



US LIONS  
COMMUNITY

YOUNG LIONS X WHYHUNGER  
**CREATIVE BRIEF**

INTRO | DIGITAL | FILM | MEDIA  
PRINT | PR | RESOURCES

**NCM**  
we get audiences

## DEAR YOUNG LIONS TEAMS,

For the tenth year, National CineMedia (NCM) is honored to serve as the official US Representative to the Cannes Lions International Festival of Creativity. In this role we have the privilege of overseeing the annual US Young Lions competition.

We're absolutely thrilled to announce this year's non-profit partner: WhyHunger, the leading provider of critical resources to grassroots movements working to end hunger and poverty, support sustainable community solutions, and advocate for food justice. In 2025, WhyHunger celebrates its 50th anniversary and hosts its 40th Hungerthon, their annual tentpole campaign to end hunger in America. We invite you to embark on an exciting journey – crafting an innovative, modern campaign for Hungerthon that will reach and engage new young and diverse audiences while shaping the broader narrative of hunger and its solutions.

Every year, the Young Lions jurors look for the most creative, strategic, and groundbreaking ideas. We have five competition categories – digital, film, media, PR and print. The winning team from each category will come together to represent our country as TEAM USA at the global competitions held live in Cannes, France, during the prestigious Cannes Lions International Festival of Creativity taking place June 16-20, 2025.

The assignment brief provides all the information needed to complete the project. You will find instructions for submissions for all deliverables on the following pages. Please visit [ncm.com/younglions](http://ncm.com/younglions) for the Official Rules for the 2025 US Young Lions competition.

**All entries are due by 8:00 PM (ET) on Thursday, February 6, 2025. Please allow ample upload time for your submission.**

NCM, WhyHunger, the jurors and the advertising industry at large cannot wait to see what you come up with. Enjoy the challenge, and welcome to the US Lions Community.

Best of luck!  
National CineMedia



THANK YOU TO  
OUR SPONSORS

The logo for 'um' consists of the lowercase letters 'um' in a bold, white, sans-serif font.

The logo for Pereira O'Dell SF NY features the name 'Pereira O'Dell' in a white serif font, with 'SF NY' in a smaller, white sans-serif font to the right.

The logo for Weber Shandwick includes a white icon of three vertical bars of varying heights to the left of the company name 'Weber Shandwick' in a white sans-serif font.

The logo for Monotype. features the word 'Monotype.' in a white, bold, serif font.

The logo for Mother consists of the word 'Mother' in a white, bold, sans-serif font.

The logo for strawberryfrog features a white icon of a strawberry with a frog face to the left of the brand name 'strawberryfrog' in a white, lowercase, sans-serif font.

# ABOUT WHYHUNGER

WhyHunger funds and supports community solutions to protect the human right to food. In nearly five decades of innovation and evolution, our programs and our grassroots partners in 24 countries have expanded agricultural practices that are better for the planet, helped communities address the root causes of hunger, and ensured access to nutritious food for millions of people. As a grassroots support organization, we stand behind the leadership of the people most impacted by hunger and injustice. We prioritize providing resources to support the rights of communities that have been historically excluded from defining and controlling their food systems. We advocate for workers' rights and champion agroecology, a set of sustainable farming practices that unite science and Indigenous knowledge, increase biodiversity, and improve nutrition. Agroecology reduces farmer costs and increases income while managing risks for crop failure and climate events. Together we can build socially and economically just food systems that nourish all people and the environment.

Visit [www.whyhunger.org](http://www.whyhunger.org) to join us and learn more.

## OUR HISTORY & OUR WORK

WhyHunger was founded in 1975 by the late musician Harry Chapin and Radio DJ Bill Ayres on the fundamental belief that access to nutritious food is a human right, and hunger is a solvable problem in a world of abundance. What began as a simple commitment between two friends to make a difference has grown into a global non-profit providing critical resources to support grassroots movements and fuel community solutions rooted in social, environmental, racial, and economic justice. Our approach is different. Grounded in the fundamental belief that nutritious food is a human right, WhyHunger supports communities in taking control of their own food systems and ending hunger. We partner primarily with historically marginalized communities, including Black, Indigenous, and communities of color, as well as rural communities, recognizing that the people most impacted by hunger are best equipped to solve it. WhyHunger provides funding, training, and other resources to grassroots organizations and social movements across the United States and 23 countries, championing local control of food access from seed to market to plate. For the past 50 years, WhyHunger has worked to move the needle beyond charity to invest in solutions that address hunger's root causes. You can learn more about our programs to connect people in need of nutritious food and invest in community-driven solutions to hunger across the U.S. and around the globe too.

