



unicef  | for every child

TEAM

AFTERHOURS



BACKGROUND

UNICEF's legacy of advocacy and action in support of the world's children has earned the brand a firm foundation in the hearts and minds of older generations. In recent years, that familiarity in younger generations has declined.

CHALLENGE

UNICEF needs to insert itself into the cultural zeitgeist of younger generations. Gen Z and millennials are skeptical of superficial commitment and driven by their desire for authentic, purpose-driven connections. It's time to find a way to transform today's malaise into an inspired call-to-action.



INSIGHT

Stereotypes are common, especially for Gen Z and millennials, who are often categorized as sensitive, inexperienced, and immature. In short, they are *too childish*.

However, studies have shown that children between the ages of 7 and 12 are more likely to be moral and empathetic than adults.

University of Chicago. [Children Are Naturally Prone To Be Empathic And Moral](#).
ScienceDaily. Retrieved September 22, 2024.



What if being childish was a good thing?

Sensitivity shows **empathy**.

Immaturity means **adventurousness**.

Inexperience leads to **new opportunities**.

Let's embrace our childlike instincts to do the right thing.

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PRESENTS



ACT LIKE A CHILD

Where childlike actions turn into global change.



ACTING LIKE A CHILD MEANS TAKING ACTION

We craft a multi-year movement redefining what it means to act like a child, reigniting a mindset of radical empathy for Gen Z and millennials. Our 360 platform elevates a bold awareness campaign with a virtual community driven to create a place that unites childlike spirit and meaningful action to support the world's children.

HOW IT WORKS

RALLY

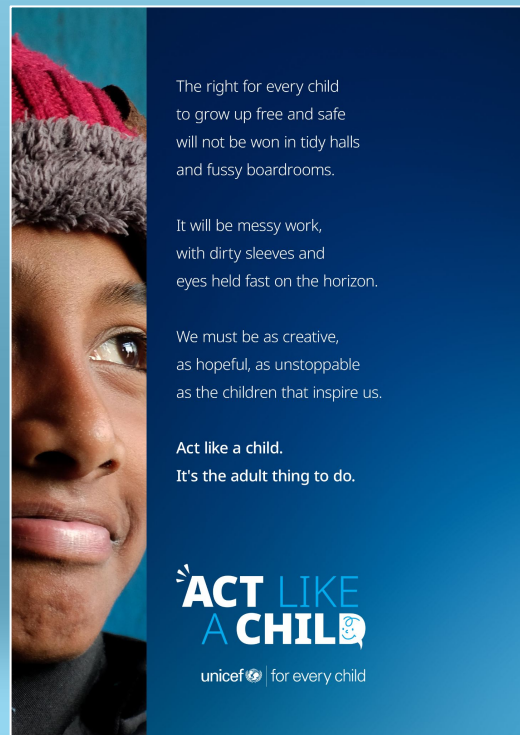
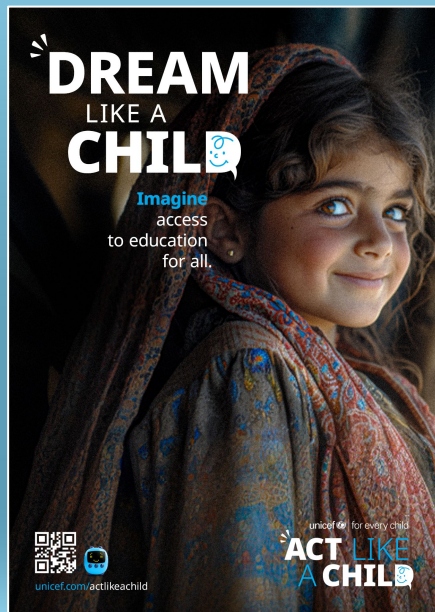
Command attention with OOH and social executions that center on redefining what it means to Act Like a Child for Gen Z and millennials.

