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SCHOOL**

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CREATIVE BRIEF

Brief Number: 5

Topic: Mobile

Anything on mobile that's inherent to the way people use it, or gets people to use mobile in a new way. This could include Tinder, Facebook, YouTube, Snapchat, Instagram, Spotify, Uber etc.

Client: Whitelion (www.whitelion.asn.au)

Product: Fundraising

Problem Young offenders are often perceived by society as inherently bad, meaning people feel less inclined to donate to a charity like Whitelion. The truth is, many young people end up in juvenile justice due to impossible choices and being victims of circumstances rather than being 'bad kids'. We need to change the public perception about these perpetrators, and help people understand what these troubled young people have gone through.

Target audience: Australian mothers of both kids and teens

Key insight: Mums know that kids 'act out' when there's something else going on for them. Maybe they're hungry, tired or anxious. Kids express their needs in the only way they know how.

They don't judge their kids as 'bad', but instead seek to understand what's happening under the surface.

Proposition: Help the kid behind the crime

Reasons to believe:

- Over 50,000 children and young people are in 'Out of Home' care, over 23,000 are homeless and 10,000 are in the youth justice system
- Young offenders have no access to services that can help keep them from returning to jail and break the cycle
- A donation to Whitelion helps provide practical support to young people - access to food, clothing and hygiene for individuals, or programs that deliver access to positive role models and a pathway to education and employment, helping to rehabilitate young offenders and also prevent at risk youth ending up in prison.



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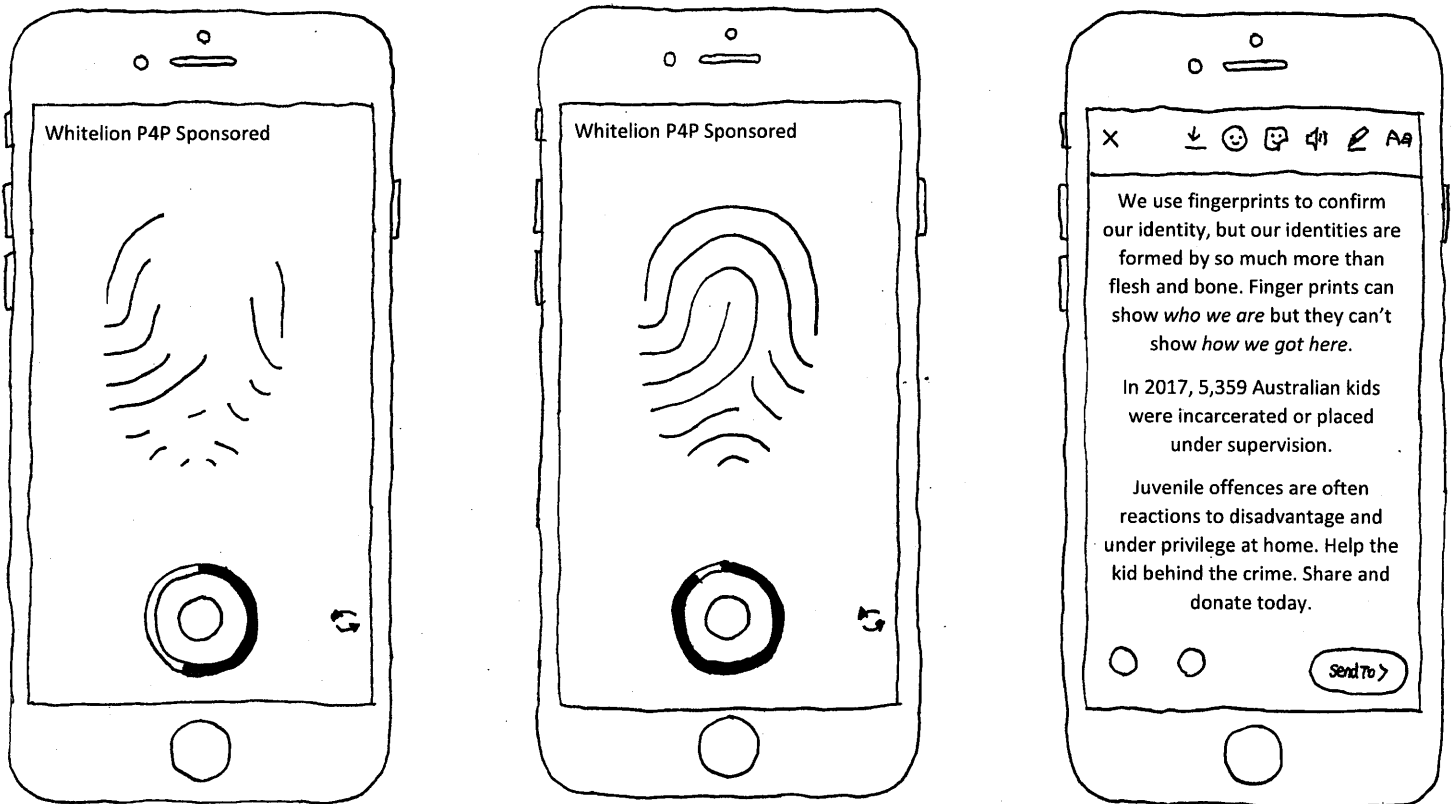
WHITELION – PAW PRINTS FOR PROCEEDS

Insight:

In 2019, we use fingerprints to identify more than just criminals - fingerprints are used to establish and confirm our identity across multiple technological platforms. While smart phone finger print technology can distinguish one user from another, our identities are shaped by so much more than flesh and bone.

Idea:

Use smart phone finger print technology as a platform to show the stories behind juvenile offenders and to demonstrate that their identities have been shaped by disadvantage and underprivilege. Encourage users to understand and consider the privileges that have formed their identity and to donate to those who have gone without.



Execution: The 'Paw Prints For Proceeds' sponsored Instagram filter forms an overlay of the user's thumb print on screen as they film. Once they release their thumb to stop filming, they are served a message encouraging them to donate to Whitelion and to spread awareness by sharing their 'Whitelion Paw Print'. Further to this, capitalising on the platform's finger print interactivity, the Instagram ad will direct traffic through to an Apple Pay partnered Whitelion app that allows users to round up all transactions made through Apple Pay to the nearest dollar, donating the difference to disadvantaged youths.

