

BACKGROUND	Loneliness is a growing health concern in Australia because of its widespread impact and effects
PROBLEM	But loneliness has a PR problem; while everyone experiences feelings of loneliness, discussing this is an uncomfortable taboo
OPPORTUNITY	Tap into the Australia \$45 billion hospitality industry & the existing behaviour of 'eating out'. Turn Australians' existing venues of conversation into places of meaningful connection
AUDIENCE	RESTAURANT/VENUE MANAGERS (TRADE) Busy venue managers who hate people being glued to their phones, but love supporting a good cause (e.g. 'Keep Sydney Open'). GENERAL PUBLIC (18-35 focus) 'Young Australians from all walks of life and cultures. While their cultural, political and regional diversity sets them apart - what unites them is that they're the loneliest generation in history.
INSIGHT	People experience loneliness like they do hunger. But unlike hunger, loneliness is harder to know how to nourish
PRODUCT	COASTERS FOR CONNECTION: Australia's 1st hospitality ware designed to raise awareness of loneliness as an issue & help others reach out. Using 'conversation prompts' and 'positive hero stories', the coasters give ACEL the opportunity to represent loneliness across a cross-section of the Australian community , while encouraging Australians to 'reach out' and be open.

CAMPAIGN TASK	PRODUCT DESIGN: Create the coasters, video stories, website & visual identity for 'Coasters for Connection'. ADVERTISING CAMPAIGN: Create a 2 phase campaign to build trade interest & public awareness of the campaign.
MEDIA TIMINGS	TRADE MARKETING: 15 Jun - 1 Aug PUBLIC AWARENESS: 1 Aug - 31 Aug
SUCCESS	TRADE MARKETING METRICS: > 2,000 hospitality venues (cafes, bars, restaurants, shops) participating through coaster orders PUBLIC AWARENESS METRICS: > 10M+ Opportunities to See > 2.5M unique impressions > 50K website visits > 5K page shares from website (a small gesture) CAMPAIGN OUTCOMES: > Increase awareness of loneliness in Australia > Prevent an increase in the # of people who experience loneliness in Australia
BUDGET	PRODUCTION: \$110K TRADE MARKETING: \$80K + contra PUBLIC AWARENESS: \$310K + contra
MANDATORIES	> Tone - Light, playful, informative & educational > Diversity - Must reflect a diverse Australia & key 'at-risk' loneliness groups (youth, LGBTIQ+, widows/divorcees, migrants, etc).

