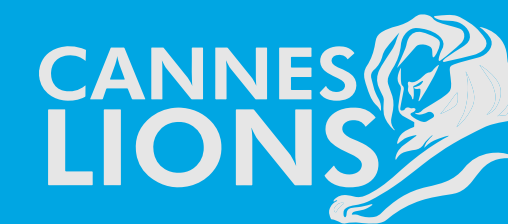


TEAM | YES WE CANNES!



THE BRIEF #4



BACKGROUND

For almost 80 years, UNICEF has worked hard to create a better future for every child, fighting against child labor, abuse, lack of education, and hunger. As a beacon of hope, it has changed many lives and communities around the world. But despite its success, this light is fading, and younger people are finding it harder to understand and connect with UNICEF's global mission.

CHALLENGE

Generation Z feels anxious about their future. A Science Direct survey shows that 75% find the future frightening, 45% say these feelings affect their daily lives, and 55.7% think humanity is doomed. Additionally, 60.1% feel their government ignores their distress. In this context, holding onto hope is tough; it often feels like a lost cause. **How can we show them that UNICEF is the light they need in these dark times?**

Reference link

<https://www.sciencedirect.com/science/article/pii/S2542519621002783>



INSIGHT

HOPE IS MORE THAN JUST A FEELING. IT'S A CALL TO ACTION.

Unlike simple optimism, hope is contagious; it spreads from person to person, creating a ripple effect for change. Helping everyone to believe that driving change for and with children matters.

LET UNICEF SHOW WHAT ALL HOPE CAN DO!

STRATEGY

OUR IDEA FOCUSES ON THREE KEY GOALS

Demonstrating how hope drives action:
Tangible results of UNICEF's work are shared, making our mission clear and inspiring continued engagement.

Spreading positivity through pop culture:
By connecting with Gen Z and Millennials where their passions lie, we ensure the message reaches them at the right time and place, creating meaningful impact.

Highlighting the power of collective action:
We invite Gen Z and Millennials to join a larger movement, showing that they are not alone in making a difference.



MANIFESTO

In a world seemingly overwhelmed by challenges,
There's no room for a naive,
passive feeling that's more about
positivity than activity.

To bring back hope, we need to
show that it is active.

That UNICEF's is proof of hope
happening in real time.

That UNICEF is delivering hope
all over the world.

That UNICEF is building a future
full of hope for children.

That UNICEF is Hope In Action.



RATIONALE

In a fast paced world where GEN Z lives
on the go, we need to be confident, bold
and inspiring; rallying everyone to double
down on the support of children.

"Hope In Action" is a big organizing idea
and a platform that embodies the
tangible ongoing efforts by UNICEF to
build a better future for children.

It works as a "real-time" evidence that
hope is not in vain, and always
showcases UNICEF's proactive work for
change, proving what all hope can do.

This platform line is extremely scalable
and can feature across digital and
traditional formats.

HOPE IN ACTION

Hope in Action" covers the entire funnel, from awareness campaigns to immersive experiences that foster consideration, conversion posts, and volunteer-driven advocacy highlighted by the #HopeCore trend. Our approach is deeply rooted in the cultural habits of Gen Z and Millennials. Whether they're streaming their favorite TV shows, listening to music online, or engaging with popular streamers, UNICEF is present to deliver compelling, data-driven messages: **"When children are safe and confident, we all benefit."**

AWARENESS

Raise top of mind awareness that Unicef is a brand that spreads hope and get results

CONSIDERATION

Build brand affinity by showing up in the spaces and platforms that connect most with our Gen Z/Y audience, inviting them to embrace hope again.

CONVERSION

Invite our audience to go to the landing page to donate or register as a volunteer through media placement

ADVOCACY

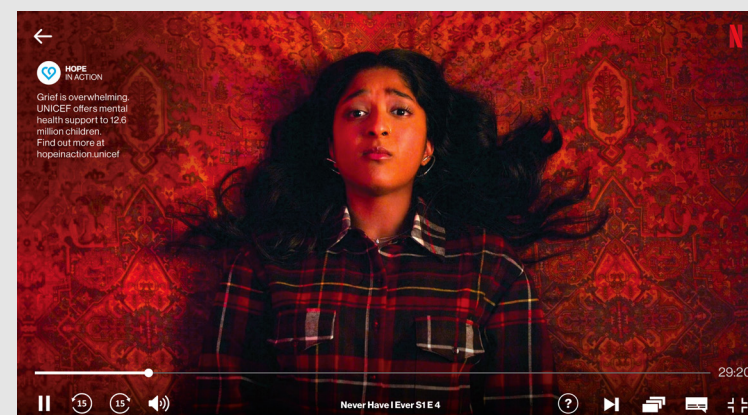
Encourage social sharing and word of mouth by inviting volunteers to join UNICEF's movement to spread hope.

