



## **MEDIA COMPETITION – THE BRIEF**

### **THE CLIENT**

Peace One Day (POD) is a UK based non-profit organization, impartial and independent of any government, political persuasion, corporation or religious creed.

It is the brainchild of British actor and film maker Jeremy Gilley. Disillusioned with a world at war, in 1999 he set out to document his efforts to establish the first ever annual day of global ceasefire and non-violence with a fixed calendar date. A day that would allow for the organisation of life-saving activities, act as a starting point for further action and offer an opportunity for everybody to become involved in the peace process. In 2001 the 192 member states of the United Nations unanimously adopted 21 September as an annual day of global ceasefire and non-violence known as the UN International Day of Peace.

Peace One Day's strategy is to raise awareness of the Day's existence via a series of high profile initiatives including films and TV content, events, music, sports projects, education initiatives and online programs. We leverage our celebrity ambassadors to support these programs and also engage corporations to both sponsor our initiatives and develop their own Peace Day campaigns.

Through the awareness generated from all these activities, we encourage ordinary people to observe the Day. In turn this provides the opportunity for nonprofits and NGO's to harness that awareness to undertake life saving initiatives on the Day. POD does not itself manifest these lifesaving programs; our role is simply to create the conditions that enable other organizations to leverage the opportunity Peace Day represents.

POD's current objective is to introduce 3 billion people to Peace Day by 2012 with the final ambition being to institutionalise the day, making it self-sustaining for future generations.

### **THE BRIEF**

Peace Day is an annual day of global ceasefire and non-violence fixed in the global calendar on 21<sup>st</sup> September each year. Our goal is to raise awareness of the Day's existence and institutionalize its observance, thus providing a starting point for people's desire to live in a more peaceful, united and sustainable world.

#### **Relevant Facts:**

- The first Peace Day was celebrated on September 21, 2001
- Over 200 million people in over 200 countries marked Peace Day in 2009

- There have been a number of life saving activities that have taken place on the Day, including immunizations, mosquito net distributions, food aid drops and the repatriation of child soldiers
- In 2009 life-saving activities were manifested in 18 countries with 1.2million children vaccinated for Polio in Afghanistan bringing the total in the country to over 3 million since 2007
- Jude Law, Angelina Jolie, David Beckham, Jonny Lee Miller, Lenny Kravitz, Kasabian, James Morrison are amongst the celebrities involved with POD. Coca-Cola, PUMA, Ben & Jerry's, Dior, Skype and British Airways are some of the key corporate supporters

## **TARGET AUDIENCE**

The audience for this project is very wide because ultimately the intention is to unite the entire world on Peace Day. However, for this particular campaign we are targeting young people around the world aged 16 to 24. We believe that it is young people who are most responsive to the message of Peace Day and are the driving force behind the desire to live in a more peaceful and sustainable world. They lack the cynicism of the older generations and believe that change is possible.

## **THE CHALLENGE**

Our key aim is to raise global awareness of Peace Day, informing the world's people of the Day's existence and asking them to observe it each year. The question that POD wrestles with every day is how to achieve this with the relatively small funds at its disposal.

We would like to ask you what you would do if you were us! We want you to create a media idea that leverages a) the media's interest in Peace Day/Peace One Day and b) our corporate partners desire to credibly promote their support for Peace One Day.

The media are always keen to tell the story of Peace Day; can we develop an initiative with them that leverages their awareness-raising power? Can we entice corporate sponsors to support this initiative and provide any necessary funding in return for receiving appropriate media value?

We are looking for both the idea that will engage the media and the corporate partners, as well as a communications strategy to bring it to life.

## **THE OBJECTIVE**

This should be a campaign aimed at engaging young people and asking the question "What will you do to make peace on September 21?" We want to encourage an additional 50 million ordinary young people around the world to observe Peace Day in some way because of this communications strategy.

## **THE TONE OF VOICE**

Peace One Day approaches all peoples irrespective of age, class, gender and race and therefore a sense of inclusivity needs to be portrayed. The message is one of positivity and inspiration where every individual's commitment is valued: if we all work together there will be peace one day.

## **MANDATORY INCLUSIONS**

Peace One Day logo