

THE OTHER

SELENA
MILLIF
YOU

➤ CHALLENGE

UNICEF has been a leading organization in helping children across the world. But getting through to the newest generation – Gen Z – has been a bit of a roadblock. We aim to break through to them with an insight that would resonate with them and help bring awareness about UNICEF and the stunning work they're doing across the world.

↗ INSIGHT

"The cradle of your life shapes its course."

Where and when you're born can significantly influence your life's trajectory. The family you're born into, often a product of circumstance, can set the stage for your future, influencing your opportunities, challenges, and ultimately, your identity.

THE OTHER

SELENA
MILLIE
YOU

Selena Gomez

22 July 2001, 23 years old

Selena Abioye

22 July 2001, 23 years old

BACKGROUND

According to the UN, around 385,000 babies are born every day, all across the world. One could be born in luxury, while the other in ruin. Gen Z is an outgoing and empathetic generation. Taking inspiration from “pen pals” - something previous generations relate to but has died down with social media, what if we got Gen Z to learn, help and guide each other through UNICEF?

DD/MM/YYYY

22 : 06 : '01

Born on the same date, living completely different lives. What if this fate could be intertwined?

IDEA

We spread empathy and understanding – some of the core values of UNICEF – by getting Gen Z to meet their “Other” across the world.

We define “Other” as someone born on the same day. We set up virtual kiosks and an online microsite that puts them in touch with their Other and have a conversation with them.

This helps in spreading awareness, understanding and empathy for how different life could be. It helps in appreciating the simple things in life, while also sowing the seed of hope and lighting a spark to thrive towards a better life.

THE BRIEF #4

OUTDOOR BILLBOARDS

We display young versions of celebrities with a provocative message that conveys the stark contrast between their current reality and what could have happened without basic resources like clean water. We tie it in with the campaign with a line saying, for example, “Help the Other Shakiras of the world”.

There would be no
HIPS DON'T LIE
if Shakira didn't have
enough to eat everyday.