"Hope in Action" hacks your favorite pop culture references



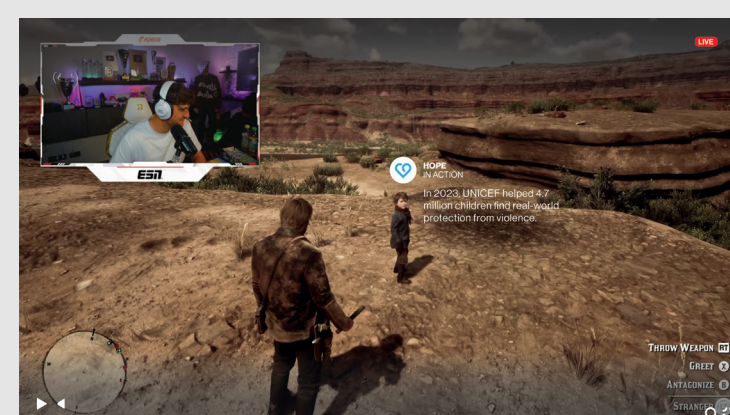
OOH
SOCIAL MEDIA

"Hope in Action" Integrates into Your Daily Life



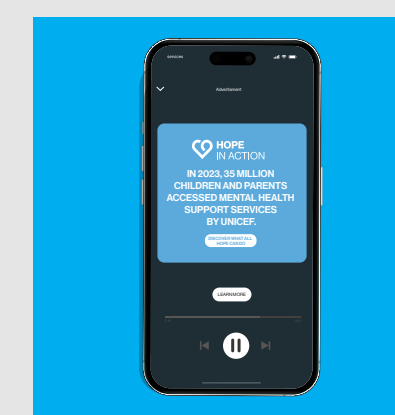
STREAMING VIDEO
PARTNERSHIP & ADS

"Hope in Action" Invites You to Join the Movement

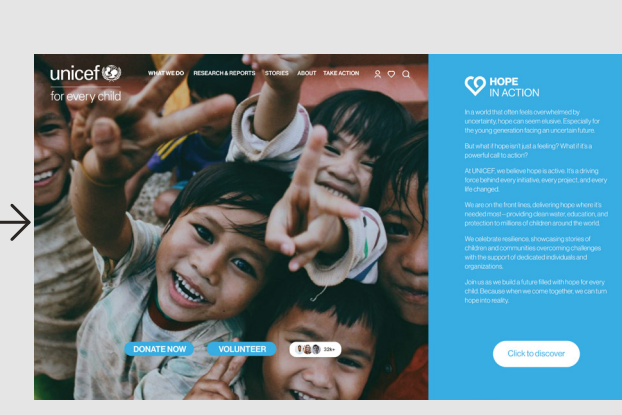


GAMING
STREAMERS
ADS

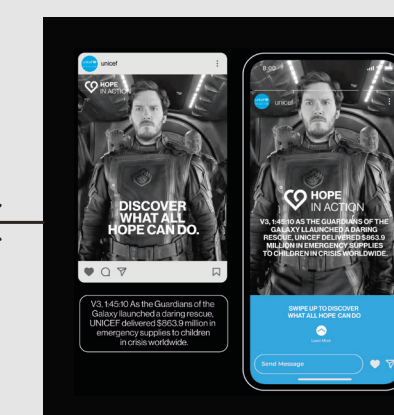
"Hope in Action" Celebrates Hope on Social Media