<https://whyhunger.org/programs/>

## OUR IMPACT

We reshape our food systems by supporting grassroots initiatives and uprooting injustice. For nearly 50 years, we've invested in community-led solutions to protect the human right to food and equip people to nourish themselves. Our global grassroots partners and programs have increased agroecological food production around the world, uniting scientific practices with Indigenous knowledge. We've also helped connect millions of people in immediate need to nutritious food and supported food banks and soup kitchens in shifting strategies and operations to address the root causes of hunger. Since 2020, hunger has surged globally, but in the past four years, WhyHunger has:

- Helped 4.6 million people get fresh, healthy food when they needed it most
- Invested \$8.1 million to scale sustainable agriculture and community-driven solutions
- Responded to crises in 70 communities with over \$1.2 million in emergency grants

WhyHunger and our grassroots partners are proving that change is possible and that justice can prevail.

## WE'VE GOT STAR POWER

Founded by a musician, music truly is in our DNA. We celebrate the many ways the arts have fueled impactful movements and envision a future where artists and music amplify action for change. We equip artists at every level to use their platforms to amplify the important voices and stories of those most impacted by hunger and to raise critical funds to invest in community-led solutions to hunger. Artist collaborations have resulted in millions of dollars for our community-based partners and programs. By partnering with artists, our mission reaches more people on a personal level, who might not otherwise get involved. Our Artists Against Hunger & Poverty program has a long history of support from Bruce Springsteen, Yoko Ono Lennon, The Jerry Garcia Foundation, Dead & Co, Tom Morello, Carlos Santana, Brandi Carlile, Jason Mraz, and many more artists at all levels. Here are some examples of how artists have used their platforms to support WhyHunger:

- Celebrity driven merchandise featuring lyrics, image likeness or other assets with artists like Billy Joel, Carlos Santana, John Lennon/Yoko Ono Lennon, Bruce Springsteen, Tom Morello.

- Amplifying WhyHunger’s messaging and campaigns on social, digital and traditional media. For example, Grace Bowers, Michael Franti, Roy Wood Jr. and Brittany Spencer supported Hungerthon 2024.
- Corporate partnerships. For example, Tiffany Hadish teamed up with Vitafusion for a press, PSA and digital campaign to support Hungerthon 2020.
- Live event and tour partnership. Teaming up with artists like Rage Against the Machine, Bruce Springsteen, Dead & Co, Paramore and others to incorporate local grassroots partners and raise funds as part of their tours, concerts and festivals.

## ABOUT HUNGERTHON

During 2025, WhyHunger will celebrate its 50th anniversary and host its 40th Hungerthon! WhyHunger’s Hungerthon is our annual tentpole campaign to end hunger in America, taking place over a 6-week period starting in November 2025. Hungerthon brings together celebrity supporters, fans, and radio partners including SiriusXM and iHeartRadio New York (and formerly Audacy New York) to raise funds and awareness that hunger is solvable if we all come together. This campaign is a time-honored tradition with an annual fundraising goal of over \$1M. Funds raised through WhyHunger’s Hungerthon connect families in need to healthy food through our Hunger Hotline and digital Find Food tools and provide funding, training and resources to grassroots organizations across the United States to champion local food access from seed to market to plate.

This campaign began through large-scale radio coverage, a phone bank, direct mail, and a “gift with your donation” celebrity merchandise model. Over the years, we’ve added press, social media, email fundraising strategies, online auctions, and corporate matching gifts.

As media and culture has shifted, we are looking for new ways to digitize and modernize this campaign, while reaching new, diverse, and younger audiences. We are excited to celebrate the legacy of this campaign and embark on new strategies to amplify its impact.

# CURRENT CAMPAIGN ELEMENTS

WhyHunger utilizes a multi-channel strategy for Hungerthon each year to reach new audiences and engage existing supporters over a six week period from November 3 to mid-December. Every year we get thousands of new contacts through donations and impressions, and we want to explore new opportunities for deeper engagement. Here are the campaign elements we plan to include in 2025:

