



The Code – Rise Up WWF Brief

Develop a marketing plan for young people aged 18-24 with the aim of engaging them with **WWF** initially as 'one off donors' and developing a more long-term plan which will ensure these young people continue donating to **WWF** as 'regular givers' as they get older and earn more money.

Consider what products you may use to **engage this audience** (from the ages of 18-24 and then continuous throughout their lives) and also what channels (online, TV, social media etc.), partnerships, events, face to face fundraising that would engage them to keep giving throughout their lives.

Other background info to bear in mind is:

- Give target audience a sense of **urgency**: consider systemic issues to surrounding our planet's problems, school strikes, Greta Thunberg, Amazon fires etc.
- Unlike Extinction Rebellion, **WWF** needs to capture mainstream audiences
- Consider our areas of focus at **WWF** in terms of how we're tackling challenges/why we need funds:
 - **Growing Support:** Substantially grow support for our work through a focus on supporter experience, and more diverse opportunities to be part of our mission.
 - **Agriculture/food/deforestation:** Put the planet on the path to sustainable food, catalysing business action and political commitments.
 - **Thriving species:** Halt the loss of habitats and rebuild the life support system for people and species in some of the most biodiverse places globally.
 - **Climate change** (save the Polar ice) **before 2030** if we act NOW: Secure climate and conservation action fit for nature and our future. Ramp up the UK's ambition on tackling climate change and protecting the polar regions.

Competition closes on 1st May 2020

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