

THE “SUSTAINABLE LIVING” BRIEF



Nurturing creativity, driving diversity.

YOUR BRIEF



**SAVE
the future**

I  SUSTAINABILITY

THE CHALLENGE

Unilever aim to double the size of their business, while at the same time halving their environmental impact. The problem is that roughly 60% of their environmental impact comes from the way people use their products, so they need to create a popular 'sustainable living' movement.

THE BRIEF

Create a campaign from Unilever that makes the idea of 'sustainable living' attractive and popular among people aged 16-24. The outcome should be a popular movement that the majority of people really want to be a part of.

WHAT DO I HAVE TO DO?



We want you to create ways to promote sustainable living to 16-24 year olds.

Ultimately, you should create a presentation to show Unilever that you have understood the brief and explain why you think your creative ideas will work.

1. Research Unilever and then cross-examine this brief
2. Devise loads of ideas, then pick your best one.
3. Think about what would make people your age take an interest in sustainable living
4. Develop and produce a proposal for this idea.
5. Present your thinking and your idea in a slick way.

Don't worry if you don't have access to great equipment. Although the production is important, we're just as interested in your ideas and concept too.



WHO ARE UNILEVER?

Not many people know about Unilever, but they make lots of the products that people use everyday. Like Dove, Tresemme, Lynx, Knorr, Hellmann's, Persil, Magnum and PG Tips. You might want to count how many Unilever products you see everyday!



WHO ARE UNILEVER?



In 2009 they made it the purpose of the company to 'make sustainable living commonplace'. It's now right at the heart of their approach to business.




'Sustainable living' for Unilever means a situation where everyone on the planet can live a good quality of life, but do so in a way that avoids damaging the planet that supports us all.



You can find out more here:
<http://www.unilever.co.uk/sustainable-living-2015>



CHECK OUT ALL THE WAYS UNILEVER APPROACH SUSTAINABILITY



100% CLEAN ENERGY IN OUR OPERATIONS BY 2030

Unilever

Unilever

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Farewell To The Forest - A film by Unilever

5,946 views 5 months ago

A tree may be safer in the city than in the rainforest.

Let's change this.

At Unilever we are committed to making our products sustainably without harming our forests. Now we're helping to protect 1 million trees with WWF. Show your support at <https://brightfuture.unilever.com> and we'll protect a tree on your behalf.

Uploads

- Unilever & Lifebuoy - Supporting the #GlobalGoals for a... 0:31
- Farewell To The Forest - A film by Unilever 1:11
- The Real Cost Of Food 7,504 views • 7 months ago 0:40
- When I Grow Up- A recycling film by Unilever 0:52



WHAT DO UNILEVER MEAN BY 'SUSTAINABLE LIVING'?

LOOK AT THE WAY PEOPLE USE THEIR PRODUCTS.

FOR EXAMPLE IF PEOPLE KEEP TAKING LONG SHOWERS (WITH THEIR DOVE SHOWER GEL) OR BOILING A FULL KETTLE FOR ONE CUP OF TEA (FOR THEIR PG TIPS), OR WASHING LAUNDRY AT 90DEGREES, THEY WON'T ACHIEVE THEIR AIM OF REDUCING THEIR ENVIRONMENTAL IMPACT.

BUT ALSO BEAR IN MIND UNILEVER WANT TO START A SUSTAINABLE LIVING MOVEMENT IN GENERAL, NOT ONLY IN RELATION TO HOW THEIR PRODUCTS ARE USED.

SUCH A MOVEMENT MIGHT INVOLVE...

PEOPLE ADOPTING ALL SORTS OF NEW BEHAVIOURS. THINK AS BROADLY AS YOU LIKE, FROM CYCLING TO WORK TO CHECKING THE LABELS ON PRODUCTS, TO TURNING LIGHTS OUT IN ROOMS, TO REUSING/REDUCING/REPAIRING&RECYCLING, TO EATING MORE SEASONALLY. DO YOUR OWN RESEARCH INTO THIS.

BUT REMEMBER... THIS BRIEF IS MORE ABOUT HOW ALL OF THESE THINGS COULD BE PACKAGED UP IN AN ATTRACTIVE IDEA, IN AN ATTRACTIVE MOVEMENT THAT PEOPLE WANT TO BE A PART OF.