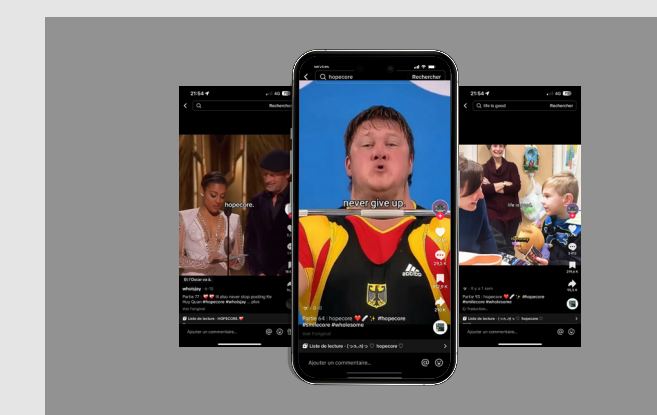
MUSIC ADS



LANDING
PAGE



SOCIAL ADS
IN FEED



ORGANIC
TIKTOK DUET

HOPE IN OOH AND SOCIAL MEDIA

To raise awareness, UNICEF will hero these beloved characters and shows alongside messages showing how we are helping other children around the world.

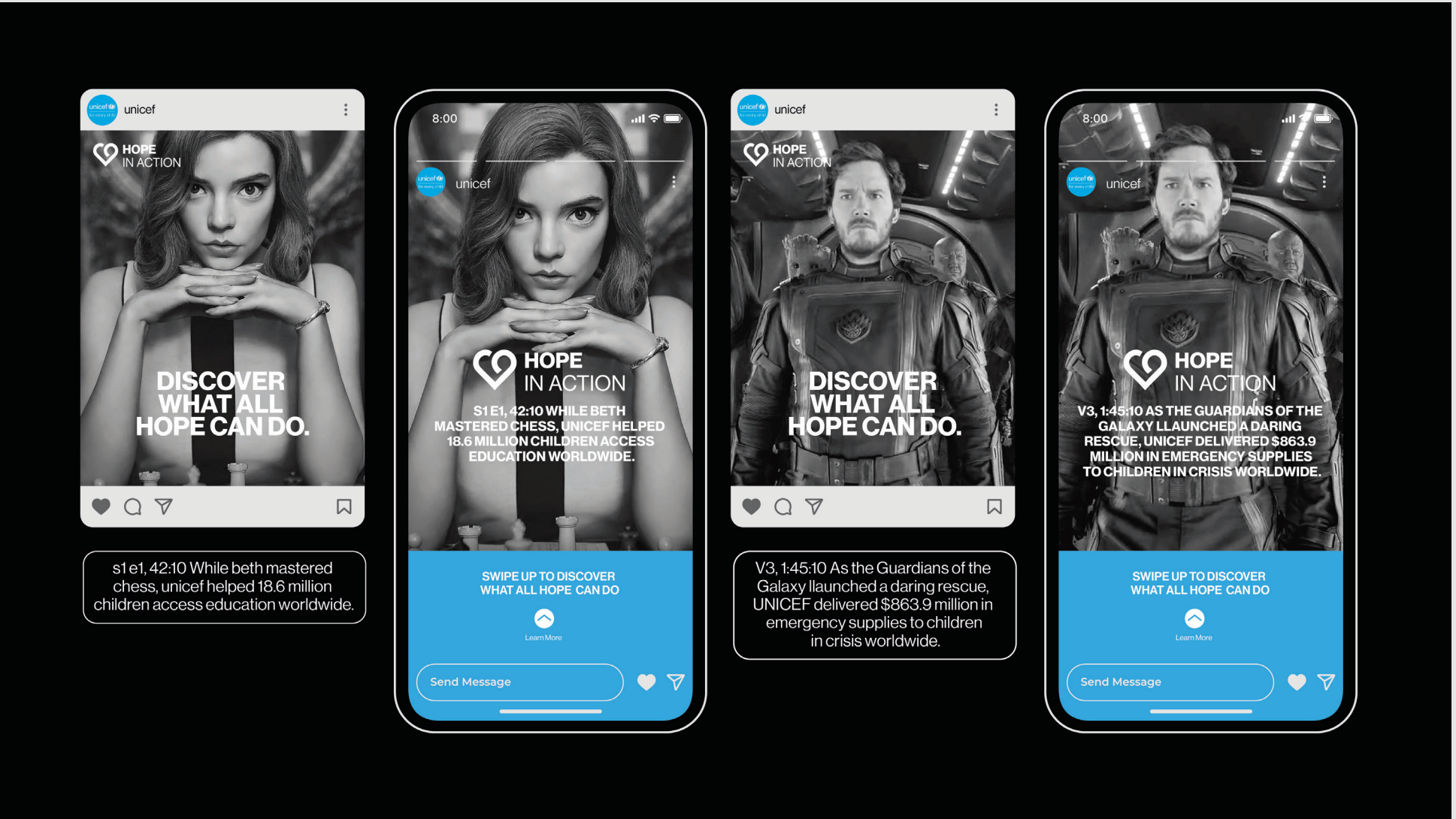
We'll launch the phase 1 using OOH, paid social ads targeting entertainment fans, and organic content on UNICEF's TikTok. Leveraging the Duet format, we'll create engaging, real-time responses to Netflix broadcasts, fostering relevant and interactive connections with the audience.

