



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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PRINCESS CHARLENE OF MONACO FOUNDATION FILM BRIEF

Drowning is silent but preventable. Turn unseen risk into instinctive action, making water safety second nature worldwide.

Background

The Princess Charlene of Monaco Foundation was founded in 2012 with one mission: **to save lives by preventing drowning**. Princess Charlene, a former Olympic swimmer, has made drowning prevention a central cause, linking her personal experience and athletic background to the Foundation's mission.

Each year, drowning causes approximately **300,000 deaths globally**, making it one of the leading causes of death for children aged 1–14. If no action is taken, an estimated **7.2 million people could drown by 2050**.

And yet drowning is preventable.

The Foundation has reached 2.5 million beneficiaries across 45 countries through 700 projects. But education alone isn't enough.

The real barrier isn't just access to swimming lessons. It's perception.

Cultural Tension:

We've been trained by movies and media to think drowning is loud, chaotic and dramatic.

It isn't.

In reality, drowning is silent. Fast. Invisible.

It often happens within arm's reach of adults who believe they would "hear it".



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The biggest danger in water isn't depth.

It's the illusion of safety.

The challenge

Water safety is treated as a lesson.

It needs to become a reflex.

Your task is to create a film-led idea that can spark behaviour change that turns water safety from passive awareness into active instinct.

We don't need another awareness campaign.

We need to reprogramme what drowning looks like in people's minds – and make vigilance culturally non-negotiable. We want you to **create a powerful 60-second film that transforms how people recognise and respond to danger.**

How do we:

- move caregivers from "present" to actively alert?
- move children from "don't go near water" to water-literate decision makers?
- turn water safety into a shared social norm – as automatic as wearing a seatbelt?

This film idea must be scalable across cultures, adaptable to high-risk region and able to live beyond a single execution.

Important tone & brand alignment:

As the Princess has her name attached to this Foundation, ideas should be positive, energising and inspiring, reflecting the Foundation's values, and should in no way be controversial.



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Target audience

Primary: Caregivers (The Guardians)

Parents and adults responsible for children around water, especially in regions where water exposure is frequent and supervision may be inconsistent.

They believe:

- “I would notice.”
- “It won’t happen here.”
- “I’m watching.”

But watching is not the same as vigilance.

Secondary: Children (Ages 3–14)

In many communities, children are each other’s first responders.

Water literacy can turn them from vulnerable bystanders into active protectors.

Tertiary: Community Water Advocates

Local rescue societies, lifeguards, authorities, NGOs, and international partners act as trusted educators and amplifiers of safe water behaviours. While they’re not the core audience, their support helps reinforce vigilance across communities.

Insight

Drowning doesn’t look like drowning.



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And because it doesn't match what we expect, we miss it.

Prevention fails not because people don't care, but because they don't recognise the moment of danger when it happens.

True safety comes from three simple acts:

1. See it.
2. Call it.
3. Stop it.

Strategy

Make the invisible visible

- Use film to positively reframe the gap between what people think drowning looks like and what it actually looks like – turning awareness into confident, instinctive action.
- Reframe supervision as an active, empowering behaviour and not a passive assumption.
- Show that water safety is not about restriction, but about confidence, skill and shared responsibility.
- The film should leave audiences with a simple, memorable action they can apply immediately so they feel capable, alert and ready to act.
- The strongest ideas will feel immediately understandable, culturally universal, and executable within a 60-second film format.



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Key message

Drowning doesn't look like drowning. Learn the signs. Protect each other.

Personality

Tone of voice

- Positive, practical, authoritative, and empathetic.
- Combines compassionate storytelling with clear, actionable safety guidance.
- Uses uplifting success stories and strong calls to action.
- Balances tension and urgency with empowerment.
- Avoids spreading fears but does not shy away from the reality of risk.
- Leaves the audience feeling capable and responsible to act.

