



SOMETHING TO  
**ROAR**  
ABOUT

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



PRESENTED BY:



# TikTok

# Young Lions

# Competition

# Briefs

ROUND ONE

**DIGITAL**

**MEDIA**

**MARKETING**

**FILM**

**DESIGN**

**PR (NEW)**

## Brief in one sentence

Launch a TikTok-first campaign that creates a movement and transcends the platform by inspiring and helping new-to-country Australians celebrate the joy of belonging to this nation's diverse, multicultural society.

## Background Information

TikTok has defined the global, post-pandemic zeitgeist for Millennials and Gen Z as a content platform and cultural engine. It appeared when we were most looking for an escape, connection and joy. It's since changed the entertainment and media landscape by igniting trends, manifesting new vernaculars, spotlighting fresh perspectives, creating billboard hits, cultivating community and transforming everyday voices into celebrities.

TikTok has something for every audience and every age group to enjoy - however niche it may be, with content that spans every interest and genre. On TikTok, diverse audiences drive diverse content. TikTok is home to such diverse communities and content genres across every topic imaginable, including:

- #aussie - 15.2B views
- #traveltok - 4.3B views
- #foodie 120.3B - views
- #gamingontiktok - 21.5B views
- #hiddengems - 5.3B views
- #aussienostalgia - 71.9M views

Australians come to TikTok to be entertained and to lift their spirits, which is what TikTok is about; their mission is to inspire creativity and bring joy. And while TikTok is ground zero of culture, it also paves the way for cultural change. 71 per cent of users agree that the most prominent trends start on TikTok, and 56 per cent of users say TikTok leads to cultural change<sup>1</sup>.

A moment that starts on TikTok can spark a global movement. TikTok is a place where anyone can ignite a culture-defining moment. TikTok sees trends beginning on the platform when the community adopts content. It is then re-imagined, re-created and re-invigorated by TikTok's vibrant and diverse creators. It's these moments that live beyond the platform.

## The Brief

Your job is to launch a TikTok-first campaign to inspire and encourage new-to-country Australians to celebrate the joy of belonging to this nation's diverse, multicultural society.

The desired outcome of this brief will address how different TikTok subcultures can provide avenues for all Australians to connect with people from both similar and dissimilar backgrounds, i.e. both new-to-country and those already making up multicultural Australian society today.

This brief aims to bring a sense of belonging and connection through awareness, empathy, and ultimately acceptance, all this whilst making a proud and confident contribution to a more enriched and culturally diverse Australian society.

Your response should bring awareness to the richness and nuance of Australia's diverse, multicultural heritage that shapes and influences its people. It should educate the Australian public on the importance of celebrating diverse cultural stories that come together to make up the tapestry of multicultural Australia. It should also motivate people to feel proud and confident in their unique backgrounds and origin cultures, driving acceptance and recognition of their place in multicultural Australia.

It is important to note your campaign should be about finding ways to build and enrich the tapestry of multicultural Australia rather than assimilate into an idealised version of what it means to be Australian.



## Target Audience

### Gen Z & Millennial Changemakers

While Gen Z and Millennials undoubtedly make up the more significant chunk of TikTok's audience, the characteristics of the people on the platform cannot be limited to a segmentation based on age alone. On TikTok, mindset trumps generations, and users across age ranges share similar values, behaviours and attitudes.

Three, in particular, stand out: community, subcultures and knowledge. Changemakers encompass all of them, with the young and the old engaging with and exhibiting behaviours linked to those three macro-categories.

## Insights

### It's challenging to engage with Australian digital communities when new to the country.

Multiculturalism is a defining feature of Australian society. It is a nation shaped by migration, with each new-to-country individual adding to the vibrant multicultural society we live in today. Each new generation of new-to-country Australians builds on the ones that came before, drawing from their diverse backgrounds while learning and adapting from those around them in their new home.

