



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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PRINCESS CHARLENE OF MONACO PRINT BRIEF

The most dangerous drowning is the one nobody notices.

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.

Yet despite growing awareness around water safety, one misunderstanding still persists:

Most people think drowning is loud, visible and dramatic.

In reality, it is mostly quiet, fast, and difficult to recognise.

The opportunity is not to create fear around water, but to help people become more aware, confident and attentive around it.



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The Challenge

Your task is to create a print ad that transforms how people recognise danger around water.

We need work that reframes drowning prevention as an active everyday behaviour and not just a safety lesson.

The ad should:

- capture attention instantly
- reveal something people don't already know
- inspire more active awareness around water
- leave audiences feeling empowered to protect one another.

Think:

"Sometimes the danger is the moment that looks safe."

or

"The quietest moments can need the most attention."

Important:

As the Princess has her name attached to this Foundation, we are not looking for fear-based safety advertising. We are looking for work that changes how people see ordinary moments around water.

The strongest ideas will use simplicity, restraint and visual storytelling to make water safety feel immediate, human and universally understood.



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Target audience

Primary:

Parents, caregivers and adults responsible for supervising children around water – especially in communities where water is part of everyday life.

Secondary:

Families, schools and communities worldwide that may feel confident around water but are unfamiliar with what real drowning behaviour looks like.

This campaign should resonate globally across cultures, languages and levels of swimming education.

Insight

People believe they would recognise drowning immediately. But real drowning rarely looks the way people expect.

Strategy

Make the invisible visible.

- Use print to close the gap between what people think drowning looks like and what it actually looks like.
- The work should encourage a more active form of awareness around water – showing that small moments of attention can make a life-saving difference.

The best ideas will:



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- communicate instantly
- rely on visual intelligence over heavy copy
- reward a second look
- feel culturally universal
- create awareness without fear.

Rather than portraying water as dangerous, the campaign should position attentiveness, shared responsibility, and water literacy as empowering behaviours anyone can practice.

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.

Key Message

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

Personality

Thoughtful. Calm. Human. Empowering.

The Foundation should feel like a trusted guide: informed, compassionate and confident without being alarmist.

Tone of voice

- Positive and practical
- Clear and emotionally intelligent
- Calm urgency rather than fear



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- Simple, universal and human
- Empowering rather than instructional.

The work should leave audiences feeling more aware and capable – not guilty or frightened.

Campaign dos and don'ts

DO

- Use positive framing around prevention and awareness
- Focus on attentiveness, protection, and shared responsibility
- Use visual storytelling over excessive copy
- Create ideas that work globally across cultures and languages
- Show water safety as achievable through simple human actions
- Use restraint and simplicity to create impact
- Include a clear behavioural takeaway

DON'T

- Use graphic or traumatic depictions of drowning
- Rely on shock tactics, guilt, or fear-based messaging
- Present water as something to fear
- Use overly dramatic rescue scenarios
- Overcomplicate the message with statistics or dense copy
- Create work that feels instructional rather than emotionally resonant



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Competition submission requirements

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

1. **Digital proof** – the digital version of the original advertisement or execution, exactly as it would run.
2. **A three-part written submission** – to give more context about the work. This includes:
 - a. **background** (150-word limit) – situation, brief and objectives
 - b. **creative idea** (150-word limit) – how the idea was designed to earn attention from the target audience.
 - 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.
3. **OPTIONAL:** digital supporting content – a maximum of 3 digital uploads that may support your entry in the Jury room. Only include if it is necessary and relevant.

[END OF BRIEF]



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APPENDIX – ADDITIONAL INFORMATION

Geographic priorities (where highest incidents of drowning happens):

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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PCMF KEY FIGURES IN 2025