Campaign dos and don'ts

DO:

- **Use positive framing:** Present drowning prevention as achievable through skills and community action.
- **Use inclusive wording:** children, families, communities worldwide.
- **Keep calls to action simple:** Learn, Teach, Share, Partner.
- **Offer safety guidance:** Always link messaging with proper supervision and certified instructors.
- **Consider cultural and linguistic adaptation:** All materials should be localised based on language, swimming culture, and access.



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- **Consider geographic priorities:** Focus on regions with high drowning rates and limited access to swimming lessons.
- **Adhere to crediting and partnerships:** Follow required photo credits and partnership acknowledgements.

DON'T:

- **Use alarmist language:** Focus instead on prevention and empowerment. Focus on confidence and knowledge, not scare tactics.
- **Assume adult presence:** Provide safety tips for children that apply even if a parent is momentarily distracted.
- **Use overt visuals of drowning:** Steer clear of graphic depictions of distress. Use metaphorical or educational imagery to convey the message without triggering trauma.
- **Rely on shock value:** Move beyond the “obvious” visceral approach. Prioritise nuanced storytelling and practical guidance over high-impact, low-substance tropes.

Remember: As the Princess has her name attached to this Foundation, ideas should be positive, energising and inspiring, reflecting the Foundation’s values, and should in no way be controversial.

Additional information

Timeline / timeframe: 12 months (but lives on)

Market/s: Global – This concept should be able to scale globally, no matter the region or level of education.



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Competition submission requirements

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

1. **A 60-second film** – the original film advertisement or content, exactly as it would be aired. Work that's not in English should be subtitled so that it can be understood in English.
2. **A three-part written submission** – to give more context to your work. This includes:
 - a. **summary of the film** (150-word limit) – to summarise what happens in the advertisement. Don't comment on the brief/challenges/success of the film
 - b. **background** (150-word limit) – situation, brief and objectives
 - c. **strategy and insight** (250-word limit) – explain the strategy and insight behind the work, including target audience and how the ad answers the brief. Please include the target audience and how your film answers the brief.

[END OF BRIEF]



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APPENDIX: ADDITIONAL CONTEXT

Geographic priorities (where highest incidents of drowning happen):

Focus on regions with high drowning rates and limited access to swimming lessons (e.g. Bangladesh, Brazil, Cambodia, Tanzania, Thailand). Developing countries, Global South.

Age-specific vulnerabilities:

Children ages 1–14 (highest affected age) but does not exclude teens above 14 years old and adults.

Foundation Ambassadors:

The Ambassadors are remarkable go-betweens. Their missions are to raise awareness about the Foundation, to help develop projects and to put the spotlight on young talents in their respective countries: <https://www.fondationprincessecharlene.mc/en/ambassadeurs>

Key Statistics:

DROWNING STATISTICS

SCALE
~300,000
deaths per year
30 deaths
every hour

**WHERE IT
HAPPENS**
92% in low- and
middle-income
countries

**WHO IS MOST
AFFECTED**
4th (ages 1–4)
and 3rd (ages 5–
14) **leading**
causes of death

FUTURE RISK
7.2 million
drownings by
2050 if no
action

Drowning is a major public health issue worldwide, causing hundreds of thousands of preventable deaths each year, disproportionately affecting children and young adults, and highlighting the **urgent need for awareness**, safety measures, and preventive interventions.

Source: World Health Organization (WHO), Global Drowning Reports 2024–2025



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FILM EXECUTIONAL REFERENCES

a. Internal examples – produced by the Foundation

The *Drowning Prevention* film series (2025) represents the Foundation's established visual language and educational tone.

- Film 1: https://www.instagram.com/reel/C892rNElgz6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
- Film 2: <https://www.instagram.com/reel/C-FI1p1I2Yj/?hl=en>
- Film 3: <https://www.instagram.com/reel/C-FHEeloe0p/?hl=en>
- Film 4: https://www.instagram.com/reel/C-DeDTCoYI2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
- Film 5: https://www.instagram.com/reel/C9P4Lu5IjUJ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

b. External creative inspiration

The WWF reference serves as a creative example for impactful