While we understand that creating a sense of belonging is imperative to building a thriving and productive society, finding a sense of belonging can be challenging for new-to-country people.

Many newly arrived migrants and refugees face substantial barriers as they progress towards finding their place in society and experience the pressure to 'assimilate' to participate, with evidence pointing to a 'digital divide' between newly arrived communities and the rest of Australia.

The 2020 Digital Inclusion Index shows that recently-arrived culturally and linguistically diverse (CALD) migrants are more likely to be digitally excluded than the broader CALD migrant community.

These higher levels of digital exclusion of new migrants and refugees significantly impact their ability to connect, share and participate fully in their new communities.

Celebrating the differences and recognising the similarities is a powerful way to participate without the pressure to assimilate.

## Key Message

How the diverse sub-cultures and communities on TikTok can enable new-to-country Australians to find ways to connect better and celebrate the joy of belonging to this nation's diverse, multicultural society with pride and confidence.

## Tone of Voice

- Considered. Caring. Joyful. Creative.
- Please refer to TikTok brand guidelines when crafting your response: [tiktokbrandbook.com/](https://www.tiktok.com/brandbook)

## Budget

You can access up to AUD\$1 million for this campaign. Or you can use next to nothing - the choice is yours.



## Timeline

The campaign will be implemented on TikTok in mid-2023 and run for three months.

## KPIs

- An original campaign idea that showcases appreciation and acknowledgement of multicultural Australia and is designed to start on TikTok.
- The idea is press-worthy. It starts on TikTok but will spark attention and discussion, transcending the platform and turning a moment into a movement.
- The idea reaches Gen Z and Millennial change makers and generates tangible outcomes.
- The idea is based on solid insight and backed by audience data.
- The campaign shows innovation by including a surprise element.

Note: the campaign should be a cultural/societal movement that starts on TikTok, rather than a multi-channel campaign.

## Submissions

A PDF presentation of no more than 10 slides describing the digitally led strategy and campaign that will demonstrate:

- The creative insight – how can creativity help solve a problem.
- What the solution is – what platforms, technology, and tools are used and why.
- How the solution will help answer the brief and solve the challenge. Please include a summary slide which will visually summarise your campaign in one pdf slide. Maximum word count of 1,500 words.
- All entries to be submitted online at: [canneslionsaustralia.com.au/younglions\\_submission/](https://canneslionsaustralia.com.au/younglions_submission/)
- Content to be submitted directly into the submission portal in PDF format.
- Entry may be accompanied by supporting material (word count inclusive).
- Teams are composed of no more or no less than 2 people.
- All responses must be original work







**DIGITAL**

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## Judging Criteria

<b>CREATIVITY</b> (50% of vote)	Is the work innovative and surprising? What is the potential for impact?
<b>STRATEGY</b> (including insight) (20% of vote)	Brand relevance, choice of campaign elements, target audience, approach
<b>RELEVANCY TO BRIEF</b> (20% vote)	Does the work answer the client's brief?
<b>EXECUTION</b> (10% of vote)	Is there rigour in the execution? Would the campaign work?



## Brief in one sentence

Craft an innovative media plan to introduce the next generation of travellers (aged 18-30) to the world of affordable luxury travel and drive bookings on Luxury Escapes.

## Background Information

When online travel agencies dominated the online travel market, Jeremy Same and Adam Schwab saw an opportunity to offer an alternative: handpicked holidays developed directly in partnership with the world's best-known and loved travel brands.

In 2013 the duo launched Luxury Escapes (LE), a digital travel booking website, focused on offering unique accommodations with outstanding customer service. LE shortly became one of Australia's most profitable e-commerce companies and one of the world's fastest-growing travel websites.

Luxury Escapes has reshaped the way travellers all over the world book and experience a holiday through its mutually beneficial platform for both hoteliers and customers. Over 90 per cent of Luxury Escapes travellers book a hotel they didn't plan on booking, and more than 70 per cent weren't planning to visit the country they ended up travelling to.

