

**YOUNG LIONS**  
**COMPETITION**  
AUSTRALIA



# YOUNG LIONS - DIGITAL

March 2020

# BRIEF

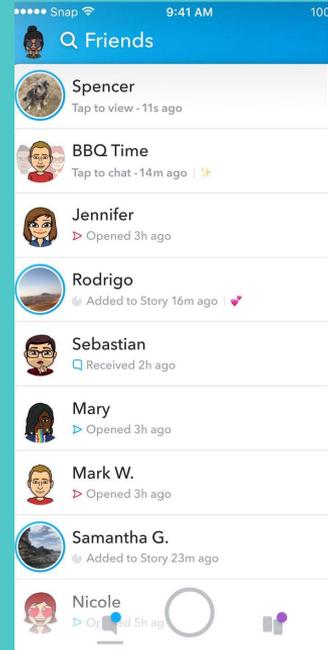
Create a movement for environmental change by crafting a mobile-first campaign that encourages Gen Z to drive impact and change in Australian culture.



# ...BUT THE CHALLENGE IS

Snapchat is the perfect tool for self-expressive snapping, designed to be shared with small groups rather than the masses.

So how do we create a widespread movement on a platform created to connect close friends?



# INSIGHT

The Bitmoji.

Bitmoji are a staple of Snapchat culture, with 70% of global users having created one.

More than your virtual self, it's a powerful form of self expression – whether you're decked out in your team's jersey, or a cat onesie.



# IDEA: THE BITMOJI PROTEST

Turning millions of young people into global environmental activists by giving their Bitmoji the power of protest.



# HOW IT WORKS

## GET YOUR KIT



Hijacking Bitmoji's customisation screen, we release an exclusive range of outfits: "The Protest Kit". Select this as your Bitmoji's outfit to opt into the Protest.

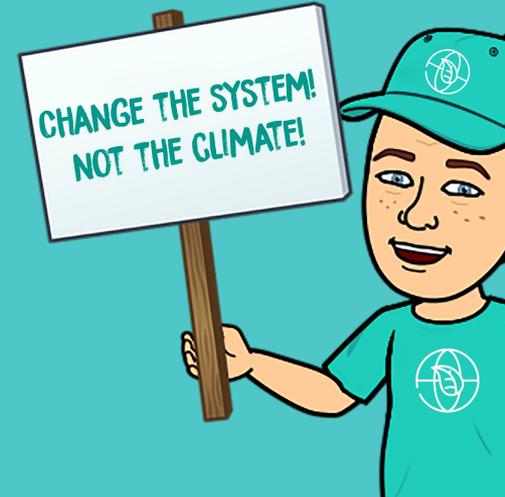
## JOIN THE PROTESTS



You're served info on environmental crises in real time, and prompted to join the protests.

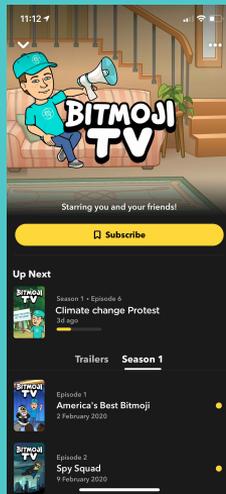


Your Bitmoji digitally travels to the protest via Snap Map, joining your fellow avatar activists. So no matter your age or location, your voice is heard.



# SNAPCHAT AND BEYOND

## SNAPCHAT



## BEYOND



The best part is, wherever your Bitmoji is seen, so is the protest. And because of Bitmoji's reach into apps outside Snapchat, your message can move further and faster, enlisting new recruits from all over the internet.



# COMMANDING ATTENTION

The Bitmoji Protests give Gen Z a voice on a topic that is at the forefront of global discussion.

And with such massive numbers behind the movement, it becomes a voice that both mainstream and social media can't ignore.



GEN Z KICKS OFF AUSTRALIA'S LARGEST PROTEST

THE PROJECT

## How 10 million protesters appeared in the depths of the Amazon overnight

A new kind of picket line emerges through the power of one social network.

Technology 2 hrs ago 358 comments



### TOP STORIES

LIVE ENVIRONMENT

3.5 million gather at Australia's biggest climate protest... on Snapchat

JOBS 😊

PEDESTRIAN



The kids are alright: Greta Thunberg joins digital eco-warrior protests



# WHY IT WORKS

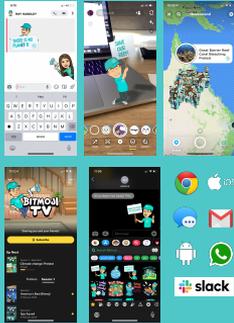
## CAMPAIGN OBJECTIVES



### DRIVE AWARENESS

Built with awareness at its core, the campaign combines known protest conventions with the online Gen Z behaviour of bitmojis.

Starting with snapchat but spreading in to other major mobile first apps.



### EDUCATE THE AUDIENCE

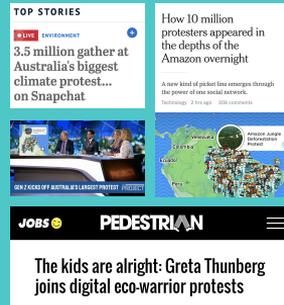
By sending alert notifications on crises as they happen, The Bitmoji Protests are a recurring way to keep the audience informed with environmental issues – prompting ongoing engagement with the campaign.



### SPARK GLOBAL DISCUSSION

The campaign gives Gen Z a voice on the ever-trending topic of environmental issues and climate change.

These innovative, world-first Bitmoji Protests tap into the this, allowing Gen Z to have an opinion on such a mass scale that it will garner media and wider social attention.





# THANKS

