



Digital

# Big Brothers Big Sisters

## Young Lions

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## Insight

Throughout history mentors have helped shape some of the biggest names. Would Bill Gates be the business magnate he is today without Warren Buffet or Steven Spielberg a cinematic genius without guidance from Jerry Lewis? That's the exciting thing about mentoring. You're investing in endless possibilities for the future.



# A Stake In Success

You never know who you are mentoring

By investing in Big Brothers Big Sisters you are investing in the endless possibilities of young people. When a mentee succeeds, success is shared.

In this idea we will swap the profile images of all kinds of successful people across social media with photos of their younger, less successful, selves. When launching the campaign we will also call for others to reflect on how mentoring has shaped their lives by replacing their profile pictures too.

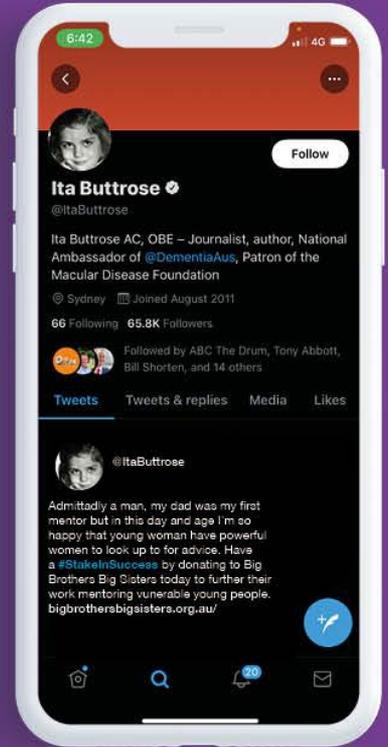
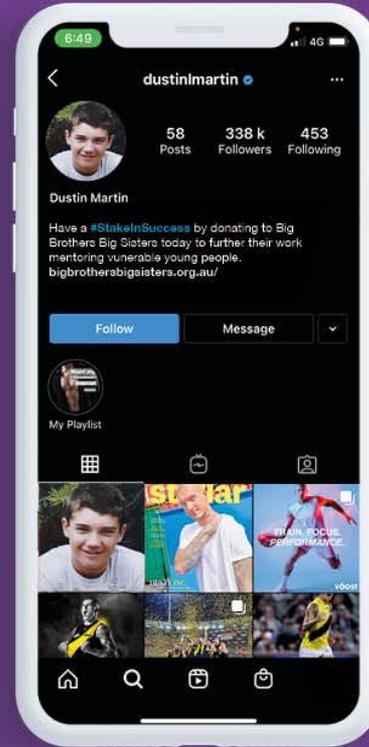
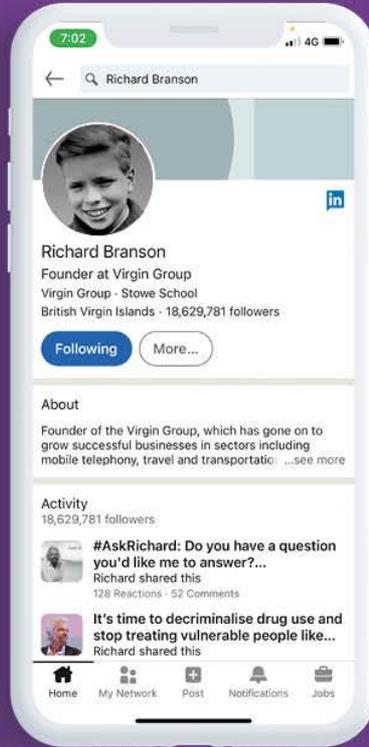
This will open up a conversation on the importance of mentorship and in turn the role of BBBS.





## Notable Success

We will approach a roster of notable successful people to reflect on their journey by changing their profile picture to a younger version of themselves. In their profile picture update post copy (or in the bio depending on the channel) we will house our call to action to donate.





## Everyday Success

We will then ask our mentee community past and present to reflect on what they deem as success for them so far, prompting donations to support our mentorship programs.



Community Based



In-School



Young Achievers



## A Stake In Success Business Donors

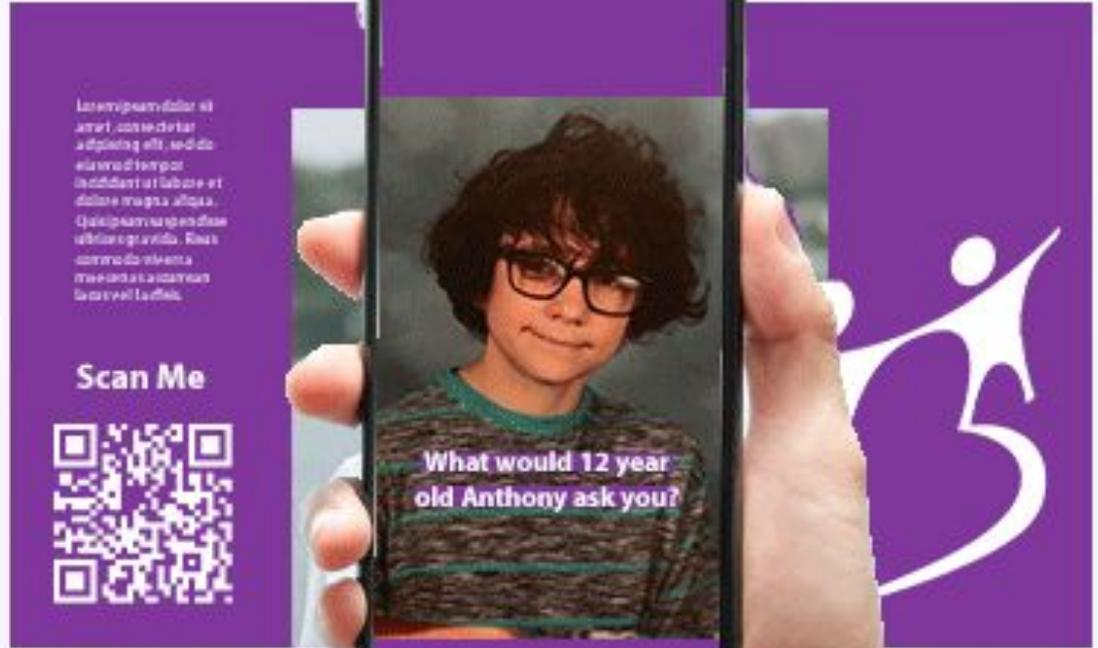
We will target Australian CEOs from successful businesses with a photo of themselves and a QR code on a card. This card allows them to un-age themselves asking them to consider how they reached their success. And, why funding a mentorship program is key to nurturing the next generation of successful people.



Powered by Snapchat AR



THE ICONIC



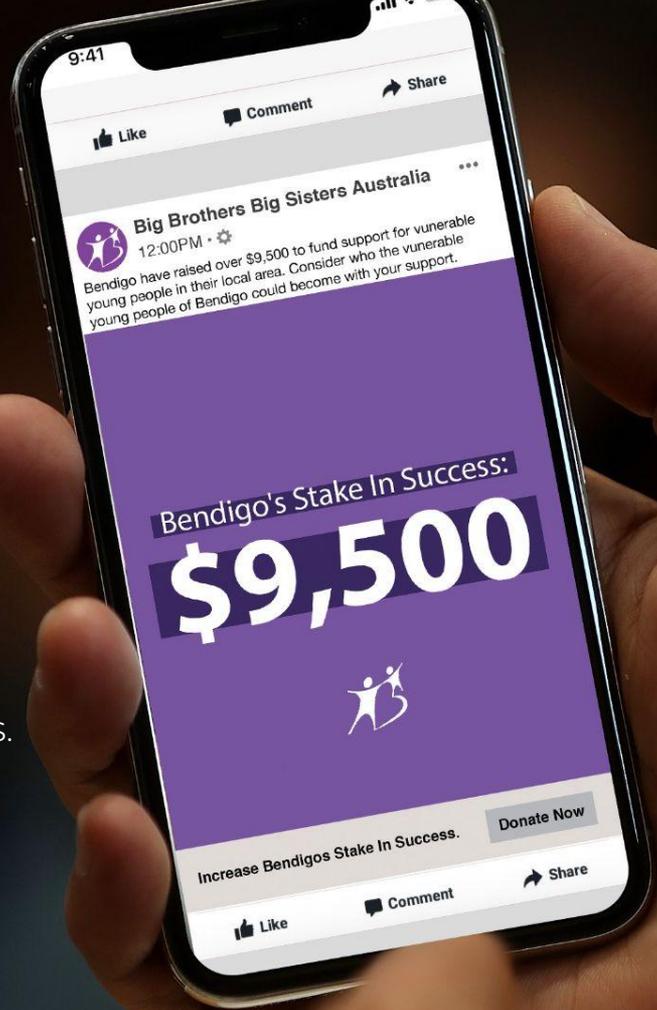
Example





## A Stake In Success Individual Donors

Australians are more likely to donate to organisations close to home which is why we will localise our donor messaging and data visualisation to showcase how individuals can have a stake in the success of their region by supporting BBBS.



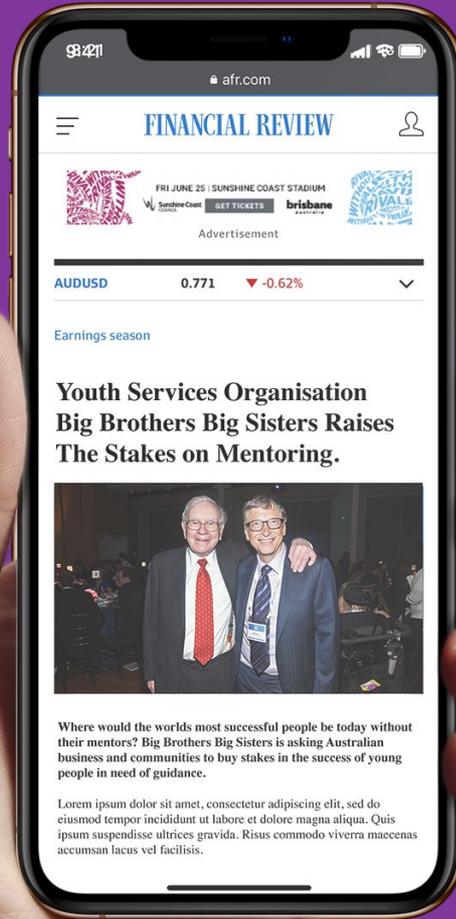


## The Conversation

The idea will start a conversation, on the importance of mentorship in driving aspirations and success in individuals.

We will reach out to key online business publications and media outlets for coverage, prompting them to share stories of successful people before they made it. Famous mentors could also be profiled to gain additional reach.

Due to this idea being a universal business topic we can safely anticipate a lot of conversations and shares on LinkedIn.





## Idea Summary

# A Stake In Success

You never know who you are mentoring

1

### **Celebrating Mentors Roles In Success**

To highlight the important role mentorship plays in the success of young people we will swap profile images of all kinds of successful people across social media with photos of their younger, less successful, selves to generate social impact and donor consideration.

2

### **Driving Donation Consideration**

When launching the campaign we will also call for our mentors and mentees to reflect on how mentoring has shaped their lives by replacing their profile pictures too. Disrupting social channels with this new visual cue and providing us with more opportunities to nurture donorship consideration.

3

### **Speaking to Business Vs Individuals**

To attract more corporate donors we will target their leaders sending their CEOs a personalised interactive call to action.

To drive individual donations we will look to contextualise contributions from communities to create a rallying cry to contribute to BBBS.

4

### **The Conversation**

The conversation will continue as we reach out to key online business publications and media outlets for coverage, prompting them to share stories of successful people before they made it. Famous mentors could also be profiled to gain additional reach.



Thank you