- Digital Marketing: Shopify storefront, organic and paid social media, and influencer promos
- Radio partnerships with SiriusXM and iHeartRadio: PSAs, interviews, live broadcasts, exclusive auction experiences and items
- Earned Media: interviews with staff, Board, and celebrity ambassadors
- Individual Donor Engagement: direct mail, targeted email, events, merchandise, peer-to-peer fundraising, and volunteering
- Celebrity Merch: Past collaborations have included Billy Joel, Carlos Santana, Tom Morello, Bruce Springsteen, Yoko Ono Lennon and more. Fundraising CTA for merch items that cost \$40-\$100.
- Events: A NYC-based concert to launch the campaign:
  - In 2023, we added a camping launch concert, WhyHunger's Amplified, to generate additional buzz, expand our audiences, build partnerships with new musicians and their fans, and cultivate additional corporate sponsorships. The 2024 concert was presented by EY (Ernst & Young) and iHeartRadio was our premier audio partner, which included on-air and digital promotion across 6 NYC stations. Via corporate and philanthropic sponsors, we raised over \$550,000 in 2024. Tickets typically range from \$50-\$75. Past participating artists have included: The Roots, CimaFunk, Grace Bowers & The Hodge Podge, Eric Krasno, Ivan Neville, Tony Hall, Nikki Glaspie, Celisse, Emily King, Molly Tuttle, and Robert Randolph.
  - In 2024, we added a peer-to-peer fundraising activation with the Hungerthon Hustle, a 4.7K walk/run with a virtual and in-person (NYC) component in the days surrounding Thanksgiving, tapping into more corporate volunteerism and engage young professionals.
- Corporate Partnerships: We are looking for new corporate partners for 2025. Previous partners include Casamigos Tequila, Vitafusion Gummy Vitamins with Tiffany Haddish, Valentino, ADX Foundation, and more.

- Online Auction: 150+ items celebrity-driven online auction with exclusive items like celebrity meet and greets, signed memorabilia, and priceless experiences. In addition to the “highest bid wins” model (typically \$300-\$20,000 items), we have a sweepstakes-type model that can engage low-dollar donors (\$10+). Some previous items include:

- Guitars signed by Taylor Swift, Green Day, and Bruce Springsteen
- Celebrity experiences with Billie Eilish, Britney Spears, Kenny Chesney and Saturday Night Live
- SiriusXM Guest DJ Opportunities in NYC and Nashville
- VIP tickets and suites to sporting events (i.e., 2 Tickets to Coldplay’s Sold Out 2025 "Music Of The Spheres" Tour + Signed Poster)

## CAMPAIGN CTAS

Our existing core CTAs for the campaign include:

- Visit [Hungerthon.org](https://Hungerthon.org) to:
  - Give a monetary donation with the choice to select a gift item (celebrity-driven merch)
  - Bid on exclusive celebrity auction items
  - Learn and spread the word with #Hungerthon and by following WhyHunger
- Purchase tickets to WhyHunger’s Amplified concert
- Join the Hungerthon Hustle: a virtual and in-person 4.7K run/walk to raise awareness and peer-to-peer donated funds.



# TARGET AUDIENCE FOR THIS BRIEF

The challenge for 2025 is finding creative ways to reach and engage new audiences, while celebrating the legacy of 50 years of WhyHunger and 40 years of Hungerthon, activating our existing donor base, and capitalizing on our legacy partnerships. We hope to reinvigorate our current audiences while also expanding into new demographics.

With Hungerthon 2025, we want to expand our reach and deepen engagement with younger and more diverse audiences, including Gen Z and Millennials. We have an opportunity to reach more young professionals, women and femme-identifying folks, and people of color who are poised to be excited about our mission and impact.

Both the Gen Z and Millennial populations are more likely to be concerned with social justice issues. 2024 data from United Way highlights that 48% of Millennials and 52% of Gen Z are concerned about food insecurity amongst economic issues (United Way). Amongst high-net-worth donors, 44% of 21-43 year olds care about hunger and poverty, compared to 44% of 44+ year-olds. 33% of 21-43-year high-net-worth individuals have a philanthropic preference for human rights and social justice, which is significantly higher than 18% of 44+ year-olds (CNBC).

Millennials and Gen Z care about giving, the avenues are just different than older high-net-worth individuals. Additionally, “more than 90 percent said they would stop giving to an organization if they began distrusting it. In a reflection of that trust, more than three-fourths would stop giving if they aren't told how their contributions help (Inc.)”

With this in mind, WhyHunger is excited to expand our Hungerthon audiences to the below:

1. Socially conscious Gen Zers
2. Millennials aged 28-43
3. Young professionals, women and femme-identifying folks, people of color, Spanish speakers, and people from more diverse ethnicities and communities

In the past, we've worked to connect with these audiences through tactics like: creative social engagement, a pilot micro influencer campaign, celeb/ musician ambassadors, the Amplified concert, and the Hungerthon Hustle run/walk.

