

## IDEA

**Name:**

# They'll Understand

**Insight:**

The best thing young people can do to make bullying stop, is to tell a trusted adult. Yet many kids feel like these adults won't understand them.

**Idea:**

By using notoriously puzzling "Gen Z speak", we'll demonstrate to kids that even though adults don't understand everything they say, adults do understand how to help them when they're being bullied.

**Why this works:**

- By removing the stigma around telling parents and other adults, this removes the feeling of hopelessness that prevents some victims from speaking up and seeking help.
- It uses an honest, colloquial and optimistic approach - it gives people a smile, rather than being fear mongering.
- It's a shareable film that's relatable for audiences from both sides (adults and kids).

## FILM EXPLANATION

Throughout this film, we hear a group of adults struggling to decipher a series of Gen Z slang words that their children would say; phrases like 'yeet', 'GOAT' and 'kween'.

Their inability to understand these words is then juxtaposed with their ability to respond to the one word that every parent understands; "help". We then hear how they would help if a child was being bullied, before a CTA tells victims that it's okay to speak up about bullying.

## CULTURAL CONTEXT

Youth generations have always had their own slang terms. However, with the rise of technology and social media communication platforms, this jargon has become much more profound, and much more complex. So much so, that we didn't know what a lot of these words meant.