LE is a one-stop travel platform that offers the latest luxury travel ideas and exclusive special offers at insider prices ranging from hotels, resorts, villas, cruises, tours, experiences, and flights.

With more than six million subscribers worldwide and over 400 team members globally, Luxury Escapes only grows, offering more and more people the world's best holidays.

## The Brief

LE is currently investing in communicating its offering to a new generation of travellers looking to experience affordable luxury.

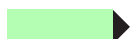
Your job is to create an innovative media strategy highlighting LE's expertise and building trust in them as industry experts. It should communicate LE's WHY: They exist to change the way you travel. They believe you can experience a memorable luxury getaway at a price you can afford.

### Your media plan should encompass the following goals:

**Raise Awareness:** Only 23 per cent of Australians know that LE sells flights, 47 per cent know that they sell accommodation, and 1 in 3 know that they sell cruises. The gap presents a big opportunity to raise awareness of the target audience about LE's product offering.

### Drive Conversions:

This target audience currently accounts for 30 per cent of the general population in Australia; however, it only makes up 13 per cent of Luxury Escapes members. Your media plan should aim to increase this target audience customer base by 15 per cent or more and drive bookings from them.



## Target Audience

LE wants to target potential customers aged 18-30. As they embark on their journey/cycle of holidays and travel experiences, LE wants to introduce them to the best way to travel and showcase why travel is fantastic and doesn't cost you the earth.

### Things that appeal to this audience include

- Travelling, domestic or overseas. Nights out, weekends away, weeks away
- Experiences that are meaningful – fine dining, cultural experiences, seeing the world
- Celebrating milestones – given they've missed two critical years, they may want to go large and splurge on a trip overseas with friends, or experience a fine dining evening for a key birthday/graduation

## Insights

LE members average twice as many holidays for twice as many as long as the general Australian population. If LE can capture customers early in their buying cycle, it presents an opportunity for LE to bring them on as customers.

However, their target audience (Australians aged 18 - 30) have low awareness of the LE brand and that enjoying unforgettable holidays doesn't need to cost you a house deposit (or a kidney!).

## Key Message

Luxury Escapes exist to change the way you travel. They believe you can experience a memorable luxury getaway at a price you can afford.

## Tone of Voice

- Luxury and experience-focused, not just price-driven messaging
- Ensure there is no swearing in messaging
- If showcasing imagery – ensure there is no excessive drinking, no smoking and clothing/swimwear isn't super skimpy

### LE's customer value proposition:

- Curator
- Trusted
- Value

### LE's brand personality:

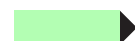
- Pioneering
- Stylish
- Passionate
- Trusted
- Approachable
- Knowledgeable

## Budget

\$100,000 AUD

## Timeline

- Campaign will run for six months from April - September 2023 to capture target audience as they are planning their 2023/2024 holidays.
- As this is a younger audience, key dates around university breaks, long weekends, European summer, AU Christmas/summer holiday etc., will be essential.





# MEDIA

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# MEDIA

## KPIs

- Media strategy drives an increase in LE brand awareness against the target audience
- Media strategy drives an increase in the customer base of the target audience across LE's database
- Media strategy drives an increase in bookings from the target audience
- Media strategy innovates how LE communicates (which has traditionally been print with small amounts on social and digital via influences and target content) and considers channel choice and tactics which gets messaging across efficiently
- Strategy utilises media channels to showcase LE's credentials and engages with the target audience where they are spending their time

## Judging Criteria

<b>CREATIVITY</b> (50% of vote)	Is there a driving creative idea with potential for industry impact?
<b>STRATEGY</b> (20% of vote)	Is there a strong idea at the heart that brings the campaign together?
<b>RELEVANCY TO BRIEF</b> (20% vote)	Is there an insight that unlocks the target audience?
<b>EXECUTION</b> (10% of vote)	How deep is the understanding of the brief/challenge?