WHO IS YOUR TARGET AUDIENCE?

We want you to target 16-24 year olds who are open-minded to the idea of living more sustainably, but aren't currently making changes to the way they go about their lives.

Maybe they think that adopting a sustainable lifestyle is for hippie-like tree-hugging types, and not really for people like them?

THE IDEAL OUTCOME:

Your campaign should ideally lead to them being proud to display their 'membership' of the movement. They should be proud to 'wear the T-shirt'. Or if not the T-shirt then at least the rubber bracelet. The aim is to create a new normal which they want to be a part of.



COMMUNICATING WITH YOUR AUDIENCE



TV

Consider when your target audience will be watching TV? What will they be watching? How will you gather data?

SOCIAL MEDIA

Think about how you could use social media. How can you get people to spread the message? Can you create a viral campaign? What's the campaign #hashtag?

DIGITAL

You could design a concept for a website or app. Use wireframes to show us how it would look and work. Why would people use it?

FILM/VIDEO

You might create a piece of film. Think about where you'd show it. Online or offline? Why will people watch it?

OTHER...

What about outdoor posters? What about a live event, or other type of experience? A song/rap? An iconic T-Shirt? A rubber bracelet? A symbol?

A LITTLE BIT OF INSPIRATION

YOU COULD LOOK AT SOME GREAT CAMPAIGNS TO SEE HOW OTHER BRANDS HAVE INSPIRED PEOPLE. THINK ABOUT WHAT THEY HAVE DONE TO CAPTURE PEOPLE'S ATTENTION, AND TO INVITE PARTICIPATION...

Volkswagen's 'Fun Theory' campaign <http://www.thefuntheory.com>

Yeo Valley's rapping sustainable farmers:
<https://www.youtube.com/watch?v=eOHAUvbuV4o>

Rainforest Alliance 'Follow the frog': <https://www.youtube.com/watch?v=3ilkOi3srLo>

Chipotle Mexican Grill's 'back to the start' campaign:
<https://www.youtube.com/watch?v=aMfSGt6rHos>

ALS Ice-Bucket Challenge (interesting for getting people involved and viral social media effect): <https://www.youtube.com/watch?v=RPdnpO983JY>

How this dance party movement gets started (hint, think about key instigators, and how social norms develop): <https://www.youtube.com/watch?v=GA8z7f7a2Pk>

The 'I'm not a plastic bag' phenomenon: <http://inhabitat.com/i-am-not-a-plastic-bag/>

