

CREATIVE BRIEF - PR

Project: Young Lions Competition – UNICEF Norge public engagement on **World Children's Day** and **Convention on the Rights of the Child**.

Objective

1. Increase UNICEF's visibility, brand awareness and association with children.
2. Generate awareness about World Children's Day and Convention on the Rights of the Child.

About UNICEF

UNICEF is the biggest helping organization for children in the world, and we work in some of the world's toughest places, to reach the world's most disadvantaged children. Across more than 190 countries and territories, we work for every child, everywhere, to build a better world for everyone.

Our tagline is "UNICEF – for every child" (UNICEF – for hvert barn)

UNICEF works with the United Nations and its agencies to make sure that children are on the global agenda. UNICEF strikes a balance between thorough research and practical solutions for children. Partnerships across every sector make all of UNICEF's work for children and young people possible. In addition, all the work being done by UNICEF couldn't be possible without the support of governments and individual givers and donors.

Background for the task

United Nations Universal Children's Day was established in 1954 and is celebrated on November 20th each year to promote international togetherness, awareness among children worldwide, and improving children's welfare. November 20th is an important date as it is the date in 1959 when the UN General Assembly adopted the Declaration of the Rights of the Child. It is also the date in 1989 when the UN General Assembly adopted the Convention on the Rights of the Child. **2019 is the 30th birthday of the Convention on the Rights of the Child.**

In the 30 years since its adoption, the CRC has helped to transform children's lives. It has inspired legislative changes to better protect children and enabled them to participate in their societies. However, the CRC is not fully implemented or widely understood. There is a pressing need to refresh the relevance and urgency around implementing the CRC for the 21st century.

The Future of Childhood Children's Rights are timeless; they have no expiry date. But as time has passed, childhood has changed – childhood in 2019 is very different from childhood in 1989; it will look very different again in another 30 years. Global trends, like digital technologies, environmental change, protracted conflict & mass migration are changing childhood fast. Today's children face new threats to their rights and have new opportunities to realise their rights. In 2019, we must look ahead to the future of childhood and promise to fulfil the rights of every child, now, and in future generations.

The task

Based on the background information, UNICEF Norge is looking for an idea on how to make the most out of World Children's Day and the 30th anniversary of the Convention on the Rights of the Child. We want this idea to strengthen the UNICEF brand and making it more transparent that we are an organization working for children all over the world. To make it clear: want everyone to know that November 20th is OUR day to celebrate the rights of children.

In that case:

You will develop a versatile communications platform/campaign for UNICEF Norge, raising its profile as a relevant voice amongst 18-34 year olds, by taking on World Children's Day and the Convention on the Rights of the Child as a theme.

Ideally, the concept can generate earned media attention and raise awareness worldwide, but primarily focus on making something for the Norwegian public. The concept should work across all regions and not be too specific to one area or context.

What to consider:

The campaign will need to be executed before and on November 20th. The tone of voice should be approachable, empowering and optimistic. As a charitable organization, consideration as to the limited budgets that may be available are recommended. You are free to choose whatever format you want for the campaign, for instance an event, a collaboration with media or UNICEF Norges signature partners.

Key date:

The big day is of course November 20th, but we encourage you to make a campaign that can build a momentum for this particular day, and should be implemented long before the actual date.

Inspiration

Take a look at this video for inspiration:

<https://vimeo.com/248083330?Web=1>

Take a look at this site for more inspiration:

<https://www.unicef.org/world-childrens-day>