## Submissions

A PDF presentation of no more than 10 slides describing the creative and media activation campaign that will demonstrate how you:

- Engage the target audience in an innovative and effective way
- Unearth insights that drive effective communication strategies
- The strategic idea must be demonstrated clearly across the selected media channels and the winner is the team creating the most compelling communications strategy to meet the marketing challenge

One slide should visually summarise your campaign.

- One slide should visually summarise your campaign.
- Teams are comprised of no more or no less than 2 people
- All responses must be original work



# MARKETING

## Brief in one sentence

Develop a tailored campaign strategy and marketing plan with the key goal of increasing Pyjama Angel recruitment numbers for their target audience (as specified in brief), with tangible and achievable objectives.

## Background Information

The Pyjama Foundation was founded in 2004 by Bronwyn Sheehan to give children in foster care the opportunity to change the direction of their lives with learning, life skills, and confidence. The statistics are alarming, with poor literacy and numeracy levels contributing to a lifetime of disadvantage. Bronwyn created the Love of Learning program to offer hope and a positive outlook for these children.

The Pyjama Foundation is committed to improving the lives of kids in care and the direction of their life path. The Pyjama Foundation recruits, screens and trains volunteers from the community to mentor children in foster homes on a weekly basis. The volunteers meet with the children to read, mentor and incorporate educational play (like board games), while fostering a safe and trusted friendship. The Pyjama Foundation is currently mentoring around 1000 children in foster care every week. Their program operates across Queensland, and in Sydney and Melbourne.

### What is the problem that The Pyjama Foundation solves?

There is poor literacy and numeracy levels of Australian children in foster care. It is also well documented that kids in care have fewer connections which impacts their ability to form secure relationships. The Pyjama Foundation works to improve this.

### How The Pyjama Foundation solves it:

- Creating positive relationships for Australian children living in foster and out-of-home care.
- Show each child that they are valued and loved by creating positive relationships.
- Empower each child in foster care with learning, life skills and confidence.

## The Brief

The Pyjama Foundation depends on Pyjama Angel volunteers to provide weekly one-on-one mentoring to foster children through the "Love of Learning Program." Pyjama Angels spend one hour a week focusing on learning-based activities, such as reading books, playing educational games, and helping children with their homework.

Unfortunately, Pyjama Angel volunteer numbers have declined in recent years. Covid-19 played a role in the decline of volunteers as recommended vaccinations became a requirement to become, and remain, a Pyjama Angel. Other barriers for volunteering include the lack of understanding of the foster and out-of-home care system, the perception that volunteering one hour a week for a minimum of one year is a lengthy commitment and the belief that women are 'more suited' to be Pyjama Angels.

As the number of children in foster care in Australia rises, so does the need for a Recruitment Strategy with the goal of significantly increasing volunteer numbers in areas where there is strong demand. As part of this strategy, The Pyjama Foundation is also looking to grow the number of male Pyjama Angel applications received, as they currently only reflect 7 per cent of their volunteering pool. There is also a strong need for more First Nations volunteer mentors, as 35 per cent of the children they support identify as First Nations.

There is also a gap of volunteers located outside of metropolitan areas, which limits the number of children living in rural, regional and lower socio-economic areas receiving a mentor.

The Pyjama Foundation needs a marketing strategy to help them reach a new, larger target audience with key messages conveying what the benefits of volunteering are, why there is a need for Pyjama Angels, and how an individual can help change the life trajectory of a child.

Included within this marketing plan should be specific social media and owned channels (edm) communication strategies to help target the specific audiences that The Pyjama Foundation needs more Angels for: rural Australians, First Nations, and males.



## Required Outcomes

1. The development of a tailored campaign strategy with the key goal of increasing Pyjama Angel recruitment numbers, with tangible and achievable objectives.
2. The development of a marketing and communications plan with a strong focus on multi-channel marketing to target The Pyjama Foundation's target market for new recruits.

