



# Young Lions Competition - Media

## The Brief

### The Client

War Child is an international child protection agency that works with the most marginalised children affected by war – child soldiers, street kids and children in prison – in Iraq, Afghanistan, the Democratic Republic of Congo and Uganda. War Child exists to provide protection for children, who as a result of conflict, have to deal with insecurity, extreme poverty and exclusion.

War Child believes it is unacceptable that children continue to be victims of war. They provide vital, on the ground support programmes in each of the conflict zones they work in but also lobby politicians and governments to ensure their cause and the rights of children affected by war remains high on the public and political agendas.

War Child is a member of War Child International, a group which also includes War Child Holland and War Child Canada. The three organisations operate independently but in cooperation and share similar aims and goals. There are a further three War Child offices in Ireland, USA and Australia that raise funds specifically for projects run by War Child UK.

War Child is a small organisation, employing around 50 staff globally, with an annual income of £1,500,000.

There are several methods War Child uses to raise money. Two of the newer fundraising methods are detailed here:

### The Ambassadors Club

War Child currently runs a programme called The Ambassadors Club which represents a group of influential people who are dedicated to supporting the charity.

Each of the 15 current Ambassador highlights their commitment to War Child by:

- Pledging £1,000 (US\$2,000) per year
- Agreeing to enrol at least one new War Child Ambassador every year
- Using their network and influence to help War Child achieve its wider aims

In return for their commitment and support Ambassadors have the opportunity to attend two annual events at 'destination locations'. These events offer networking opportunities as well as the chance to hear directly about the work of War Child and help them recruit new Ambassadors.

Why would these people choose to support War Child over a more well known international charity like Oxfam? They may wish to be seen supporting a more edgy or cool charity with links to the music industry, they may also be risk takers and want to be associated with a charity that also takes some calculated risks (i.e. working in war zones where other agencies do not). Their support of War Child, a smaller charity, could also make them feel they're making a bigger personal impact.

### Major Gifts

A handful of individuals have donated large financial gifts to War Child in recent years – the highest in excess of £100,000. However, War Child's approach to securing major gifts has been ad hoc and they now wish to be more proactive in raising this type of income.

## Target Audience

There are two distinct target groups...

### A. THE WELL OFF

- Professionals with a salary in excess of £40,000 (US\$80,000) per year
- They are “cash rich but time poor”. They enjoy life when they can but want to give something back without it taking too much time
  - We want to target this group to join the Ambassadors Club
  - This group could potentially be used to access the “Very Wealthy” group

### B. THE VERY WEALTHY

- High net worth individuals, with a significant personal wealth in excess of £1,000,000 (US\$2, 000,000)
- They are particularly keen to see a strong return on investment
  - We want to target this group give a one-off “major gift” of more than £25,000 (US\$50,000)

Both groups will have interest in international development issues and/or the music industry. They may also want to be more involved in charitable work in general and be seen to be part of a unique network of major donors. Major Donors are individuals who have a personal wealth that they would be willing to donate to charitable causes and will usually expect a form of thanks or recognition in return.

## The challenge

To create a communications strategy that encourages the “Well Off” and/or “Very Wealthy” to support War Child through financial donations and using their personal or professional networks to further promote our cause, delivered within the set budget of £250,000 (US\$500,000).

Traditionally, it would take a charity a minimum of 2 years to build a relationship with this target audience, before they donated money of this scale. Your challenge will be to achieve this much sooner.

Your submission will seek to evaluate the most innovative media selection as well as their creative uses. The Young Lions Media competition doesn't require teams to become immersed in providing tactical media explanations, rather develop an explanation of why the media type/s was selected and how they are intended to be used.

The strategic idea must be demonstrated clearly across the selected media channels and the winning team will be the one that creates the most compelling communications strategy to the marketing challenge.

## Objective

To raise £1,000,000 (US\$2,000,000) per year from the “Well Off” and/or “Very Wealthy” within a year of implementing a communications strategy that engages these individuals.

## Tone of Voice

Bold. Professional. Urgency for something to do be done. Optimism that something can be done.

War Child's general tone of voice is edgy and cool and this should also be reflected while at the same time taking into consideration that this audience will probably be older than our usual audience.

## Some Relevant Facts

- 66% of people who die in conflict are children
- In the last decade alone, war has meant that 1.5 million children have died, 4 million children have been disabled and a further 10 million traumatised
- One child dies every 5 minutes in Iraq
- One in five children in Afghanistan do not live beyond the age of 5
- Over 30,000 children have been actively engaged in fighting in Democratic Republic of Congo
- Over 20,000 children were abducted to serve as soldiers during Uganda's civil war

## Mandatory Inclusions

War Child Logo

War Child website address [www.warchild.org.uk](http://www.warchild.org.uk)