

The Brief – Young Lions Competition Movember Film 2011

About Movember

REAL MEN, GROWING REAL MOUSTACHES, TALKING ABOUT REAL ISSUES.

During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces around the world. The aim of which is to raise vital funds and awareness for men's health, specifically prostate cancer and other cancers that affect men.

On Movember 1st, guys register at Movember.com with a clean-shaven face and then for the rest of the month, these selfless and generous men, known as Mo Bros, groom, trim and wax their way into the annals of fine moustachery. Mo Sistas are the women who register to support the men in their lives, raising funds by seeking sponsorship for their Mo-growing efforts.

Mo Bros effectively become walking, talking billboards for the 30 days of November and through their actions and words raise awareness by prompting private and public conversation around the often ignored issue of men's health.

At the end of the month, Mo Bros and Mo Sistas celebrate their gallantry and valor by either throwing their own Movember party or attending one of the infamous Gala Partés held around the world by Movember, for Movember.

Movember Campaign Stats 2011

Participants	854,288
Funds raised	£75 M
Individual donations	3,283,330
In how many countries	21 countries
Total visits to movember.com	26,927,373
Unique visits to the site	10,928,111

The Brief

Create a piece of film that inspires people to want to join the Movember movement and to want to grow a moustache for the 30 days of Movember.

The Movember film should be:

- Fun
- Consistent with the Movember brand
- True to the Movember values
- Inspiring and thought provoking

The Movember Brand

- Creative
- Fun
- Positive
- Irreverent

The Movember Values

- Fun
- Accountable
- Caring
- Team Movember
- Humble

- Remarkable Experiences
- Outcomes Orientated
- Innovative

About the film:

For use in social media: youtube, facebook and twitter

For use in all Movember communication channels: email, website, news pages, face to face

60 -120 seconds in duration

Target Audience:

For a global audience

Ages 20 – 45

For those that can grow facial hair and those that love those that do

Creative guidelines and mandatories

Don't fake it. Movember is about real men growing real moustaches

We allow fake Mo's on jewellery, buildings, boats and aircrafts but only when it compliments growing a real moustache

We don't do ribbons, the moustache is the Movember ribbon

Include www.movember.com

No obvious other brands included