We are looking for new CTAs that will engage these desired audiences and uplift our awareness and fundraising as goals. These CTAs should address:



- More ways to expand low-dollar donation opportunities that can appeal to younger audiences with limited income to donate
- New, creative ways to engage our target audiences that drive both donations and visibility
- More engaging CTAs that are non-donation based but can drive visibility, i.e. social media challenges, etc.

While we look to engage younger, diverse audiences, we don't want to alienate our current campaign donors. Our current donor makeup for Hungerthon is 60% male, majority of our donors (60%) are evenly divided between 35 - 44, 45 - 54, and 55 - 64, heavily based in the Northeast of the United States and radio listeners and fans of aligned artist partners. Ideally our new efforts will expand our reach geographically as well.

## OVERALL CAMPAIGN OBJECTIVES AND KPIS

WhyHunger is seeking a focused and powerful growth strategy for Hungerthon that increases its fundraising potential, reaches new, young, and diverse audiences, and modernizes the campaign to broaden our reach from primarily radio to social media and beyond.

Our main objectives are to modernize the Hungerthon campaign and increase its engagement with younger and more diverse audiences in order to:

1. Increase WhyHunger's visibility and brand alignment among Gen Z and Millennial audiences
  - Develop strategies and tools to reach key audiences in digital, IRL and experiential spaces
  - Refresh messaging, tools and visuals that evoke emotional alignment around WhyHunger's values, mission and impact
  - Continue to diversify the artists engaged with WhyHunger by both age and genre and move beyond musicians to other cultural figures (comedians, actors, chefs, etc.)
2. Widen our donor base and increase small-dollar donations
  - Leverage campaign ambassadors, artist supporters and content creators to drive donations from their fan bases

- Build a creative and engaging fundraising challenge or online strategy targeting key audiences
3. Maximize the impact and relevancy of this 40-year-old campaign in today's digital-first environment, creating pathways to convert digital engagement to donations
    - Develop strategies and tactics to convert digital only supporters into donors
    - Create viral moments and digital activations that celebrate the history of the campaign and invite new supporters to join
  4. Activate more young professionals, women and femme-identifying folks, and people of color in the campaign
    - Build off of our piloted Hungerthon Hustle walk/run activation — in-person NYC and/or virtual young professional, as well as the Amplified event
  5. Help shape the broader narrative of hunger in the U.S. and its solutions
    - Refresh visuals and messaging to bridge the existing donor base and attract our key audiences

# DIGITAL TEAMS

## Digital Campaign Objectives and KPIs

Build a digital campaign that will break through the noise of the fall fundraising season to attract and engage our key audiences in effective and measurable ways over a 6-week period starting November 2025. The campaign should include tactics and strategies that can be implemented by WhyHunger, our artist supporters, and existing (iHeartRadio, SiriusXM) or new media partners. Utilize a budget of \$200,000.

### Our Goals include

- Increase in individual donations
- Drive a measurable increase in visibility among target demographics
- Drive digital engagement with new values-aligned audiences
- Utilize creative tactics that push our CTAs and:
  - Drive new donations and/or email captures
  - Increase social follows and engagement
  - Drive more traffic to Hungerthon.org

### Digital Deliverables

- One (1) digital presentation image – a visual overview of your work concisely summarizing the idea
- Three (3) additional digital images to support your idea
- A four-part written submission – to give more context to your work. This includes:
  - Background – overview of the brief, objectives, etc.
  - Creative idea and insight – including brand relevance and target audience
  - Strategy – including data gathering and approach
  - Execution – explaining the implementation, timeline, placement and scale

# FILM TEAMS

## Film Campaign Objectives and KPIs

Create a 60-second film celebrating the 40th anniversary of WhyHunger's Hungerthon and its impact while encouraging viewers to take action at Hungerthon.org via a clear CTA. This video should be able to bridge the interest of existing or long-time donors and still be enticing to new audiences in our target demographic.

