



Young Lions Competition - Cyber

The Brief

Aim Of The Brief

Cyber work for the Tap Project should generate awareness of the global water crisis, while raising money for UNICEF's water and sanitation programs. It should drive donations at restaurants and digitally (online, mobile, etc).

The Client

Every day, 26,000 children in the developing world die of preventable causes. Simple, affordable solutions exist to save millions of lives, but sadly they are not reaching children so desperately in need. For too many children, vaccines, a bed net, even clean water is a matter of life or death.

But UNICEF is there, whenever and wherever children are struggling for survival, doing whatever it takes to save the lives of millions of children who die of causes that could have been avoided. And what UNICEF is doing is working. Over its 60-year history, UNICEF has saved more children's lives than any other humanitarian organization.

Yet the fight is far from over. Millions of more young lives can and will be saved with the support of the global advertising community who supports UNICEF through the Tap Project. UNICEF, and the growing number of people like you who support us through the Tap Project, believe deeply in that day:

- A day when 26,000 children who did not have to die, do not die.
- A day when every child has a childhood.
- A day when every child lives and thrives to adulthood

Why Are We Advertising?

Over one billion people still use unsafe drinking water sources. In developing countries, one in five children don't have access to safe drinking water, and every day, 5,000 children die of water-related disease.

To address the global water crisis, UNICEF has launched the Tap Project. During World Water Week, restaurants around the world will ask their patrons to pay \$1(US) for the Tap Water normally enjoyed for free.

A donation of just \$1(US) provides:

- One child safe drinking water for 40 days, or
- Forty children safe drinking water for one day, or
- 100 water purification tablets to provide safe drinking water for children in crisis situations.

The Tap Project launched in New York in 2006, across the U.S. in 2008, and will roll out globally in 2009.

Target Audience

Advertising must reach potential donors.

What Is The Key Message?

UNICEF needs you donate to the Tap Project, to help save children around the world.

There are two ways to drive donations.

Donate at a restaurant: Digital messaging must drive consumers to make a donation at restaurants during World Water Week.

OR

Donate digitally: Explore creative ways to invite participation in the Tap Project via online donations, mobile text fundraising, etc.

*Individual digital executions do not need to reflect both of these methods of donation – executions should drive either restaurant OR online donations.

Tone Of Voice

UNICEF is resolved to do whatever it takes to save a child, and has the solutions to save children dying needlessly of preventable and treatable causes. While the issues UNICEF confronts are urgent, the communications approach is hopeful and optimistic. UNICEF always respects the dignity of those we serve, and will never exploit a sick and malnourished child. Additionally, our positive outlook requires that we not use language that implies hopelessness and desperation. We operate with optimism and determination. The tone of all communications should convey that UNICEF will not rest until its job is complete. We already know how to do it—it's just a matter of garnering the support from those willing to join the cause.

The brilliance of the Tap Project is its simplicity and ability to engage all people and cultures in being a part of child survival. Hence, all communication can be localized, representing the flavour of the country and culture each team is from.

Mandatory Inclusions

Tap Project international logo

UNICEF logo.

The Tap Project URL: tapproject.org