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BACKGROUND & SUMMARY

Unemployment among young people in the EU has resulted in **growing job insecurity, social exclusion of young people** at the very beginning of their professional careers and subsequent caution from companies to take on new hires with limited experience. Consequently, many of them have moved **directly from education to unemployment** or have taken up temporary jobs below their qualifications. Even though the EU Commission has put forward a flagship of initiatives to target youth unemployment, the target audience is generally **unaware and disengaged** with them, their feelings exacerbated by the rising threat of a 'Lost Generation'. They **lack trust** in a society that has been so negatively affected since the breakout of the financial crisis in 2008, and therefore go by the idea that they will **postpone their aspirations until the hard times pass**.

Whilst EU initiatives such as Erasmus are very well established, overall awareness of the rest of the EU initiatives seems to be low, with **over 1/3 of 16-25 year olds admitting that they have not heard of any of the schemes**. Generally, they seem to be unaware of the breadth of opportunities offered by these schemes, with many of them **feeling as though they simply do not meet the criteria**, despite the huge number of success stories that have proved EU initiatives to be both accessible and worthwhile. As a result of this, we are challenged to **overcome the disillusioned attitudes that 16-25 year olds** have towards their career prospects and the youth unemployment situation as a whole.

RESEARCH APPROACH

**MACRO CONTEXT
ANALYSIS OF YOUTH
UNEMPLOYMENT**

**EU INITIATIVE
MAPPING**

**IN-DEPTH INTERVIEWS
WITH RESPONDENTS
FROM SPAIN & UK**

**ONLINE SURVEYS
CONDUCTED OVER
15 EU COUNTRIES**



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RESEARCH FINDINGS

YOUNG
PEOPLE FEEL THE
PROSPERITY OF THEIR
PARENTS' GENERATION
IS UNATTAINABLE

VOCATIONAL
EXPERIENCE IS STILL
DEEMED 'INFERIOR'

WIDESPREAD
"SKILLS GAP" MEANS
EMPLOYERS HAVE LOW
EXPECTATIONS OF
YOUTH

1/3 OF PARTICIPANTS
WERE NOT AWARE OF
ANY EU INITIATIVES

SOURCE: Global view: Youth Unemployment - McKinsey on Society (2013); Not age, but lack of skills - The Guardian (2013);
fellow primary research - pan-european questionnaires and interviews across 15 countries (2014)