## Campaign Goals

- Primary: Increase recruitment numbers of volunteers from target audience
- Secondary: To increase overall awareness of The Pyjama Foundation and highlight the importance and need for volunteers to support children in foster and out-of-home care.

## Budget

\$10K budget (hypothetical). Ideas leveraging media and production partners on a pro-bono basis are welcomed and encouraged.

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## Additional Resource

[Pyjama Foundation – Case for support 2022](#)

## The response should include

- Project/product description
- Target audience
- Insight
- Campaign objectives & business outcomes
- Key message
- Tone of voice
- Deliverables
- Budget
- Timeline
- KPIs

Please submit a PDF presentation of no more than 10 slides as the brief. One slide should be a summary slide which will visually summarise your campaign in one slide. Maximum word count of 1,500 words

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# MARKETING

## Judging Criteria

CLARITY OF THE BRIEF (10% of vote)	Is the brief short and concise?
STRATEGY (40% of vote)	Is there a good understanding of the client organisation and its aim as well as the specific aims of the campaign?
OVERALL CONCEPT AND MESSAGE (25% vote)	Is the central concept original and realistic?
PERCEIVED EFFECTIVENESS (25% of vote)	Do we expect the campaign to be effective in meeting the objectives of the brief?



## Brief in one sentence

Create a TikTok first film that celebrates the joy of belonging to Australia's multicultural society.

## Background Information

TikTok has defined the global, post-pandemic zeitgeist for Millennials and Gen Z as a content platform and cultural engine. It appeared when we were most looking for an escape, connection and joy. It's since changed the entertainment and media landscape by igniting trends, manifesting new vernaculars, spotlighting fresh perspectives, creating billboard hits, cultivating community and transforming everyday voices into celebrities.

TikTok has something for every audience and every age group to enjoy - however niche it may be, with content that spans every interest and genre. On TikTok, diverse audiences drive diverse content. TikTok is home to such diverse communities and content genres across every topic imaginable, including:

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- #aussienostalgia - 71.9M views

Australians come to TikTok to be entertained and to lift their spirits, which is what TikTok is about; their mission is to inspire creativity and bring joy. And while TikTok is ground zero of culture, it also paves the way for cultural change. 71 per cent of users agree that the most prominent trends start on TikTok, and 56 per cent of users say TikTok leads to cultural change!

A moment that starts on TikTok can spark a global movement. TikTok is a place where anyone can ignite a culture-defining moment. TikTok sees trends beginning on the platform when the community adopts content. It is then re-imagined, re-created, and re-invigorated by TikTok's vibrant and diverse creators. It's these moments that fuel trends that live beyond the platform.

## The Brief

Multiculturalism is a defining feature of Australian society. It is a nation shaped by migration, with each new-to-country individual adding to the vibrant multicultural society we live in today. Each new generation of new-to-country Australians builds on the ones that came before, drawing from their diverse backgrounds while learning and adapting from those around them in their new home.

Your job is to inspire audiences through a TikTok first film that celebrates the joy of belonging to Australia's multicultural society.

This brief aims to capture Australia's rich and diverse cultures through a film, so every person feels accepted, recognised, and celebrated regardless of their cultural background.

Your film response should bring a sense of belonging and connection through awareness, empathy, and ultimately acceptance, all this whilst making a proud and confident contribution to a more enriched and culturally diverse Australian society.

It should educate people on the importance of celebrating diverse cultural stories that come together to make up the tapestry of multicultural Australia and motivate people to feel proud and confident in their unique backgrounds and origin culture.

It is important to acknowledge that this is about finding ways to build and enrich the tapestry of multicultural Australia rather than assimilate into an idealised version of what it means to be Australian.



