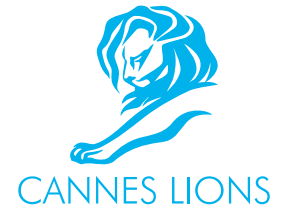


Briefs: Young Lions Marketers Competition

MOVEMBER

CREATE A PRODUCT/SERVICE RELEVANT TO YOUR COMPANY'S BUSINESS OR/AND AREA OF THE BUSINESS.



BACKGROUND

The Movember Foundation is the only global charity focussed solely on men's health and has raised over \$770m since 2003.

They invest in areas critical to men's health including prostate cancer, testicular cancer, mental health, and suicide prevention.

Movember is the annual fundraising & awareness campaign that takes place every November during which men grow a moustache.

It is important to note growing a moustache is not the only way to support Movember.

3 ways for supporters to get involved by signing up to Movember.com to:

GROW A MO

A little facial hair goes a long way. Your Mo is a ribbon – reminding the people in your life of the importance of men's health. Your face can inspire donations, conversations, and real change.

MOVE FOR MOVEMBER

Set a distance goal that challenges you, a little or a lot, solo or in a team. It's about havin' fun, doin' good, by raising funds along the way.

HOST AN EVENT

Whether it's a golf tournament, band night or dinner party – get together to raise some funds. Wherever you are, you can host and be the difference.

THE CHALLENGE

Movember relies on their community to drive a sizeable portion of web traffic to Movember.com during the campaign time (September through end of November).

The Movember Foundation create strong brand content & paid social campaigns but as Facebook algorithms prioritise friends and family posts, Movember branded content is not seen. As such getting participants to post and share is critical to fundraising efforts.

WHAT'S ESSENTIAL?

Generate significant increase in volume in FB posts from our core audience that drive sign ups. It's about ensuring those that land on Movember.com go on to sign up to fundraise.

Our communication style is: Informal, Warm, Friendly Engaging, Conversational & Authentic Reflective of our Values

Communication principles:

1. No bullshit -Take ego out of the picture. Focus on the issues.
2. We keep it real, tell it to you straight. We go where others fear to tread. We talk about the tough times, the big stuff, the hardships and successes.
3. We're not your doctor or your yoga teacher No jargon! The word "wellness" should never cross our lips.
4. Movember is for all men. We take an inclusive approach
5. Havin' fun, doin' good. Never be boring!

WHAT TO CONSIDER

The motivation and activation in key markets varies across Mo – growers and donors (see additional reading for target market profiles) The Movember Foundation align their marketing budget to activations with the best rate of return. Remember we are a charity, keep that in mind when thinking about budget.

Facebook is the primary social media channel that Movember want their audience to engage with to generate more sign ups.

Currently the conversion rate from social shares to sign ups is only 1% compared to The Foundation's owned targeted Facebook ads at 9%

TARGET AUDIENCE

Our target audience is primarily male and over 30 years of age.

SPECIFIC CREATIVE DELIVERABLES

- **A one page communications brief** (Please see below the recommended break-down of your brief. Background information of your company, Name of the project/product, Project/product description Business Outcome, Target Audience, Insight, Campaign objective, Key message, Tone of voice, Deliverables, Budget, Timeline, KPI)
- **A PowerPoint presentation of no more than 10 slides describing the product/service**