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AIMS & OBJECTIVES

OVERRIDING AIM

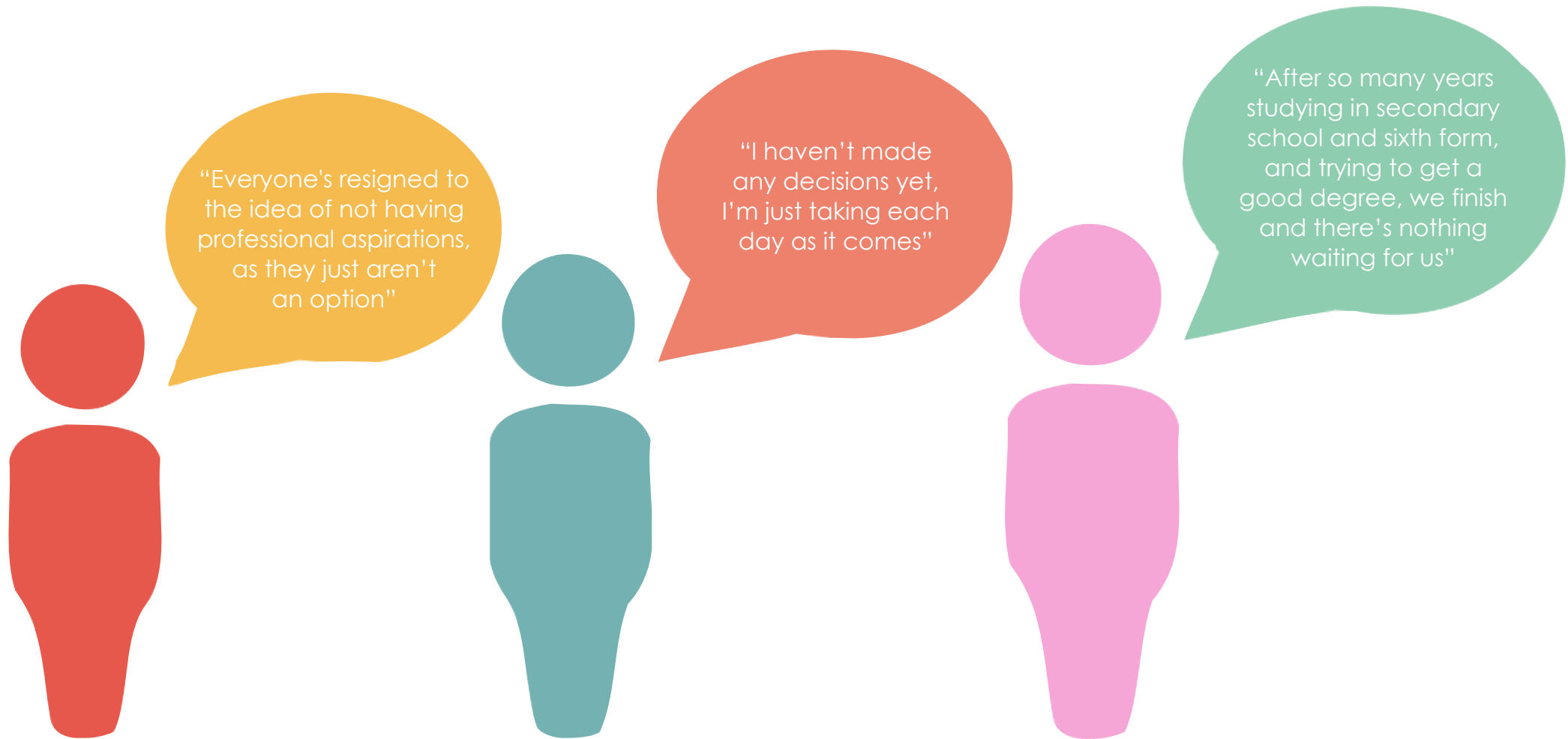
To raise awareness of the EU funded initiatives to get a first work experience, and the benefits they provide

To raise awareness of the EU funded initiatives amongst the target audience by 30% within 6 months of campaign launch, and by 50% over a 12 month period.

To shift the target audiences' perception towards applying to work initiatives from 'I am uncertain that I meet the criteria' to 'this is a great opportunity to improve myself both personally and professionally' by a total of 60% over the 12 month campaign.

To educate 30% of the target audience during the 12 month campaign about the benefits of applying to an EU funded initiative, in order to facilitate their professional and personal development.

CONSUMER INSIGHT



SOURCE: fellow primary research - pan-european questionnaires and interviews across 15 countries

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TARGET AUDIENCE

Found all over Europe, Dormant Dreamers are united by one mind-set. Aged 16-25, **they feel burdened (due to no fault of their own, but outcome of the economic crisis) with the tag 'The Lost Generation'**. They see the problem as bigger than themselves; taking onus off the individual and finding comfort in the shared uncertainty of the situation.

They see no choice but to wait out this bleak time, hoping the storm will eventually pass. **Lost in 'no man's land' all aspirations are on hold; their absence of urgency to progress in a career is not due to a lack of motivation, but mere lack of perceived opportunity.** To have any job at all in today's reality is felt to be a 'privilege'.

With career prospects forced onto the back burner, social is their focus. Instagramming moments from last weekend's gathering, sharing the latest BuzzFeed, whilst retweeting viral videos of anything from cats to Beyonce; **the connected society is their outlet opportunity to showcase their experiences.**

**MINDSET
DORMANT
DREAMERS**



SOURCE: fellow primary research - pan-european questionnaires and interviews across 15 countries

