



Young Lions Competition - Film

The Brief

The Client

MTV Switch is a climate change campaign launched by MTV Networks International in 2007. The campaign aims to inform, entertain and encourage climate conscious behaviour amongst global youth. It is a multi-screen campaign (TV, mobile & web), but a key objective is that all content drives traffic to www.mtvswitch.org. At the MTV Switch site people will be able to find out more about how they can make positive changes to their lifestyles in ways that make it cool to be green.

Aim

To promote the idea that it's cooler to have a low impact on the world around you – that you don't need to consume to have fun. Concepts should focus on stories and actions – NOT an explicit environmental message. There are enough climate change campaigns to send the message that people need to stop certain behaviours, the goal of this campaign is to show them what they should do instead.

What kind of spot?

A stand-alone spot (between 30 and 60 seconds) or viral content piece which can be shown on-air, on-line and on a mobile. The videos created will be forwarded and shared online so it is vital that they have an impact with audiences with little or no explanation. The final product should create a feeling and mood about the topic, NOT sell or preach about climate change.

Target Audience

- 15 – 25 years old
- Heavily stressed
- Pre-occupied with relationships
- Use TV to de-stress
- Turned off by scare stories

Creative guidelines

All concepts should be presented and developed as "viral content" instead of a spot that sells a product or idea. A key goal is to have these videos distributed online, so concepts that are creatively advanced but feel like user generated content are ideal – the concept is more important than production values. While reducing consumption has a direct impact on climate change, concepts should NOT directly push the idea of climate change, environmentalism, or reduced consumption. Ideal concepts SHOW funny, attractive, creative ways that youth can be social and cool while at the same time consuming less. The tone should be light, not dramatic, and above all concepts should not be preachy in any way.

As these spots will be distributed worldwide via online, mobile, and broadcast, they must resonate across language and cultural differences. Please see the 'Communications Insights' document for tips on communicating about this topic. Avoid being generic, conventional and worthy - be adventurous, personal, unexpected, inspiring and engaging to cut through to a discerning and demanding audience.

Concept examples

- Parties: Have a party outside with music, food and drink but using no power and generating no trash
- Getting music: Transfer tracks among friends by using a USB rather than burning CDs. You can use the USB over and over again
- Travel: Make daily or weekend travel interesting and low carbon. Create challenges for yourself, invent competitions between friends for getting places without using cars etc.
- Fashion: Instead of buying new clothes, find new ways to use or alter old clothes, borrowing/sharing clothes - or finding eco-friendly designers and stores
- INVENT YOUR OWN CONCEPTS!

Rights and Clearances

Anyone who appears in the videos created must have an MTV release provided or the content will not be distributed online or via broadcast. Music must be public domain and the creative teams must sign standard MTV Contributor agreements (to be provided).