We're showing how UNICEF embodies Hope in Action in the real world by referencing the fictional world.

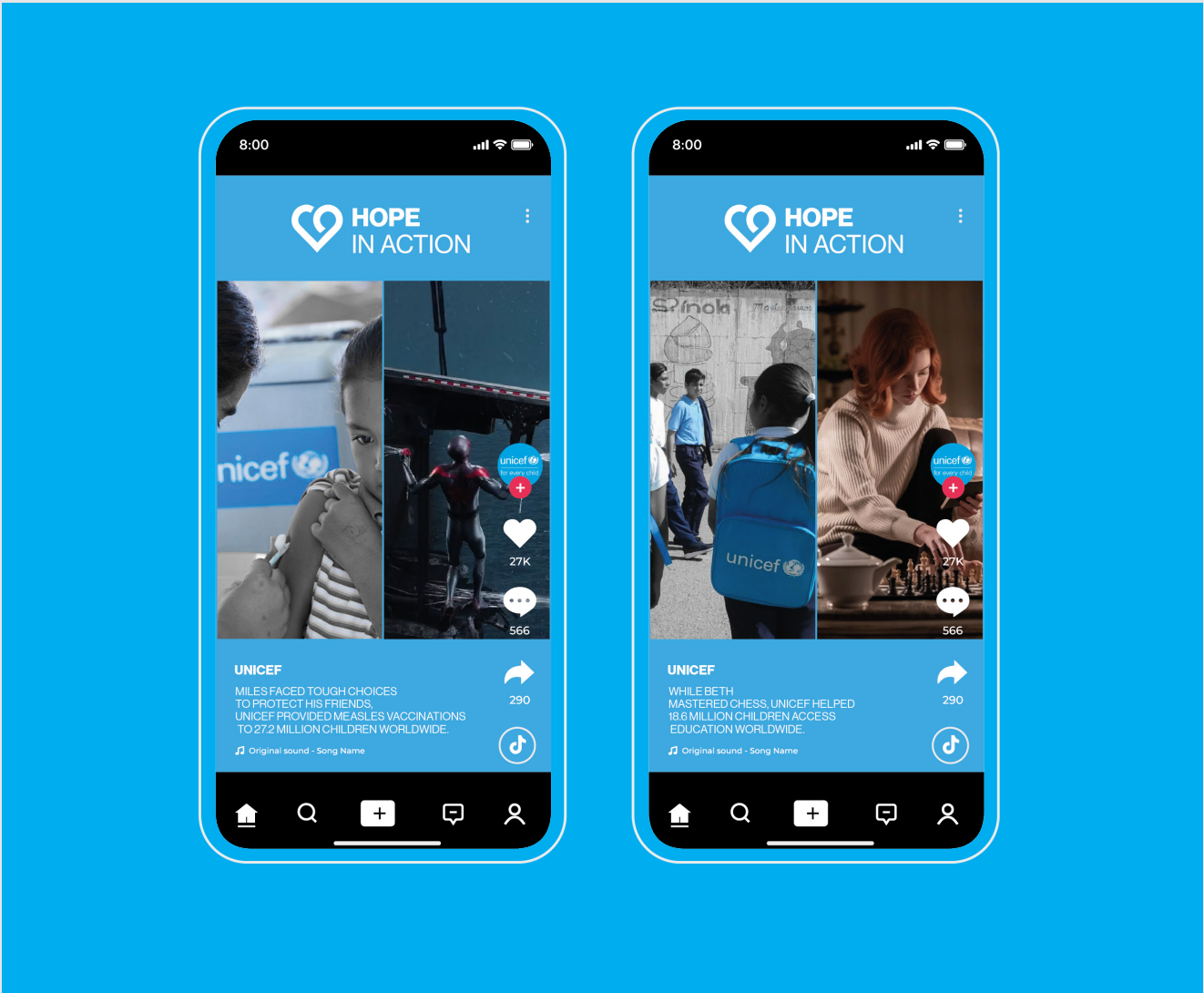
OOH



SOCIAL MEDIA POST



TIKTOK AND REELS