## Our Goals Include

- Generate interest in learning more about WhyHunger's Hungerthon
- Drive traffic and donations to Hungerthon.org
- Foster an emotional and values-driven alignment with WhyHunger

## Film Deliverables

- One (1) 60-second film – the original film advertisement or content, exactly as it would be aired
- A three-part written submission – to give more context to your work. This includes:
  - A summary of the film – to summarize what happens in the advertisement. Don't comment on the brief/challenges/success of the film
  - Background – include an overview of the concept and objectives
  - Strategy and insight – include the target audience and how your film answers the brief

# MEDIA TEAMS

## Media Campaign Objectives and KPIs

Create a strategic media plan that builds awareness for WhyHunger's Hungerthon and targets our key audiences in unexpected and stand out ways. The plan should drive our target audience to Hungerthon.org around one or more of our core CTAs and be focused on a 6-week window from November - Mid-December 2025. The plan can include integration of past or new celebrity supporters, existing media partnerships with SiriusXM and iHeartNY and/or new ones, along with new activations/events, and creative direction to engage our target audiences. Utilize a budget of \$500,000.

## Our Goals Include

- Drive awareness of the new campaign
- Drive traffic to Hungerthon.org and digital engagement
- Increase individual donations
- Drive a measurable increase in visibility among target demographics

## Media Deliverables

- A PDF presentation of up to ten (10) slides, describing your creative campaign
- One (1) digital presentation image – a visual overview of your work concisely summarizing the idea
- A four-part written submission – to give more context to your work. This includes:
  - Background – overview of the idea and objectives
  - Creative idea and insight – including market research and data gathering
  - Strategy – target audience, media planning and approach
  - Execution – implementation, media channels, integration, timeline and scale

# PRINT TEAMS

## Print Campaign Objectives and KPIs

Create a compelling, bold print ad that can connect with values-aligned young professionals - especially women, femme-identifying and people of color - to engage in the campaign in substantive ways. The ad should focus on a clear call-to-action and a way to track engagement.

## Our Goals Include

- Generate interest in learning more about WhyHunger's Hungerthon
- Drive a specific CTA (e.g., monetary donation via Hungerthon.org, Hungerthon Hustle participation, or Amplified ticket purchase)
- Foster an emotional and values driven alignment with WhyHunger

## Print Deliverables

- One (1) digital proof – the digital version of the original advertisement or execution, exactly as it would run
- A three-part written submission – to give more context about the work  
This includes:
  - Background – overview of the idea and objectives
  - Creative idea – Explain how the idea was designed to earn the attention of the target audience
  - Strategy and insight – explaining the insight and strategy behind the work, including the target audience and how your print ad answers the brief

# PR TEAMS

## PR Campaign Objectives and KPIs

Create a comprehensive strategic PR plan that targets our key audiences in unexpected and stand out ways. The campaign should include traditional and new media and can include social-first press outlets, brand partnerships, along with digital, event or artist activations that will generate media coverage. Hungerthon kicks off in early November with a concert event and runs for 6 weeks. Traditionally our key media moments have included - our launch concert, celeb spokespeople, unique auction lots, celeb merch, and issue-based interviews with WhyHunger spokespeople. All of those assets are at our disposal and new ideas, targets, and story angles are encouraged. Utilize a budget of \$200,000.

## Our Goals Include

- Increase visibility for Hungerthon and the campaign's core CTAs among traditional and new media outlets that are sought out by our target audiences
- Build visibility and brand alignment for WhyHunger in unique ways that meet the current narrative moment
- Leverage past/new artists relationships, celeb supporters and content creators to increase earned media coverage and drive engagement in ways that breakthrough
- Use media coverage to help shape the dominant narratives around hunger and its solutions to align with WhyHunger's messaging

## PR Deliverables

- A PDF presentation of ten (10)-slides – including images and text
  - It should bring your idea and campaign to life in response to the brief
- One (1) digital presentation image – a visual overview of your work concisely summarizing the idea, execution and result
- A four-part written submission – to give more context to your work. This includes:
  - Background – overview of the brief, objectives, etc.
  - Creative idea – including how the campaign captures the target audience
  - PR strategy – explaining the insight, key message, target audience and creation and distribution of assets
  - PR execution – describing the implementation of the PR campaign, including timeline and scale



# ADDITIONAL RESOURCES

## WhyHunger.org

- Mission
- How We Work
- Artists
- Corporate Partnerships
- Press
- WhyHunger 2023 Annual Report
- WhyHunger 2022 Annual Report
- WhyHunger Logo
- Brand Guidelines + updated web colors

## Hungerthon.org

- Press Release
- Charitybuzz: Hungerthon 2024
- Hungerthon Hustle
- Merch Social Promo
- Amplified
- Hungerthon Logos
- Press Highlights

## Key Videos

- WhyHunger Overview
- From Security to Sovereignty: How Black Food Sovereignty Heals Local Food Systems & Economies
- Harry Chapin Impact

## Social

Instagram | Facebook | X | TikTok | LinkedIn