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DORMANT DREAMERS



DOUBTS

78%

rank **“financial worries”** as their biggest concern

72%

are **“unsure if they meet the criteria”**



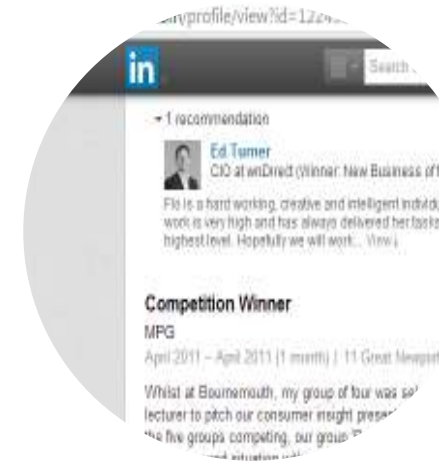
HOPES

66%

want to **“explore a new country”**

58%

seek **“financial support”**



DREAMS

“

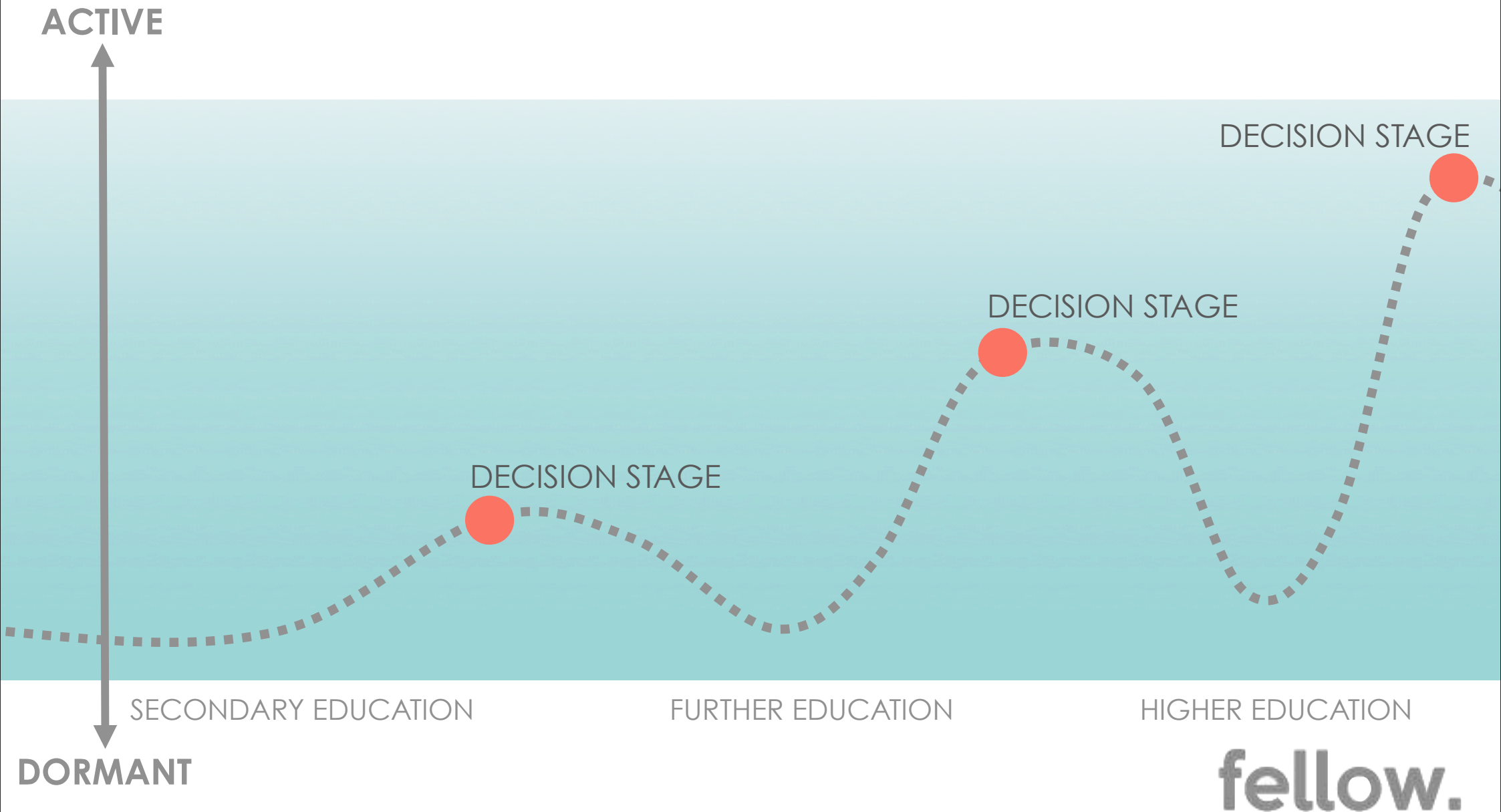
“I’d love to find something that motivates me and makes me feel like I’m indispensable”

“

“finding a job nowadays is seen as a privilege”