HOPE ON EVERY SCREEN

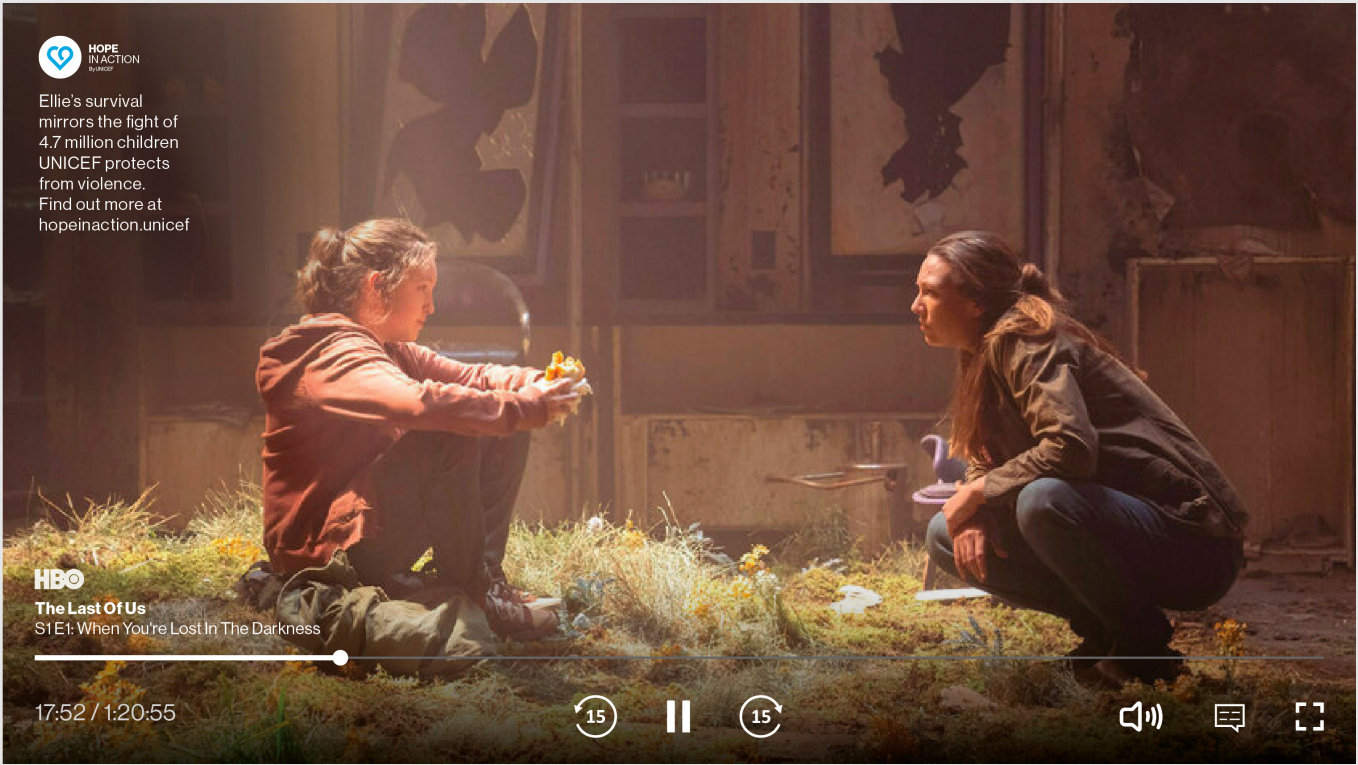
UNICEF will show up in real time, alongside movies and series. We'll serve audiences messages of hope and show how UNICEF represents Hope in Action.

