

<b>BACKGROUND</b>	Loneliness is a growing health concern in Australia because of its widespread impact and effects
<b>PROBLEM</b>	But loneliness has a PR problem; while everyone experiences feelings of loneliness, discussing this is an uncomfortable taboo
<b>OPPORTUNITY</b>	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
<b>AUDIENCE</b>	<b>RESTAURANT/VENUE MANAGERS (TRADE)</b> Busy venue managers who hate people being glued to their phones, but love supporting a good cause (e.g. 'Keep Sydney Open').  <b>GENERAL PUBLIC (18-35 focus)</b> '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.
<b>INSIGHT</b>	People experience loneliness like they do hunger. But unlike hunger, loneliness is harder to know how to nourish
<b>PRODUCT</b>	<b>COASTERS FOR CONNECTION:</b> 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 <b>cross-section of the Australian community</b> , while encouraging Australians to 'reach out' and be open.

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

