



PRINT COMPETITION BRIEF

THE CLIENT

Founded over 70 years ago, Plan is one of the oldest and largest children's development organizations in the world. We work in 48 developing countries across Africa, Asia and the Americas to promote child rights and lift millions of children out of poverty.

Plan works with more than 3,500,000 families and their communities each year. Plan is also independent, with no religious, political or governmental affiliations.

Our vision is of a world in which all children realise their potential in societies which respect people's rights and dignity.

THE BRIEF

Inspire target audience to 'Sponsor a Child', particularly to sponsor a girl.

'Because I am a Girl' is Plan's global campaign to fight gender inequality, promote girls' rights and lift millions of girls out of poverty.

Young women and girls make up almost a quarter of the world's population. They have the same rights as their brothers. Yet too often they remain at the bottom of the social ladder.

Because their rights to the essentials of life are undervalued, they are denied schooling, healthcare and even basic food. Many girls are forced into early marriage or domestic labour.

Investing in girls is key to ending the cycle of poverty. An extra year of education significantly increases a girl's prospects of finding a higher paid job in the future, leading to a better life for themselves and their children.

Plan works with communities across the world to ensure parents see why education is vital for their daughters and remove the barriers that prevent girls from going to school.

The core issues:

- An estimated 100 million children are "missing" because they have been killed or aborted, simply because they are girls
- Girls are three times more likely to suffer from malnutrition because their families feed boys first
- Over 60 million girls are not in primary school
- Each year, roughly two million girls between the ages of 5 and 15 are trafficked, sold or coerced into the sex trade
- Pregnancy is the leading cause of death for girls between the ages of 15 and 19 worldwide
- Globally, girls are twice as likely as boys to have an HIV infection

The solutions:

- By educating one girl, by giving her nourishment, healthcare and protection, she will flourish and go on to improve the lives of those around her.
- She will marry later and have fewer, healthier children.

- She will have a better chance of staying healthy, avoiding HIV and remaining alive through pregnancy and child birth.
- Her children will be 3-10 times more likely to survive.
- For each year that a girl stays in school, her future income will rise by 15%.
- She will pull not only herself out of poverty but her children as well, and she will invest what she earns in them, their education and futures.
- She is better placed to secure her rightful place in society, equal to that of men.
- She will help raise the status of all girls and women, and with them the lives of children.

RESPONSE

Creative must motivate target audience to respond by doing the following;

- ‘Sponsor a Child’; for £15 a month focussing on girls.

Sponsorship is a one to one relationship, between sponsor and child. They are encouraged to exchange photos, pictures and letters. This gives insight into each others cultures and the sponsor can offer encouragement. The money from sponsorship goes to fund projects in the country where the child lives, **not** directly to the child.

TARGET AUDIENCE

Female bias

36-54 years old

Educated, professional or management, often described as middle class (ABC1)

TONE OF VOICE

When presenting the problem, bear in mind that we don't like wallowing in grief, so avoid words like “plight” “suffering” “desperate”. Don't milk emotions, be sentimental or talk about “poor little children” – children need to be presented in a way that is respectful.

Remember that Plan works as a catalyst for change, together with children and communities, so it's no good just saying Plan magically stepped in and solved all their problems – that's not how it works. Instead, wherever possible, you should stress what communities and children are doing themselves to improve the lives of their communities in the long term. The key point is together.

Plan's house style is REAL, POSITIVE, ENGAGING. It should be serious but not technical. Positive but not overly up-beat. Our audience is intelligent, but might know next to nothing about water and sanitation issues in, say, Africa.

MANDATORY INCLUSIONS

- Plan logo
- ‘Because I am a Girl’ strap-line
- Website www.plan-uk.org