IMPLEMENTATION

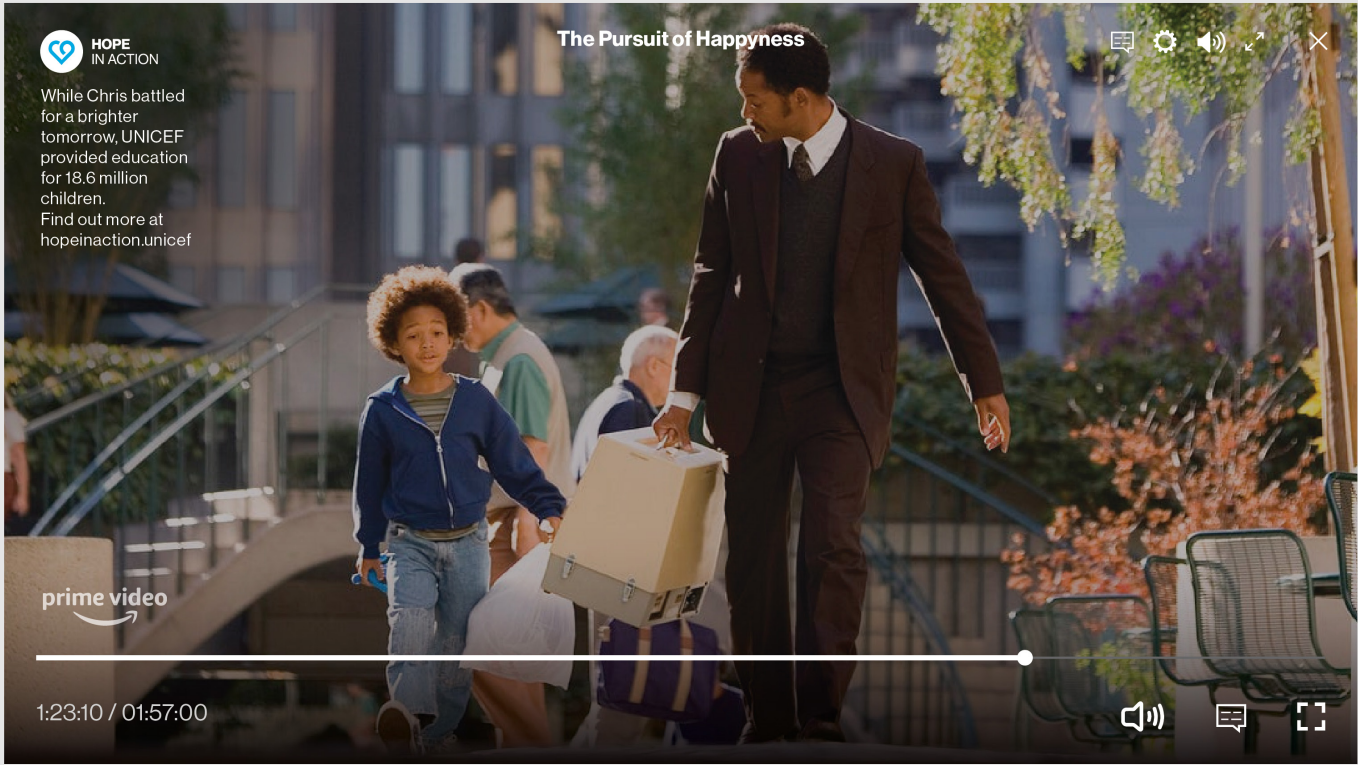
We use advanced API technology to make it easy for different platforms to share and connect data instantly. This allows us to link major streaming services like Netflix, Prime Video, Spotify, Steam, and Twitch to UNICEF's data center. By doing this, we can show uplifting messages from UNICEF right alongside the content viewers are watching or listening to. For example, when someone is watching a show featuring children, they'll see messages that highlight how UNICEF is making a difference. This helps spread positivity and hope while keeping the audience engaged.

This allows the viewers to engage directly, placing UNICEF at the heart of culture. Therefore, inspiring immediate actions among GEN Z and millennials become very much possible. Our messages are designed to feel non-intrusive, lasting for only 5 seconds, and contextually relevant to the content viewers love.

NETFLIX



HBO



PRIME VIDEO

HOPE IN GAME

“Open World Games” are environments where characters like children can be subjects to extreme storylines, similar to the real world. Every time a child character faces a life-threatening situation or endangers his/her well-being, the audience will receive a non-intrusive message showing how UNICEF represents Hope In Action in real life.

Using Micro-sponsorship via Instreamly, each time a child appears on a streamer’s livestream, the pop up ad appears.