## KPIs

- An original TikTok-first film that brings awareness to the richness and nuances of Australia's diverse, multicultural heritage that shapes and influences people.
- The film is press-worthy. It starts on TikTok but will spark attention and wider discussion about the joy of belonging, turning a moment into a movement.
- The idea reaches and resonates with Gen Z and Millennial change makers to generate tangible outcomes.
- The idea is based on solid insight and backed by audience data.
- The film shows innovation and creativity through the style of storytelling, film genre and use of TikTok tools and effects.

## Target Audience

### Gen Z & Millennial Changemakers

While Gen Z and Millennials undoubtedly make up the more significant chunk of TikTok's audience, the characteristics of the people on the platform cannot be limited to a segmentation based on age alone. On TikTok, mindset trumps generations, and users across age ranges share similar values, behaviours and attitudes.

Three, in particular, stand out: community, subcultures and knowledge. Changemakers encompass all of them, with the young and the old engaging with and exhibiting behaviours linked to those three macro-categories.

## Key Message

How the diverse sub-cultures and communities on TikTok can enable every Australian to find ways to better connect and celebrate their own culture and heritage with pride and confidence.

## Insights

Finding a sense of belonging can be challenging for those new-to-country and celebrating the differences and recognising the similarities is a powerful way to participate without the pressure to assimilate.

## Tone of voice

- Considered. Caring. Joyful. Creative.
- Please refer to TikTok brand guidelines when crafting your response: [tiktokbrandbook.com/](https://www.tiktokbrandbook.com/)

## Budget

There is zero budget assigned for your response, but you are encouraged to include ideas on leveraging media and production partners on a pro-bono basis.





## Timing

The campaign will be implemented on TikTok in mid-2023 and run for three months.

## Submissions

Please submit your film uploaded onto a public site ie. YouTube or Vimeo (Unlisted or password protected) – please specify password in supporting documentation). 60 seconds maximum. Accompanying your video link should be a PDF with accompanying explanation. All entries to be submitted online at:

- Content to be submitted directly into the submission portal as URL link.
- Teams are composed of no more or no less than 2 people.
- All responses must be original work and footage (no stock footage permitted).

## The response should include

- A 60-second film shot vertically
- A written explanation (300 words).
- A summary of what happens in the film (150 words).
- Cultural/context information (150 words) - Please explain any cultural terms and references or viewing context you feel needs explanation here.

All entries are to be submitted online at: [canneslionsaustralia.com.au/younglions\\_ submission/](https://canneslionsaustralia.com.au/younglions_submission/)

## Judging Criteria

<b>THE CREATIVE IDEA</b> (50% of vote)	Is the work innovative and surprising? What is the potential for industry impact?
<b>STRATEGY</b> (including insight) (20% of vote)	Brand relevance, choice of campaign elements, target audience, approach
<b>RELEVANCY TO BRIEF</b> (20% vote)	Does the work answer the clients brief?
<b>EXECUTION</b> (10% of vote)	Is there rigour in the execution? Would the campaign work?



## Brief in one sentence

Design an app to help raise funds for Big Brother Big Sisters Australia, and grow awareness of the program.

## Background Information

Big Brothers Big Sisters Australia (BBBS) a non profit organisation that provides mentoring for vulnerable young people aged 7-17 years who need support. They help reduce loneliness and isolation of young people by creating meaningful connections through one-to-one mentoring. What makes this program unique is its long term commitment, with participants committing to catching up for an hour, once a week for a minimum of 12 months, (though many matches continue on for many years, even for life). Almost 700 young people are on their waiting list, and over 1,000 volunteers are wanting to become mentors.

BBBS are committed to the safety, wellbeing, participation and empowerment of all children and young people. They have zero tolerance of child abuse. BBBS are also committed to the cultural safety of Aboriginal children, the cultural safety of children from culturally and/or linguistically diverse backgrounds, and to providing a safe environment for children with a disability.