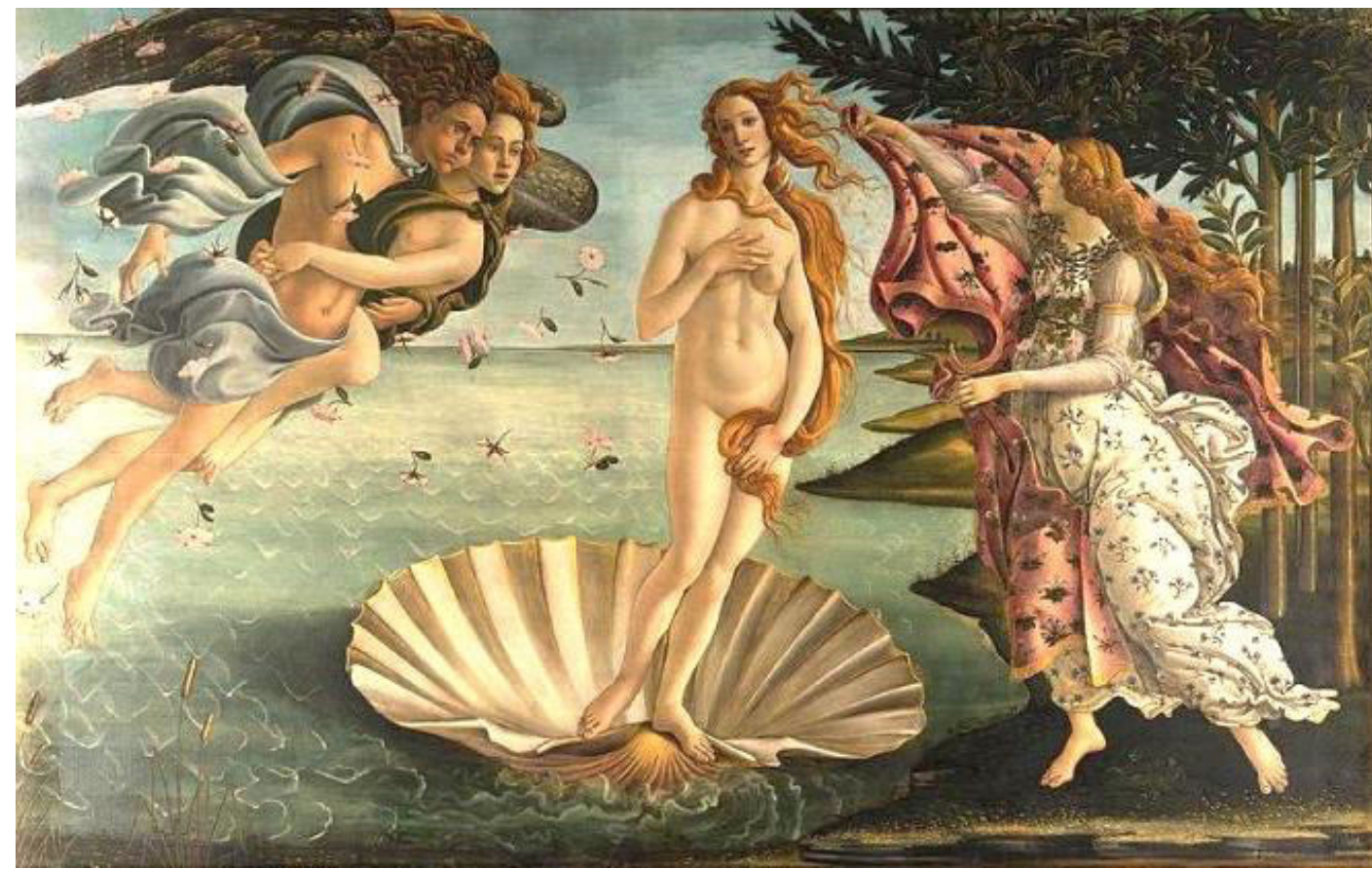
The ad campaign in Chile that inspired people with a vision of life without the Dictator General Pinochet: <http://www.imdb.com/title/tt2059255/>



Thefuntheory.com



A LITTLE BIT OF INSPIRATION



Consider how The Renaissance Art movement inspired people in Medieval times to do good (hint, they made the ideas they were promoting glamorous. They seduced their audience!)

<https://www.youtube.com/watch?v=f110eMmwYjU>



...or even how Nike made jogging cool? If jogging can become cool, then why not sustainable living?



Jamie Oliver managed to inspire the average Brit to be a better cook. Can we learn anything from how he approached that?

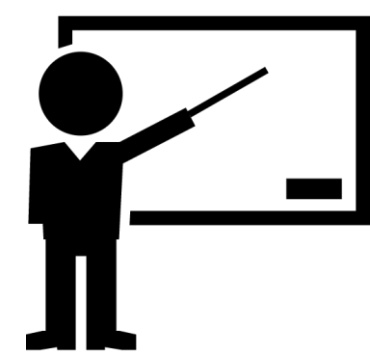
NEXT STEPS...



Once you've done your research and come up with your idea it's time to pull it all together.



Unilever want to see all the thinking behind your idea.



You could use Powerpoint or Prezi to create your presentation.



MAKE SURE YOU INCLUDE THE FOLLOWING:

- Your research of Unilever and your target audience.
- What inspired you?
- Your idea development.
- Explain why it suits the target audience.
- Explain why you think your idea would work.

WHAT'S IN IT FOR YOU?

- The best entries will be invited to pitch their ideas face to face with the Unilever and Ogilvy team (along with the Ideas Foundation) in Ogilvy's awesome new offices.
- The winner will get £100 of vouchers & a place on The Ladder, the Ideas Foundation's exclusive progression group of aspiring creatives who get access to creative industry opportunities, projects and networks.
- Anyone who takes part in the competition gains valuable skills and experience that they can add to their CV.