DORMANT DREAMERS

KEY OPPORTUNITIES TO COMMUNICATE WITH DORMANT DREAMERS



PROPOSITION

BRAND INSIGHT

The European Commission invests in your skills through initiatives that make you more employable

PROPOSITION

The opportunity to make your aspirations a reality

CONSUMER INSIGHT

“Just finding a job nowadays is seen as a privilege, starting a career isn’t an option”

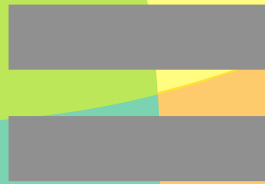


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BIG IDEA

PROPOSITION

The opportunity
to make your
aspirations a reality



BIG IDEA

Change
the story

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CREATIVE BRIEF PAGE 1.

BUSINESS CHALLENGE TO SOLVE

In effort to reduce youth unemployment across Europe, the campaign must raise awareness of EU funded initiatives as a plausible and attractive option.

WHO ARE WE TALKING TO?

Dormant Dreamers are united by their mindset, seeing no choice but to wait out this bleak time. Lost in 'no man's land' all aspirations are on hold; their absence of urgency to progress in a career is not due to a lack of motivation, but mere lack of perceived opportunity. The connected society is their outlet and chance to showcase their thoughts and experiences.

BRAND PERSONALITY

Honest and unbiased.
Committed to helping Europe and its people.

KEY INSIGHTS

To find a job nowadays is seen as a privilege, starting a career viewed as a distant fantasy

The European Commission initiatives can make you more employable

CREATIVE BRIEF PAGE 2.

PROPOSITION

The opportunity to make your aspirations a reality

BIG IDEA

Change the story

REASON TO BELIEVE

- New streamlined Erasmus+
- Core Europe 2020 focus
- Pan-European reach

“The prospect of a EU initiative looks like a great option to really kick-start my career”

DESIRED RESPONSE

Inspiring

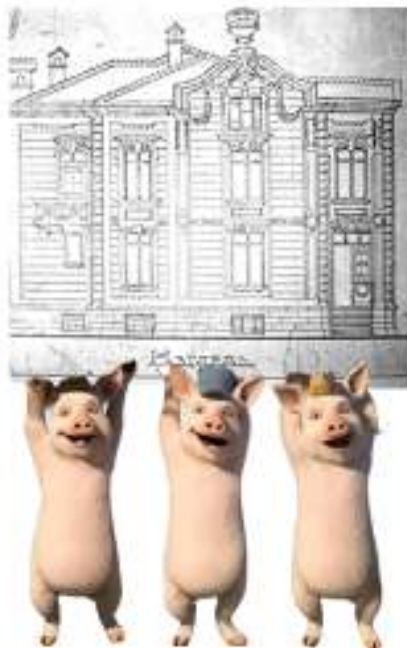
Down-to-earth

Empowering

TONE OF VOICE

BIG IDEA

Our big idea centres around well-known fables and provides an alternative course for the stories, whereby the characters become successful professional individuals because they took an opportunity to build on their skills. The overriding idea of the campaign aims to portray a shift from fantasy to a reality that is in fact, attainable, under the message “Change the story”.



The use of well-known fables by Hans Anderson and the Grimm Brothers such as The Three Little Pigs, Cinderella and Hansel and Gretel allows the campaign to be transferable across Europe.

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CREATIVE EXECUTIONS

Frame 1



Imagine if Cinderella realised she had an eye for fashion and had decided to do a textiles design course in London.

She would now be a top designer at Paris Fashion Week



BANNER ADS

Provide further awareness of what could come as a result of taking up an EU initiative using the fairytale imagery.

Frame 2



What if **you** could change the story?



Frame 3



You could travel to another European city, and gain experience in your field of choice through an **EU FUNDED INITIATIVE**

> Find out more
#changehistory



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CREATIVE EXECUTIONS

Frame 1




Imagine Hansel & Gretel had taken inspiration from the gingerbread house and taken a cooking apprenticeship in Paris.

They would have a best-selling cookery book out by now.




Frame 1



Imagine the three little pigs had taken the chance to build on their skills and become real architects.

There'd be too many houses for the wolf to blow down.



Frame 2

What if **you**
could
change the story?



Frame 2

What if **you**
could
change the story?



Frame 3



You could travel to another European city, and gain experience in your field of choice through an **EU FUNDED INITIATIVE**

> Find out more
#changelthestory



Frame 3



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