The cost to mentor one young person for 12 months is around \$3,000. Why? Because BBBS has the highest standards in child and young person safety, which comes at a cost.

BBBS needs funding to employ staff to recruit, train and screen volunteers, creating a safe environment for all participants

## The Brief

BBBS's are launching an app as part of their strategy to generate sustainable funding. Your role is to design a BBBS App to engage corporates, their employees and the public. The app should encourage donations and facilitate ongoing engagement. The app should be designed with features to promote ongoing engagement and functionality that supports sharing monthly case studies, and donations. You are to focus on the look and feel of the app and the user experience.

## What Big Brothers Big Sisters Needs

Young people are more isolated than ever. Social media, Covid-19 and the distressing state of the nation have contributed to young Australians feeling more isolated and anxious than ever. With domestic violence rates spiking in the past couple of years, some have called this the most challenging year to be a young person.

BBBS wants to support young persons by helping them create meaningful relationships. They hope to focus on the person, not a picture and expose young people to things that are real and going to have a true impact in their lives.

## Target Audience

- Corporates (and their employees) suitable to support the activities of BBBS long term
- Other potential donors to support the activities of BBBS



## Key messages

- **“Connection”** - helping unsupported and isolated young people feel connected.
- **“The Solution”** BBBS are part of the solution. While suicide and loneliness have increased markedly, BBBS offer an obtainable solution to those who don't have any access to a support network.
- Be part of future change

## Dos and don'ts

- Do:** Refer to young people (not youth)
- Do:** In referencing the BBBS name include the full name on one line ie Big Brothers Big Sisters
- Don't:** We don't like to run with negative/shocking imagery

## Tone of voice

Empathetic, kind, inclusive

## Timing & Budget

**Timeline** – throughout the year and ongoing

**Budget** – ideally our funds are put back into the program, therefore the challenge is to see how entrants can be creative and leverage resources so that the app can be created on a zero dollar budget.

## Additional Resources

- [Big Brothers Big Sisters Brand Guidelines](#)
- [BBBS Logo 1](#)
- [BBBS Logo 2](#)
- [BBBS Logo 3](#)

## Submissions

Please submit a PDF presentation of no more than 10 slides as the brief. One slide should be a summary slide which will visually summarise your campaign in one slide. Maximum word count of 1,500 words

- All entries to be submitted online at: [canneslionsaustralia.com.au/younglions\\_ submission/](https://canneslionsaustralia.com.au/younglions_submission/)
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- Teams are comprised of no more or no less than 2 people
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# DESIGN

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## The response should include

Three visuals showing how the app will capture attention and engage users. These visuals should include:

- A mock up that shows the app homepage, design/brand identity should be demonstrated as well as suggested content.
- Showcase features that encourage ongoing donations and allow sharing of monthly case studies.
- User experience of how donors navigate and engage with the app

A two-part written submission (300 words)

- 150 words explaining how your design fits and the brand and brief requirements.
- 150-word description of how the features encourage engagement.

## Judging Criteria

<b>THE CREATIVE IDEA</b> (40% of vote)	Is the work innovative and instrumental to cultural change or integral to achieving a brand's purpose?
<b>STRATEGY</b> (20% of vote)	How well does the submission address brand relevance, choice of design elements, target audience, and approach?
<b>EXECUTION</b> (40% of vote)	How deep is the understanding of the brief/challenge and does the work answer the client's brief?



## Brief in one sentence

Create a cut-through PR campaign to raise awareness about childhood cancer's non-medical obstacles and position Redkite as a solution.

## Background Information

When a family's life is shattered by childhood cancer, Redkite is there to help and has been for almost 40 years.

Childhood cancer is a complex trauma that affects every family member. Its long-term nature and impact on almost every aspect of life threaten the family's survival.

