

CAMPAIGN SUMMARY



Brief description

Raise awareness about loneliness in Australia and encourage people to be more willing and able to engage with others around them.



Core problem

Research evidence shows that loneliness is an emerging public health issue in Australia and can lead to severe physical and mental health problems.



Insight

Loneliness cannot be diagnosed, but can be cured.

- Everyone can experience loneliness
- Without meaningful relationships, someone can still feel lonely even surrounded by people
- Loneliness is usually a temporary state and can be disposed of with small gestures



The idea

An annual national day which aims to raise awareness of loneliness and encourage all Australians to have meaningful interactions. This idea is sustainable and should build momentum and advocacy over the long term.



Campaign execution & timeline

- Pre-launch (1st July – 15th August): Raise awareness of loneliness issue and generate interests for the upcoming national day.
- On the day (16th August): Encourage people to take actions via a number of partnerships and offline activations:
 - Print & digital takeover of major national newspaper
 - Send a national SMS – partnership with telcos
 - Get together hours – partnership with major coffee chains
 - Secret angel – encourage people to make someone's day
 - Fundraising concert – ticket and merchandise sales will go to future research
 - Key social influencers to act as ambassador
- Post-launch (16th – 31st August): Further amplify the stories coming out from the Lonely-Less Day to earn media coverage and nurture long-term advocacy for the issue.



Budget

- Creative Production: \$115k
- Media: \$350k
- Other: \$35k



Campaign objectives

- Increase awareness for the issue of loneliness in Australia
- Surface and amplify positive stories
- Prevent an increase in the number of people experiencing loneliness in Australia