EMPOWER

Mobilize our audience to get involved via social challenges and an interactive digital experience. By implementing scalable challenges with real-time impact, our audience can transform apathy into tangible action that brings awareness to the 12 SDGs that UNICEF supports.

SUSTAIN

The movement remains evergreen as it adapts to the language and culture of subsequent younger generations, inspiring them to hold on to the aspects of youth that spark powerful change in the world.





RADICAL TRANSPARENCY

Combining personal impact and collective effort, our platform delivers a worldwide interactive “heat map” where users can follow real-time UNICEF missions across the 12 SDGs.

To prevent crisis burnout and foster a sense of shared accountability and transparency, users can filter the map to follow the SDGs they are most passionate about.



CREATING COMMUNITY

Exploring the map allows our audience to share on social, donate directly, or even set up fundraisers of their own. The more interaction a specific mission gets, the “hotter” it appears on the map, showing where action is needed most.

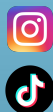
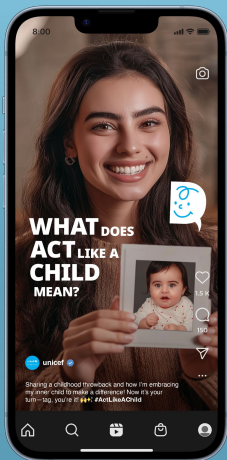
MEET ALAC, Your Guide to Act Like A Child

ALAC tracks updates on UNICEF's goals and sends notifications from the platform. With a nostalgic design, it inspires our audience to stay engaged with the Act Like a Child community.

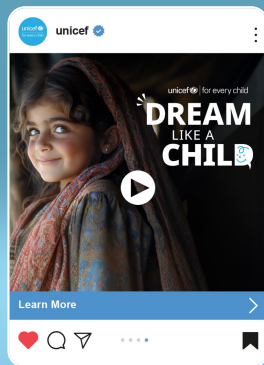




SOCIAL



On National Children's Day young activist influencers post childhood photos with the hashtag #ActLikeAChild, sharing how they've embraced childlike qualities to take positive action and tagging a friend to join the movement.



Short-form campaign videos from children and communities impacted by UNICEF will fill the brand's social channels, highlighting the radical empathy of today's youth.

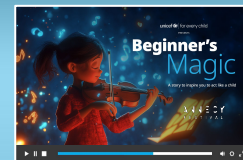
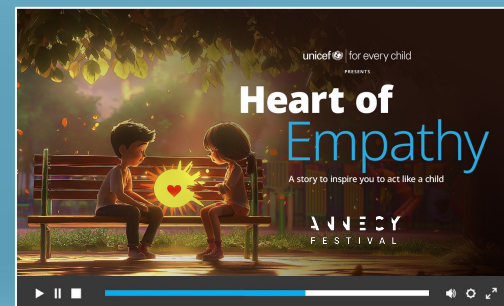
OOH

Awareness ads drive the Act Like a Child message in targeted public transit areas for Gen Z and millennials, who are more likely to use public transit than older generations.



FILM

Animated short films partnering with international university animation programs telling the stories of UNICEF Youth Advocates who embody the Act Like a Child movement.





ACT LIKE A CHILD MOVEMENT STAGES

01 RALLY

Act Like a Child launches in social and OOH placements. Influencers get the word out via the campaign video and #ActLikeAChild social challenge, creating organic, shareable content that spreads the movement's vision.

02 EMPOWER

The virtual platform launches, connecting our audience to the work UNICEF is doing. Teaser trailers for the animated short films roll out to drum up excitement for the series release.

03 SUSTAIN

The Act Like a Child animated films release online. The platform continues to share transparent updates on UNICEF's goals: children supported, funds raised, and projects completed.

04 EVOLVE

As our movement grows and expands, planning for the next generation begins. We bring Gen Alpha into our Act Like a Child community, welcoming their curiosity and compassion to further our mission of change.