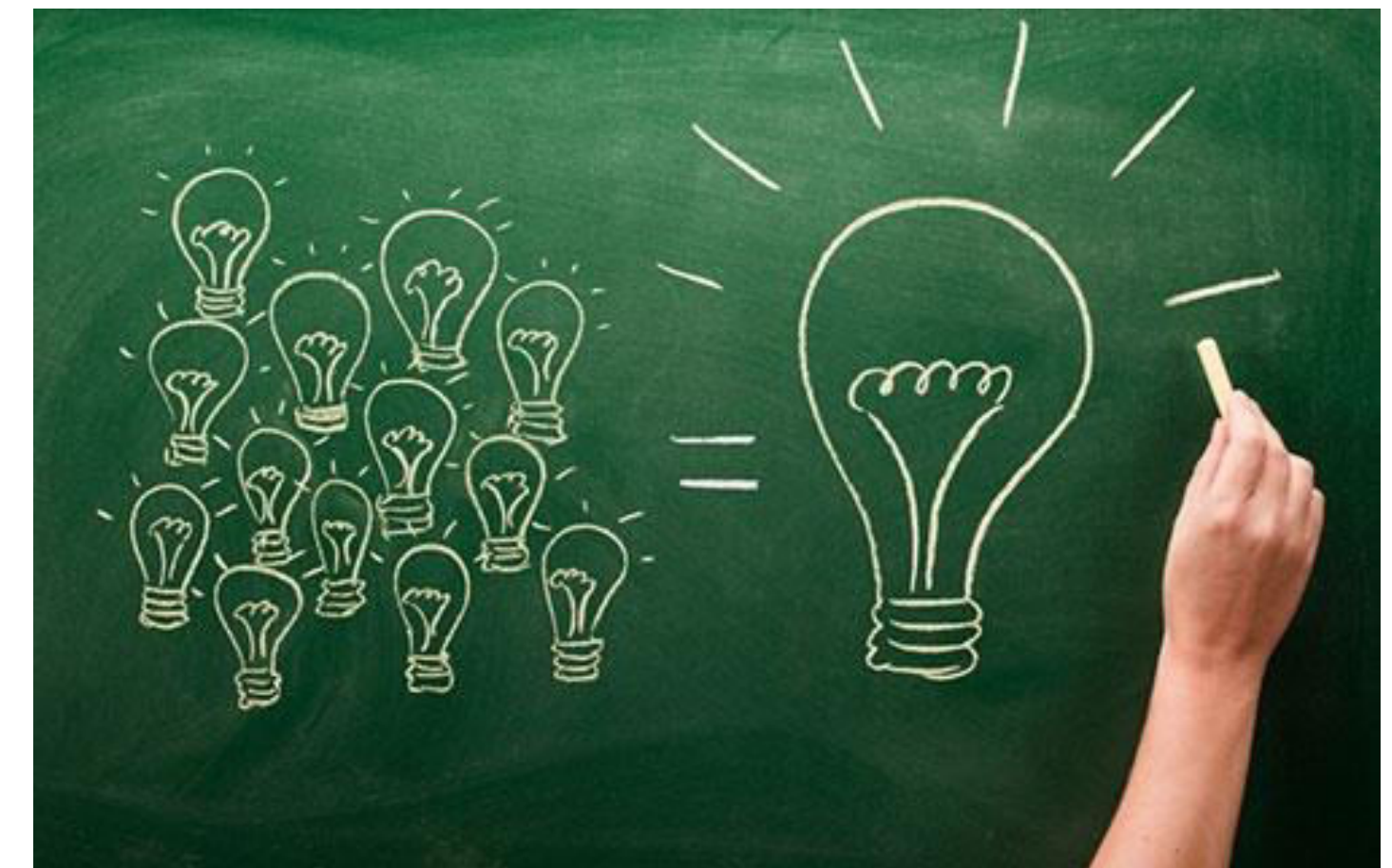
- proactivity
- research skills
- creative thinking
- enterprise skills
- links to industry

NEARLY THERE...

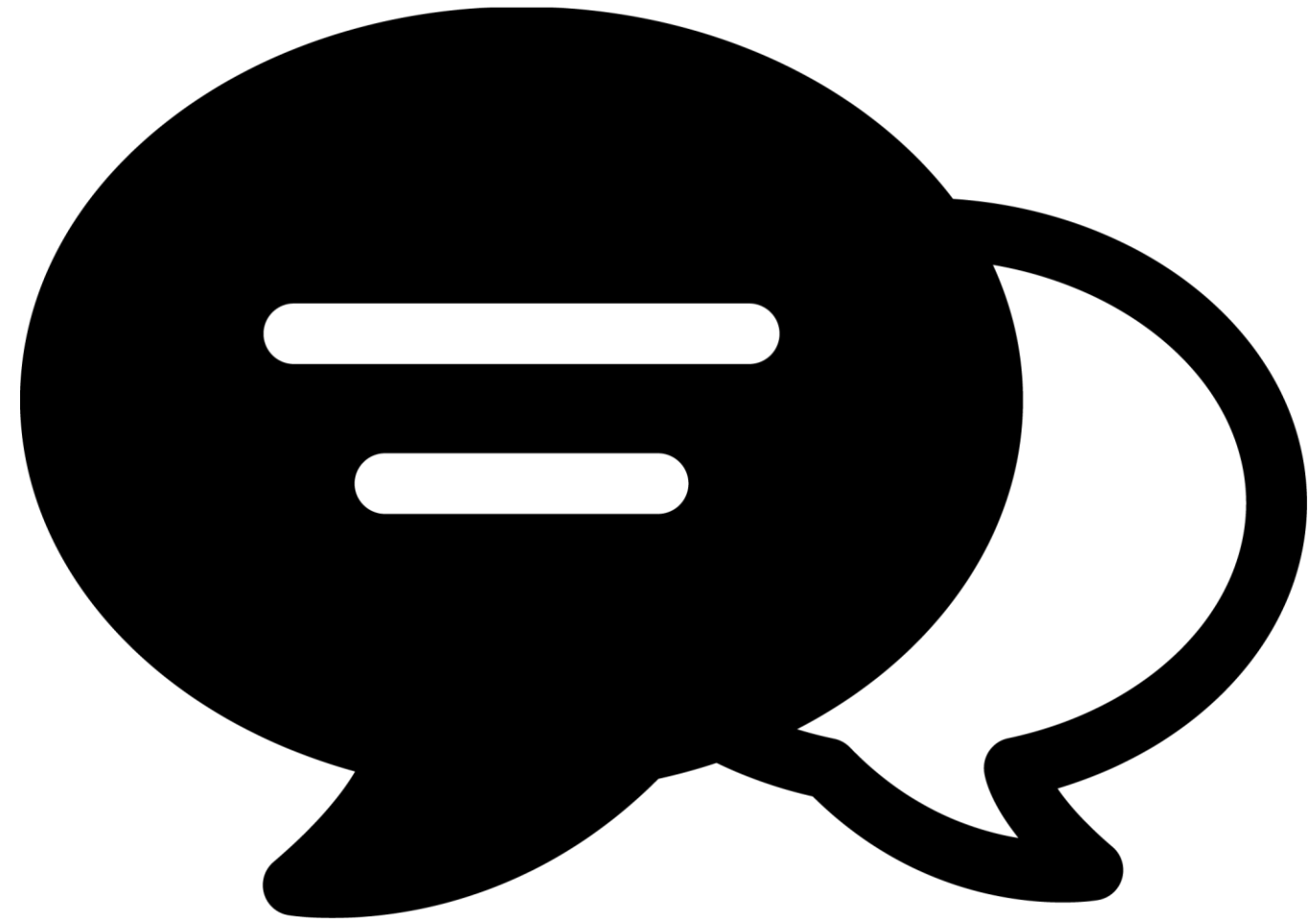
So, when you are happy with your presentation, it's time to upload it on to www.iamcreative.org.uk so that Unilever and their creative agency Ogilvy & Mather can look at your ideas.

Please email ideas@ideasfoundation.org.uk to let us know your entry is up!

If you make a film, please upload it to YouTube and put the link in either the presentation or description box on the I Am Creative website.



GOOD LUCK!



Check out the 'tool kit'
on our website to make
your entry stand out.

REMEMBER:
YOU MUST UPLOAD
YOUR WORK ON TO THE
I AM CREATIVE SITE
AND EMAIL
IDEAS@IDEASFOUNDATION.ORG.UK
TO GET YOUR ENTRY SEEN AND
ENTERED IN TO THE COMPETITION.
WWW.IAMCREATIVE.ORG.UK



Agilwry



Unilever



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THANK YOU