



Institute of Advertising Practitioners in Ireland



FILM CATEGORY

Charity Partner:



With thanks to:





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Job to be done:

Cut through the sea of same to drive awareness and comprehension of Concern, thereby elevating it to the top of the active consideration set of the next generation of supporter:

- Get their attention;
- Capture their hearts;
- Make them feel compelled to gravitate towards Concern, not away from it.
- Note: This is not a Direct Response film advertisement

Who is the next generation supporter?

Millennials: 18-35, who believe in active citizenship:

- They are connected;
- They are concerned where their money is spent;
- They want proof that the work is having a positive impact.

What problem/s stand in the way of success?

They don't know how vital Concern is as a cause, or how vital their support is to its success:

- They feel that Concern is the same as the others (famine related response/aid)
- They don't think that a measurable difference can be made because of the scale of the problem
- They don't donate because they are suspicious of how the money is spent.

What does the work need to do?

Compel Millennials to believe wholeheartedly that Concern is a vital organization of decent, hard-working people, working hard towards the progress of the least fortunate people in every corner of the world, ensuring that no one is left behind.

How:

1. Instead of using beneficiaries to tell the story, let's let the truth about Concern be the story.
2. Focus on the people behind Concern.
3. Which includes supporters without whom Concern would not have been able to transform as many lives for the last 50 years.



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Proposition:

We go further, deeper, and for longer to transform lives.

Proof points:

Concern works in the hardest to reach places and with the poorest and most vulnerable people worldwide to create lasting change.

In 2016 Concern reached 22 million of the world's poorest people, transforming their lives with life-saving humanitarian and development interventions.

Concern employs over 3,500 staff in 30 countries worldwide. We have fundraising offices in Ireland, the UK, the US and South Korea and deliver humanitarian and development programmes in 26 countries across Africa, the Middle East, Asia and Haiti.

90c of every 1 euro donated to Concern goes directly to our beneficiaries. All of our fundraisers including the door to door and on street fundraisers work directly for Concern.

Some examples of our work:

Nepal: when a devastating earthquake hit Nepal in April 2015 we responded immediately. We supported 70,000 people in the hardest-hit areas with essential items including solar lamps, blankets, water purification tablets and soap. We also stayed on in Nepal long after the TV cameras were gone and over the past three years have been working with communities in 18 villages to build up resistance to earthquakes including supporting them to build seismic-resistant homes and buildings including schools.

Philippines: When Typhoon Haiyan hit the Philippines in 2013 Concern immediately responded providing shelter and household kits to 55,000 people and rebuilding schools. Concern realised however that the typhoon had also destroyed many of the coral reefs on the island of Concepcion. Fisherman relied on the healthy reefs for a living. Concern worked with the local government to initiate a coral reef rehabilitation programme to restore the reef to its former glory and in turn ensure that fishermen had a healthy catch.

Conservation and climate smart agriculture are cornerstones of our rural livelihoods programme. For example across 35 villages in **Chad** we helped farmers and 1050 vulnerable households to adopt sustainable agriculture practices including pest control. We also provided local seeds and tools and trained community animal health workers. On average 80 per cent of the farmers adopted conservation agriculture methods such as crop rotation or intercropping.

To improve nutrition in **Democratic People's Republic of Korea**, we provided training and seven food processing facilities to make soya milk, noodles, tofu and oil. Some of this food is distributed to hospital patients, nursery children, pregnant women, and elderly and disabled people. We are one of the very few international NGOs in DPRK.



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South Sudan: in December 2013, fighting broke out in South Sudan, the world's newest country, and the country quickly descended into civil war. Thousands were killed, and millions fled their homes. Many crowded into UN bases which were totally unsuitable for hosting families. For those who reached the camp at Bentiu the conditions began to deteriorate rapidly as a result of very bad flooding. Concern undertook an ambitious programme to rebuild the camp. Working with the community and the camp residents Concern built 10,000 shelters to house 100,000 people. Bentiu is now the third biggest city in South Sudan with Concern providing many of the services that people need to survive including clean water, sanitation and latrines and nutrition clinics.

Tone of voice:

Humble yet confident (humble boast)

Human & decent

Inspiring & impassioned