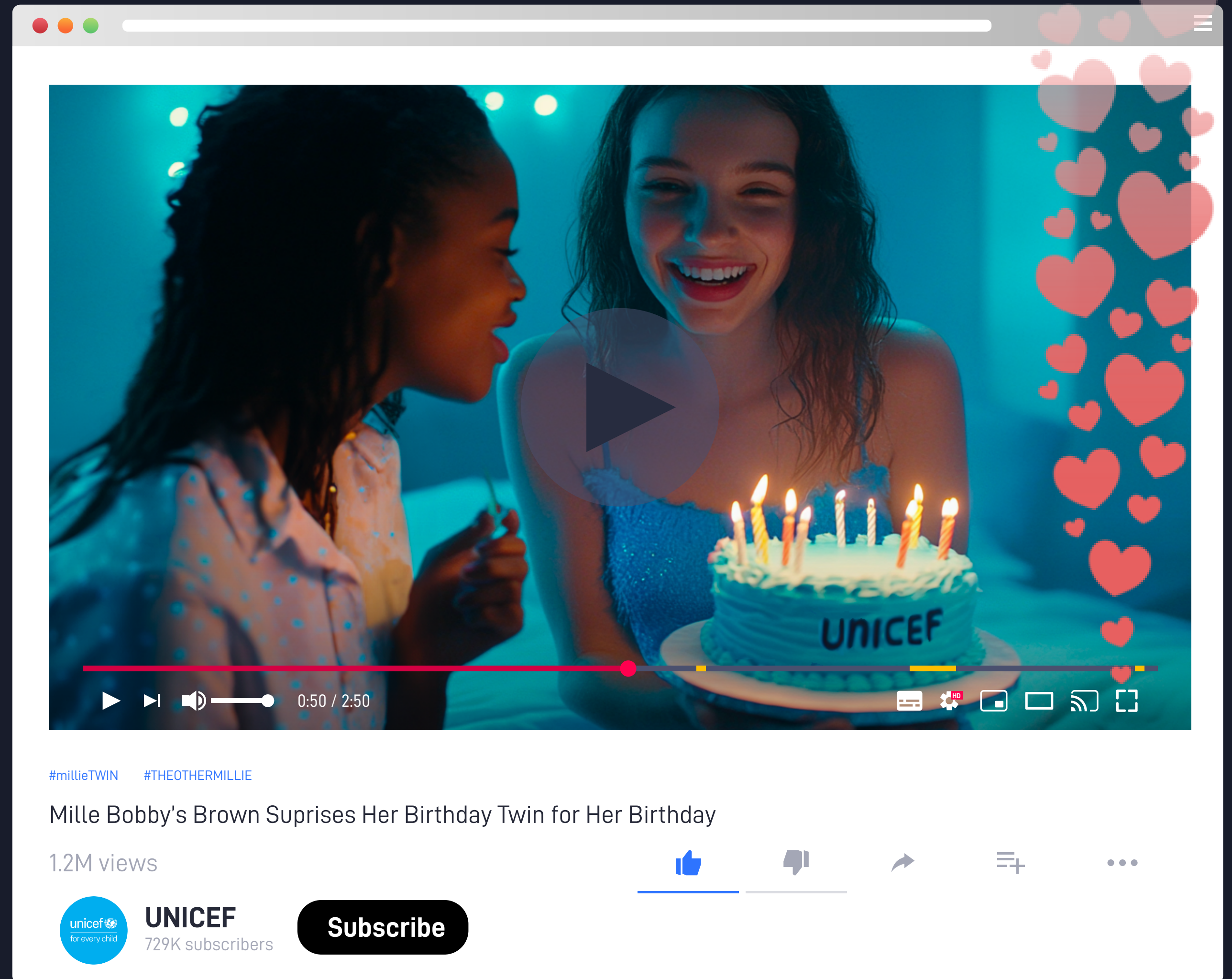


There would be no
BENDING FREE KICKS
if Beckham had no
roof over his head



PR LAUNCH ON BIRTHDAY

We launch this idea with the biggest Gen Z UNICEF ambassador – Millie Bobby Brown. We shoot a film showcasing Millie meeting her “Other Millie” in Syria and celebrating their birthday together. It brings across a stunning message of how different life can be – and we play on the insights we get from their interaction..



THE OTHER_WEB INITIATIVE

Creating a microsite wherein by simply typing in your name and birthday, it will harness UNICEF’s database in order to match you to your ‘Other_’ who share the same name or birthday as you.

FOUND YOUR OTHER_JULIA



Julia Low

03 Dec 2001, 23 years old



Julia Bilal

03 Dec 2001, 23 years old

WRITE TO JULIA

Ask Julia’s hobbies

Collaborate on a new community project

Join the project in Julia’s community

Julia’s painting projects

THE OTHER_

SELENA

MILLIE

YOU

DD:MM:YY

NAME

SURNAME

Born on the same date, living completely different lives.
What if this fate could be intertwined?

