale.