

When was the last time you read a 101 page report?



## THE PROBLEM:

The average human attention span is **8 seconds**. However, the time it takes the **101 page** impact report of **60,000 words** is **3.3 hours**.



## THE REAL CHALLENGE:

We must condense the impact report into a **digestible, accessible** and **incredible** format.



# THE INSIGHT:

Starting your day with an inspirational story **motivates** you to build **a better world.**



**one**  
YOUNG  
WORLD

## THE OPPORTUNITY:

Bring the impact report to life by **re-imagining** it as a collection of **inspiring short audio stories**, giving our audience **a daily dose of positivity**.

## THE STRATEGY:

Transform the sound of the morning alarm clock from a moment of **frustration** into a moment of **inspiration**.



It's time to

# Wake Up To A Better World



Hey Alexa/ Google/ Siri,  
wake me up to a better  
world 



# How it works:



Record the stories



Create voice skills



Donate via voice



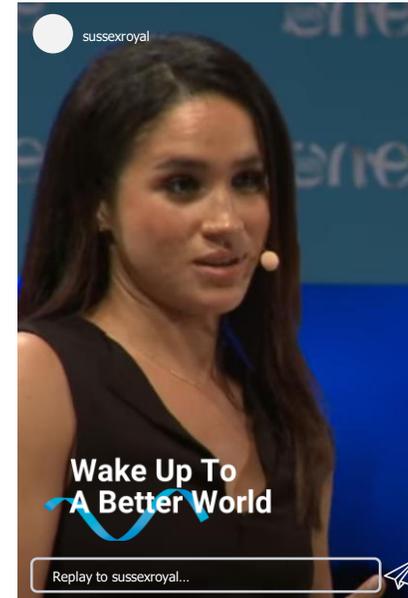
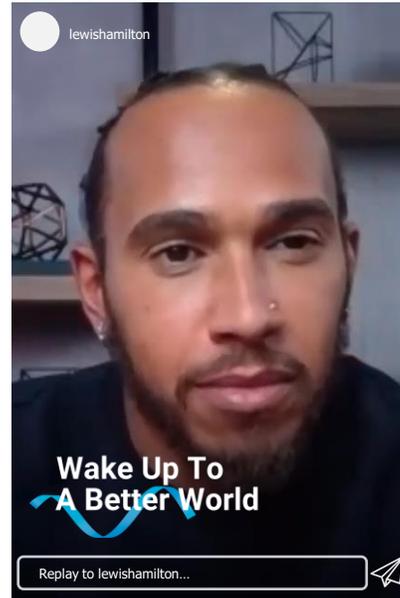


**Socialise**   **Scale**   **Diversify**

**Wake Up To  
A Better World**

{Launch the initiative across  
our owned social channels}

{Real demonstrations from  
celebrity ambassadors}





Socialise **Scale** Diversify

Wake Up To  
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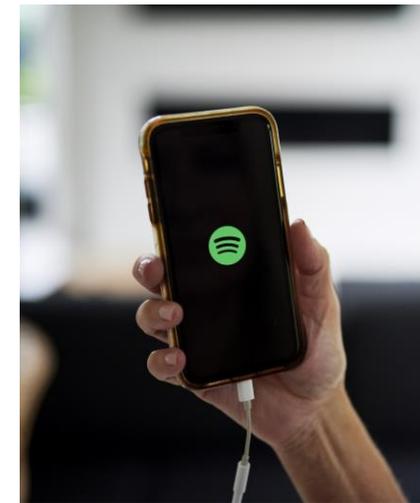
{Own the morning}



{Get delegate partners  
on board}



{Time targeted audio}



YOUNG WORLD **one**



Socialise   Scale   Diversify

{Make the content accessible  
with digital radio }



{Develop a One Young World  
Alarm APP}



{Partner with local broadcast  
radio networks }



Wake Up To  
A Better World



# Why we love this idea:

- An innovative way to share the incredible stories of young global leaders
- A morning ritual that can make the world a better place
- Unlocks a new donation mechanism to support fundraising
- It taps into a key media moment - the moment of waking up
- Creates a connection with the One Young World Brand 365 days of the year
- It's scalable with the potential to grow this idea year on year