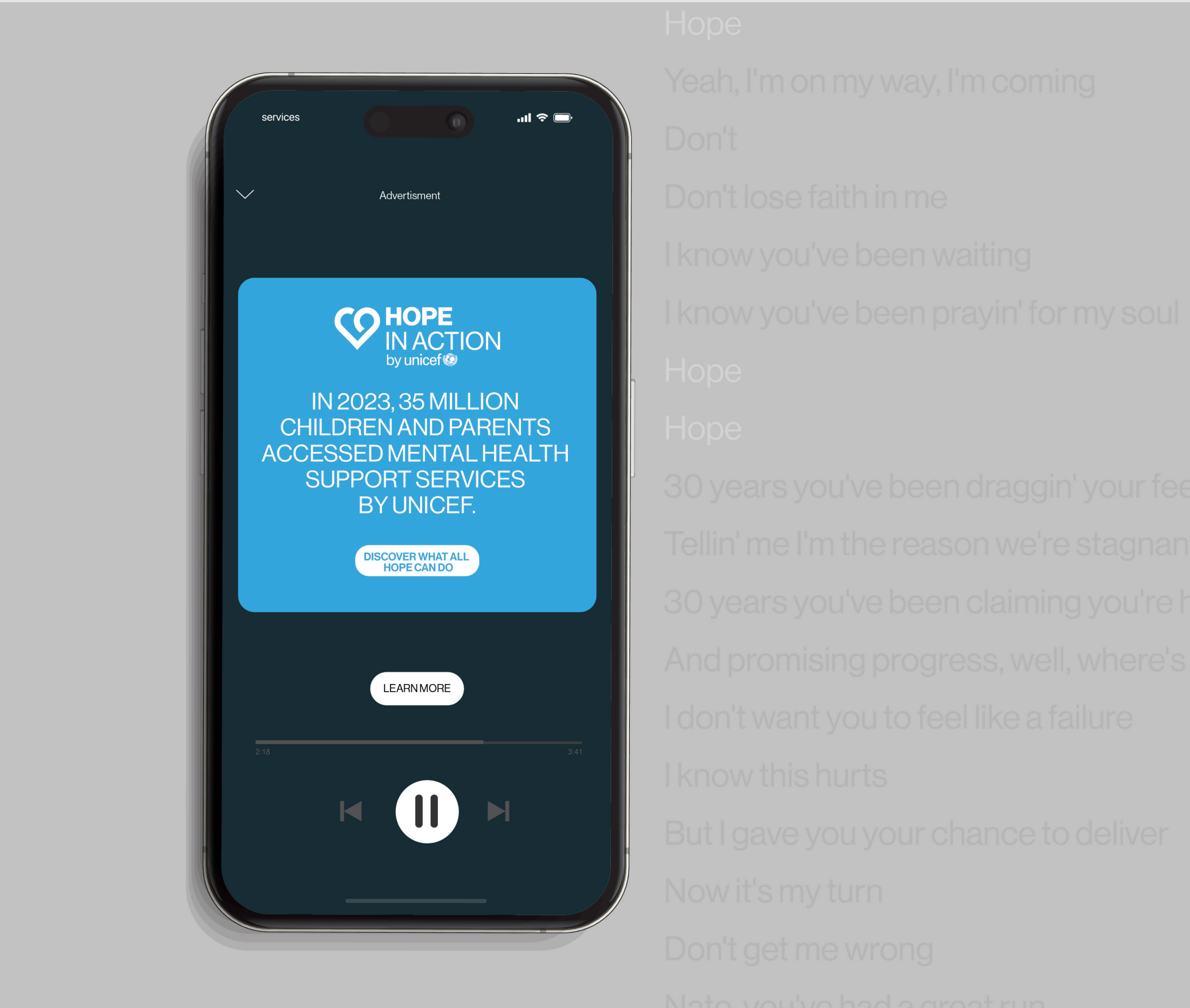
Reference link
<https://instreamly.com/posts/how-danones-small-hunger-confronted-fortnite-streamers/>

