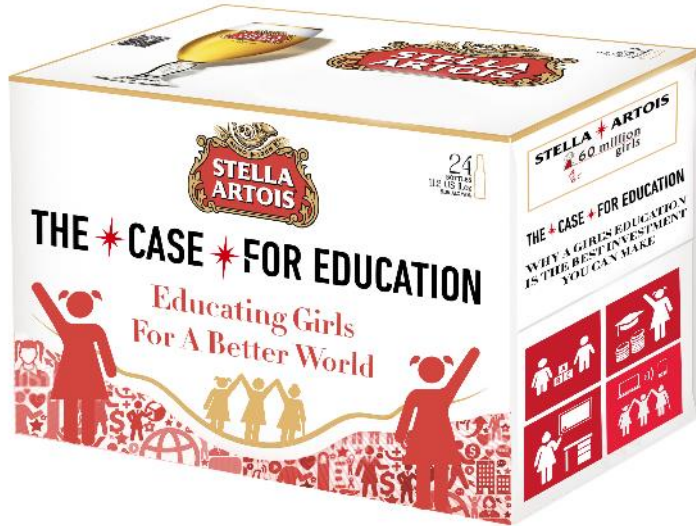


# PART ONE: YOUNG LIONS MARKETERS 2018 IDEA CONCEPT



## MAKE THE CASE

Elevate the cause via breakthrough case packaging

## INSPIRE ACTION

360° storytelling platform with TEDx launch partnership

## LEAVE A LEGACY

Donate to 60MG via purchase (10% of sales) and talents



## “The Case For Education”

*Every case makes the case.  
Every case leaves a legacy.*

### THE INSIGHT

Amidst our focus on advanced education, we've lost sight of the value that the most basic education unlocks for a life well-lived.

### THE IDEA

Make the case that girls' education is the cause of our generation through a case of Stella that disrupts, informs, and inspires action.

**YOUNG MARKETERS CANADA  
PART TWO: CREATIVE BRIEF  
Client: 60 Million Girls Foundation**

**IDEA NAME**

**Stella Artois – “The Case for Education”**

**BUSINESS OBJECTIVE**

- **Cause:** Drive donations (both financial and talent) for 60 Million Girls’ MLL program and their mission to expand education access for the world’s most vulnerable women.
- **Brand:** Grow sales and household penetration for Stella Artois with their core “Successful Millennial” target (males & females).

**TARGET**

Meet Celeste and Mark. They’re in their mid-30’s, recently married, and highly educated.

Their life philosophy is “doing well while doing good”. Their success has been the product of ambition, work ethic, and integrity. Graduating from top universities and landing their dream jobs are their proudest accomplishments. As a reward for working hard, they’ve developed an appreciation for the finer things in life, including travel. Through their adventures, they see themselves as citizens of the world and their communities, so tackling homelessness in Toronto is as important as tackling education in Africa.

When it comes to brands, they’re on a quest for quality and choose brands with purpose. Moleskine, Mercedes and Patagonia are some of their favourites because of their substance, authenticity, and sophistication.

Having achieved success, they’re shifting their sights on leaving a legacy of their own – starting a family and making an impact in their communities. They’ve also observed the unprecedented impact women can have when they’re empowered – via U.S. movements like #LeanIn, #MeToo and the 2017 Women’s Marches – and they’re advocates of this shift; however, they’ve yet to act beyond impassioned dinner conversation.

**INSIGHT**

HUMAN TRUTH	CAUSE TRUTH	BRAND TRUTH
In our relentless Canadian focus on postsecondary/advanced education as the key to success, <i>we’ve taken basic education for granted.</i>	<i>Girls’ education is one of the highest impact vectors for social change, with the potential to be the leading global cause for men and women alike.</i>	Stella Artois fosters a taste for the life well-lived: <i>getting the most out of life, but giving back too.</i>

UNIVERSAL INSIGHT
Amidst our focus on advanced education, we’ve lost sight of the value that the most basic education unlocks for a life well-lived.

## THE IDEA

Break through the clutter of global issues and establish girls' education as the single greatest cause of our generation by speaking directly to those who value education the most: sophisticated, ambitious millennials.

Stella Artois' "The Case for Education" is a case in both senses of the word. First, Stella will *make the case* that girls' education is the cause of our generation by transforming millions of beer cases sold across the country. And second, by buying a case of Stella, you will *make an investment* in girls' education in developing countries. For every case purchased, 10% of sales will be donated to 60 Million Girls. *Every case makes the case, and every case leaves a legacy.*

As a 360° campaign, "The Case for Education" will shine a spotlight on the most impactful cause of our time and serve as a storytelling platform to inspire millennials to contribute to 60 Million Girls with both their funds and their talent.

## BENEFIT

With Stella Artois, you'll leave a legacy in the world via the single most powerful tool – education.

## REASONS WHY

1. **Brand Purpose:** Stella Artois' brand purpose is fostering a taste for the life well-lived, and leaving a lasting mark (brand tagline: "Be Legacy"). The brand has also demonstrated its commitment to women, with long-term campaigns like "Buy a Lady a Drink".
2. **Target Alignment:** "The Case for Education" aligns perfectly with the Stella Artois consumer: successful professionals who value substance and want to make an impact.
3. **Clutter Breakthrough:** This disruptive approach will elevate the untapped potential and urgency of girls' education to distinguish 60 Million Girls from the crowded landscape of global causes fighting for attention.

## ROLE OF COMMUNICATION

- **Attitude:** Both Mark and Celeste will understand the value of basic education and, in turn, recognize universal education for girls as the best way to make a global impact.
- **Behaviour:** As an extension of the legacy they want to leave, Mark and Celeste will buy an extra few cases of Stella to support the cause and also consider contributing their talents.

## BRAND CHARACTER

Witty, charming, inspirational

## DELIVERABLES

- Final packaging artwork
- TV, Digital, Print & OOH assets
- In-store & on-premise toolkit
- PR & earned media strategy

**TIMING:** August 2018 launch date (synchronized with Back-To-School window)

**BUDGET:** \$1,500,000