ENTER YOUR DETAILS TO FIND YOUR OTHER

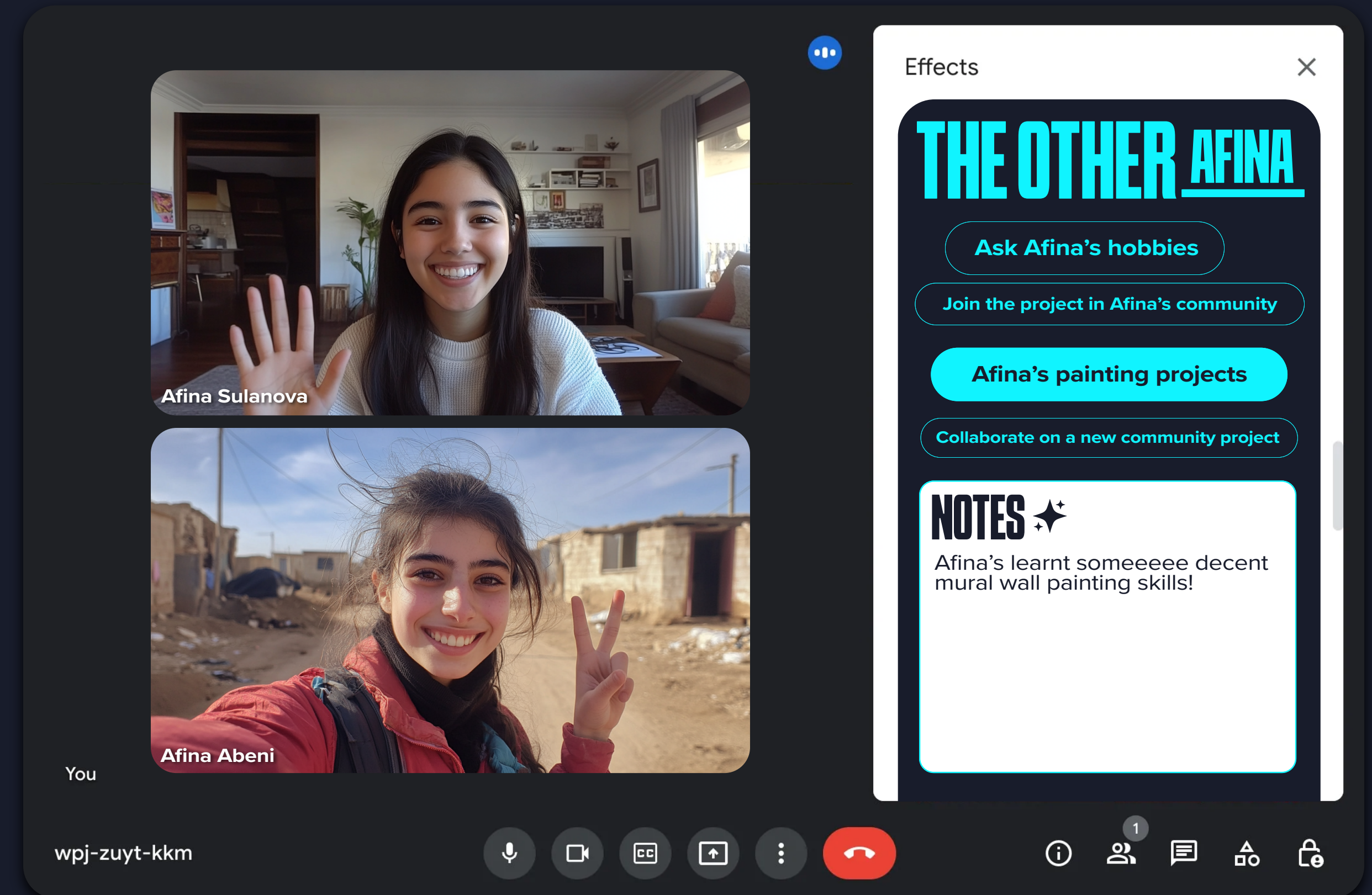
ENTER DETAILS

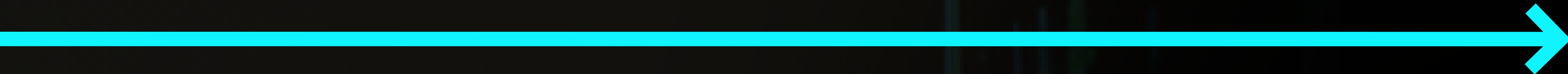
FINDING THE OTHER_JULIA

ON-GROUND GROWTH TRACKER

UNICEF sets up kiosks where people can walk in, know about the program, and also connect with people around the world.

UNICEF will invite participants of the Other Initiative to take small steps towards learning about their Other and also participate in workshops, overseas immersion programs and such to build this relationship with their 'Other_'. This initiative will follow up with both parties and track their development. For every child born into a different fate, we have the power to change that, one step at a time.