LIVE GAME STREAM



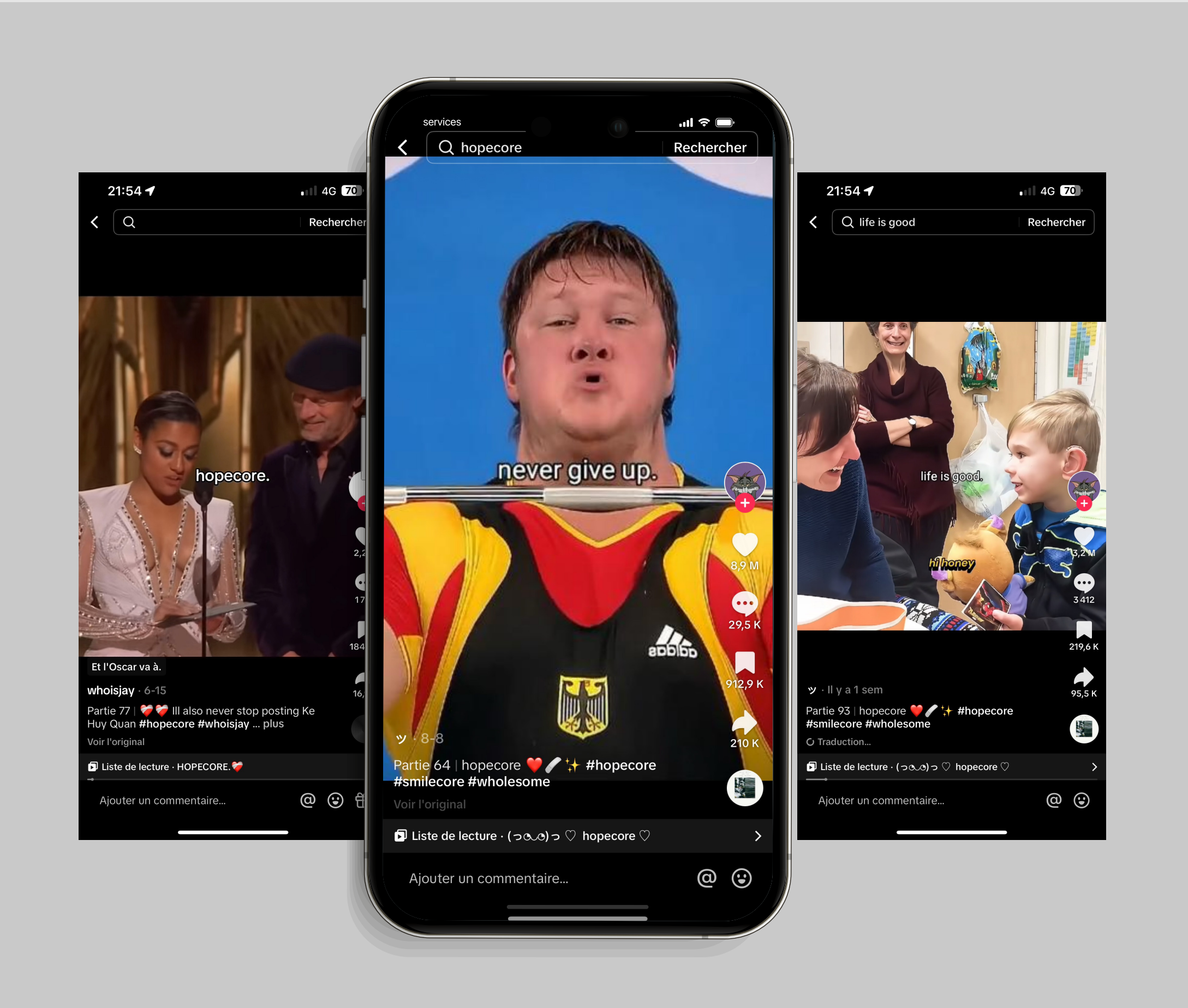
HOPE IN MUSIC

According to Lyrics.com, there are 550,037 lyrics and 122 artists using "hope."!
For UNICEF, hope is more than just a lyric. Every time our algorithm detects the word "hope" in a song or in a playlist in any language, the audience will be served with a non-intrusive ads showing how UNICEF represents Hope in Action, hijacking music itself.



CELEBRATING HOPE

To counter doomscrolling, the #HopeCore trend on TikTok, with 894.1K posts, spreads positivity and hope. Inspired by this, we want UNICEF volunteers to share their proudest achievements (their own Hope in Action results), creating a ripple effect of hope that encourages more people to join the cause and grow support for UNICEF's mission.



LANDING PAGE

All formats with a CTA, such as social ads, gaming streamer ads, and music ads, will direct users to the ‘Hope in Action’ landing page. This page not only shares the Hope in Action manifesto and Unicef’s mission in an engaging, story-driven way, but also highlights real-world impact. Most importantly, it offers three clear ways to get involved: donate, volunteer, or become an advocate for the cause.

