

YOUNG LIONS SUBMISSION MARKETERS NORWAY

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MAKE
THE WORLD
A *SWEETER*
PLACE



BRAND FIT

Nidar is a confectionery brand that operates in Norway. It is the 2nd largest brand in the Norwegian confectionery industry.

At Nidar, our philosophy is that the world's most delicious candy is not created yet. Everything can always get better, and our promise to consumers is that we always work hard to create better, and to challenge the established.

While of course true for the candy we make, the philosophy is similarly true for how we view the world. We always strive to make a more positive impact on the world, ranging from human rights on our vendors' cacao farms to the environmental impact of our products.





INSIGHT

The next generation of leaders are the ones with the opportunity to create positive change. Unfortunately, many shy away from the challenge because they lack the information, tools and platform required to make the world a better place.

Global challenges often seem intangible, due to their sheer size and scope. The road to change can therefore seem daunting.





MESSAGE STRATEGY

Objectives

Create awareness of OYW, what they stand for and offer, among new audiences. Inspire to take action, and establish OYW as the tool to do so in order to increase sign-ups by 3000.

Key Message

Just like chocolate, there is always room to make life sweeter. Not only for ourselves, but on a global scale. The road to finding a solution is through learning and daring to think outside the box.

Strategy

To reach through to the target group and pull them in, we need to create awareness, motivate them and offer them the tools to take action. Our strategy is a three-step campaign concept aiming integrated throughout Nidar's products, communication and actions.

Target

The challengers. Young people, aged 18-30 who buy Nidar chocolate that want to further their understanding of complex global challenges and take action to create positive change.

Tone of Voice

Informal, playful, engaging



MAKE THE WORLD A **SWEETER** PLACE

CONCEPT

Just like Nidar always work to make our candy more delicious, we commit to be a partner with One Young World in making the world a sweeter place.

A THREE-STEP INTEGRATED CAMPAIGN CONCEPT

PROVOKE

.. to catch their attention

INSPIRE

.. to motivate them to make a difference

RECRUIT

.. to offer them the tools to make that difference





PHASE 1: PROVOKE

1. Customer unsuspectingly buys a Nidar chocolate.
2. They open the wrapping and find a defected product, as illustrated.
3. A text inside the wrapping tells them that the defected chocolate is an example of a larger global issue, and to learn more through One Young World.
4. The customer visits One Young World through a QR code, to claim a free new chocolate and receive more information about the One Young World Academy.

**YOU THINK IT IS BAD SOMEONE TOOK PART OF YOUR CHOCOLATE?
ANNUALLY, CORRUPTION TAKES \$3.6 TRILLION FROM THOSE WHO NEED IT.**



Learn more about how you can lead the world through this challenge and more at the One Young World Academy. And hey, we'll of course replace your chocolate for free.



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**YOU THINK YOUR MELTED CHOCOLATE IS BAD?
IN 2035, THE ENTIRE ARCTIC ICE COULD BE GONE.**



Learn more about how you can lead the world through this challenge and more at the One Young World Academy. And hey, we'll of course replace your chocolate for free.