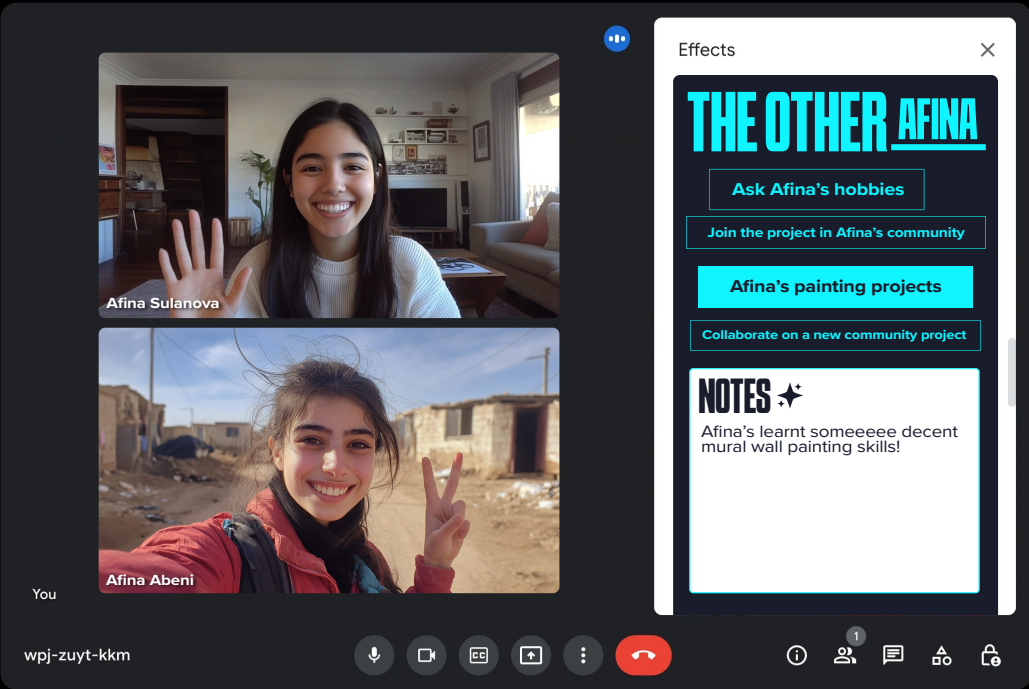
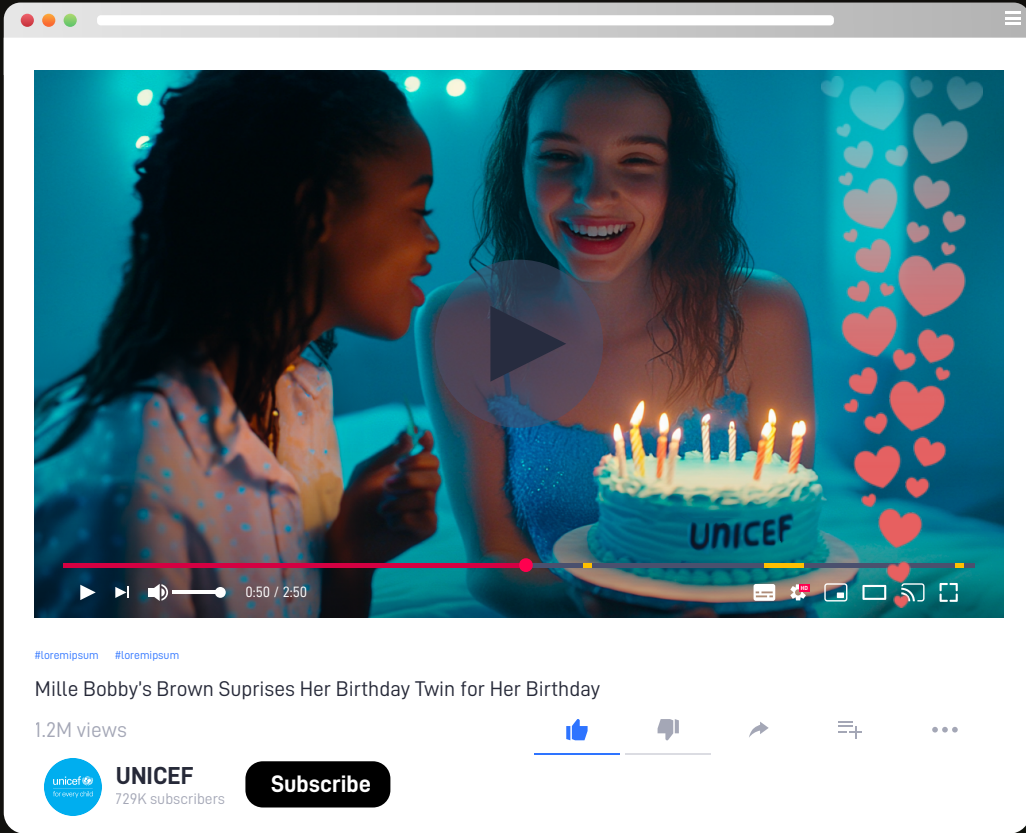
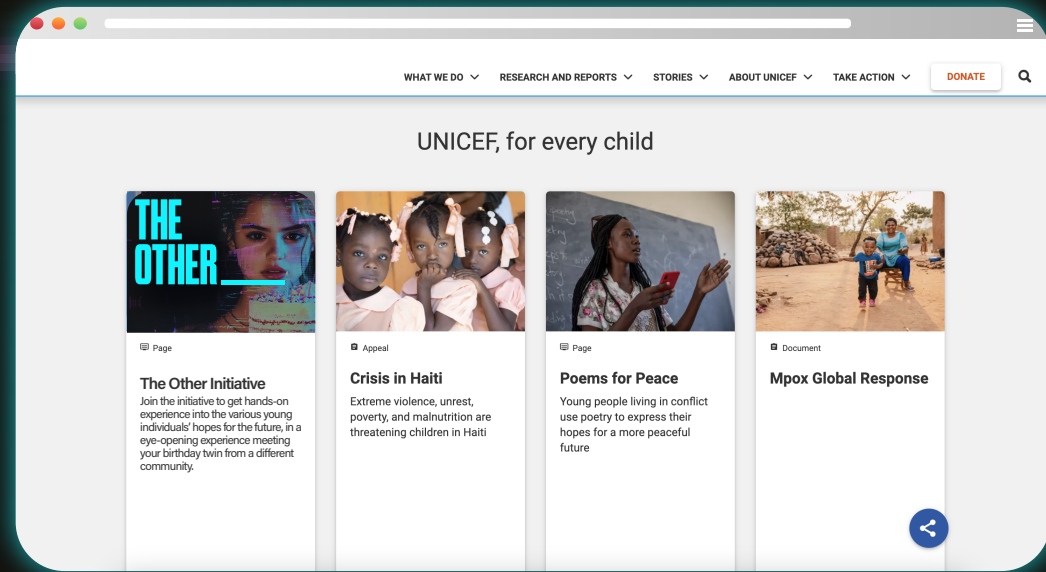
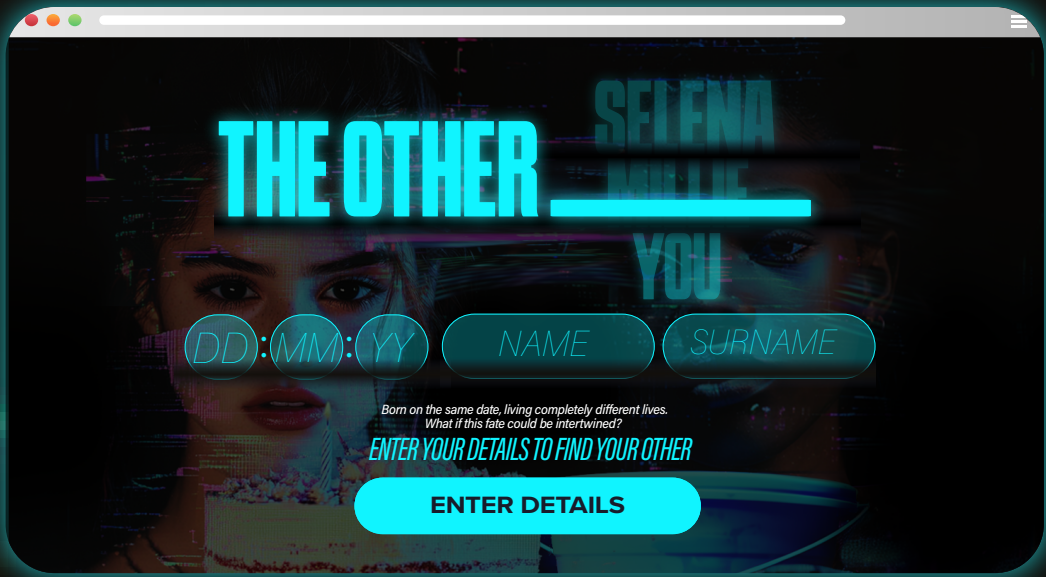


DIGITAL

PR

OUTDOOR

ON-GROUND



IMPLEMENTATION

COLLABORATIVE PROJECTS

Cultural Exchange Projects

Participants and their Others could collaborate on making content about each other's cultures, like shared recipe videos, playlists, or virtual travel diaries. These exchanges can be archived using the #MeAndMyOther hashtag where thousands of such stories are collected.

Global Brainstorms

Collaborate in virtual brainstorming sessions to develop solutions to real-world problems (e.g., designing a new water filtration system, creating educational tools for underprivileged children). The best ideas could receive funding from UNICEF for implementation.

Storytelling Vlogs

Participants and their Others could collaborate on making content about each other's cultures, like shared recipe videos, playlists, or virtual travel diaries. These exchanges can be archived using the #MeAndMyOther hashtag where thousands of such stories are collected.