Redkite is a lifeline for these families. Redkite provides services that address the essential non-medical needs of children with cancer and their families, which is critical to ensuring families survive the trauma and impacts of childhood cancer. Services which help the reality of childhood cancer which is not just medical survival, it's family survival. Redkite helps impacted families by providing services like practical and emotional support, financial assistance, and connection to community.

As an independent, not-for-profit service provider that receives no government funding, the programs and services that Redkite provides are funded by their corporate partnerships, contributions from trusts and foundations, and donations from the general public.

## The Brief

Your job is to create an earned PR campaign to inform the relevant Australian public about the significant essential, non-medical obstacles that affect families dealing with paediatric cancer. Your response should lift brand awareness and recall about Redkite as a solution for these families.

## The Insight

**The Australian public is unaware of the impact that childhood cancer has on the entire family and those around them.**

Every day in Australia, three families will hear the words "your child has cancer".

From that moment they are thrust into a completely unknown and frightening world of raw emotions, relationship strains, financial pressures and uncertainty. Their world is turned upside down, and everyone connected to them is affected - from mums, dads, brothers and sisters; to aunts, uncles, cousins, grandparents, and friends.

Redkite knows from almost 40 years of helping families through childhood cancer that a diagnosis can lead to significant changes in both family dynamics and relationships, creating a need to help each family member, and the whole family itself, manage their relationships and cope with difficult situations.

The financial pressures can also be overwhelming with many unexpected costs - whether it's time off work, giving up a job to be with their child or even renting additional accommodation to be closer to the hospital - creating additional pressure.

Australia's public health and community support ecosystem provide world-class medical treatment to children with cancer. However, there are significant gaps in the psychosocial services available to effectively support all families with diagnosed children at every stage of their cancer experience from diagnosis through to end of treatment and beyond. The breadth and extent of families' needs are often unseen and unacknowledged compared to medical care. In fact, Redkite research indicates significant gaps in the available support to these families, particularly after treatment ends when the families leave the hospital to return home and in bereavement if their child dies.

These gaps urgently need to be addressed for children with cancer and their families. Redkite offers a solution to these gaps, but due to low levels of awareness, the relevant communities need to learn about them to engage them.





## KPIs

- An original PR campaign idea educates and engages the target audience
- Increased brand awareness and recall of Redkite

## Timeline

The campaign will run from 1 - 30 September 2023 (Childhood Cancer Awareness Month).

## Additional Resource

[Redkite Report – The Hidden Health Crisis](#)

## Target Audience

- **Primary:** Families in Australia currently facing paediatric cancer
- **Secondary:** Related communities e.g. Australian families with young children, newlyweds

## Key messages

- Redkite gives families the strength and support they need to take on the challenge of childhood cancer.

## Tone of voice

Positive

## Budget

Nil

## Submissions

- A PDF presentation of no more than 10 slides describing the PR strategy and campaign that will demonstrate:
  - What the solution is – what platforms and tools are used and why.
  - How the solution will help answer the brief and solve the challenge.
  - Please include a summary slide at the end of your PDF presentation to visually summarise your campaign.
  - Max word count of the entire presentation: 1,500 words.
- All entries are to be submitted online at: [canneslionsaustralia.com.au/younglions\\_submission/](https://canneslionsaustralia.com.au/younglions_submission/)
- Content is to be submitted directly into the submission portal in PDF format.
- Your entry may be accompanied by supporting material (word count inclusive).
- Teams are composed of no more or no less than 2 people.
- All responses must be original work





**PR (NEW)**

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## Judging Criteria

<b>CLARITY OF THE BRIEF</b> (10% of vote)	Is the brief short and concise?
<b>STRATEGY</b> (40% of vote)	Is there a good understanding of the client organisation and its aim as well as the specific aims of the campaign?
<b>OVERALL CONCEPT AND MESSAGE</b> (25% vote)	Is the central concept original and realistic?
<b>PERCEIVED EFFECTIVENESS</b> (25% of vote)	Do we expect the campaign to be effective in meeting the objectives of the brief?