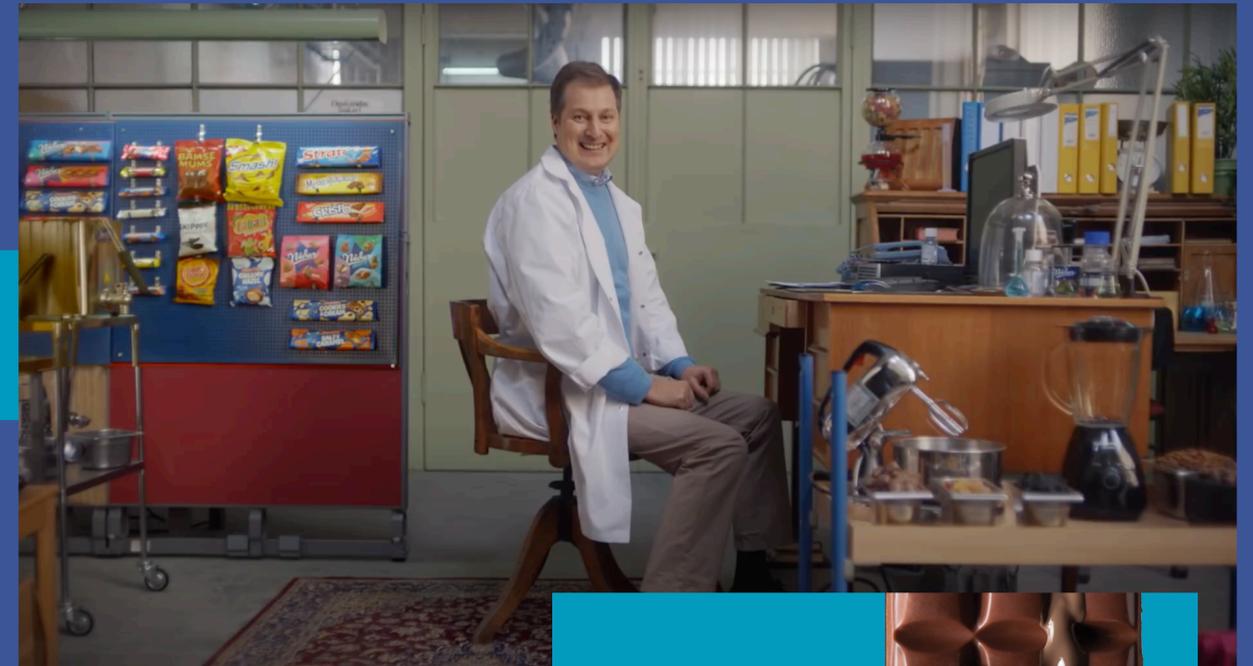


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PHASE 2: INSPIRE

1. Buzz from the stunt in phase 1 ensures all eyes are on Nidar, who goes live with a communication campaign to educate the target group about the issues and solutions discussed in the One Young World Academy.
2. Use of the already established communication platform of Nidar: "We challenge what everyone thinks is impossible".
3. One Young World Alumni are featured in the communication campaign to make the issues and solutions more relatable and tangible, leading by example.
4. Media mix: TV and online video ads, social media, outdoor billboards.



Communication on the Nidar brand platform

Top: TV ad
Right: Outdoor billboard

An outdoor billboard for Nidar. The background is a solid teal color. On the right side, there is a vertical image of a melted chocolate bar with a textured, bubbly surface. To the left of the chocolate bar, the text reads: "MAKE THE WORLD A SWEETER PLACE" in white and pink. Below the chocolate bar, the text reads: "YOU THINK YOUR MELTED CHOCOLATE IS BAD? IN 2035, THE ENTIRE ARCTIC ICE COULD BE GONE." in white. At the bottom of the billboard, the Nidar and One Young World logos are displayed in white.



PHASE 3: RECRUIT

1. Following phase 2, Nidar will make a new push to recruit the target group to the One Young World Academy through two activities.
2. Nidar will use its presence on student campuses around Norway, ranging from business to chemistry, to recruit students to join the One Young World Academy. Nidar's promise: A diploma will increase the chances of being recruited to the organization.
3. "Sign up - get free chocolate!" Social media and online push.

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**SIGN UP FOR
THE ONE YOUNG
WORLD ACADEMY**

GET FREE NIDAR CHOCOLATE





EXPECTED RESULTS

1. Raises awareness about One Young World, creates legitimacy by cooperating with one of the largest brands in Norway.
3. Raises brand equity for Nidar by strengthening brand values.
4. Reach:
 1. Sales of 1.2 million units of chocolate featuring One Young World promo during a one-month period.
 2. 7 million impressions through communication campaign.
 3. 306,500 students in Norway reached through campus presence.
5. Campaign concept and activities are transferrable to other markets globally and cooperation with other brands.

