

المشتري: UNICEF

القطاع:

البلد:

المجال: Promotions : عن الترويج, الترويج بالويب, الترويج داخل المحل, ترويج الحافز, الترويج التجاري, ترويج المجموعة, الهدايا في علية الترويج, ملابس الترويج. الترويج المرشد, برامج التواصل

تم نشره : GMT 12:00 17.12.07

الميزانية: \$450 9

الحالة: مغلق

لغة الحلول): (الإنجليزية)

1 Step المشتري

[BootB لمبدعي BootB من الذي يكتب ملخص]

UNICEF operates in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

2 Step هدف المشروع / الوصف

[ما الذي تحاول تحقيقه؟]

We want people to see us, sympathize with our work and help us raise \$50million each year to assist our efforts to improve the lot of children worldwide. We want to engage the children of the world to make money for less fortunate children. UNICEF is seeking ideas for new fundraising concepts, something which children can become involved with and through which they can raise funds. It may already exist or it might be something entirely new. It could be an online phenomenon, an annual festival, an emerging trend or perhaps an organization which it would make sense for UNICEF to be associated with. It could of course be something quite different...

3 Step الجمهور المستهدف

[من الذين تحاول التأثير فيهم؟]

Everyone across the planet that cares for children and is willing to do something concrete for them (like donating 1 dollar... :)

4 Step العرض

[ما الذي تريد أن يحصل عليه الجمهور المستهدف أو يفهمه أو يفعله؟]

There are children elsewhere who need their help, in however large or small a way they can offer it. And Unicef helps. Concretely!

5 Step الأدوات المساندة

[ما الذي يدفع الجمهور المستهدف إلى الثقة في عرضك؟]

Wherever children suffer or their basic rights are violated, UNICEF is the first place they turn. For instance, in the USA many children taking part in Halloween 'trick or treating' do it to raise money for UNICEF. It is a tradition, part of the culture. This is simple evidence which demonstrates how the right 'association' can do great things for children around the world.

6 Step الشخصية

[ما الملامح التي تميز شخصية العلامة التجارية؟]

Helping, supportive, fundraising, worldwide, for children's rights.

7 Step الخطة الإعلامية / الموضوع

[أين سيظهر هذا العمل]

The creative idea we select will be something which will not need advertising to be spread. The idea must be so powerful that will fly around the world through word of mouth and in people's hearts and minds heads – although it could live on-line.

8 Step عناصر تنفيذية إضافية

[الإبداعية؟ BootB ما الذي يجب توفيره أيضًا للمبدعين من أجل تنفيذ مهمة]

Try to think of something that will grow by itself, through people talking to each other – maybe in schools, maybe after school or in families, community groups or sports clubs at the weekend. What would motivate people right across the world to raise a little bit of money for UNICEF. If you can persuade 50 million people to raise just \$1 each, your idea can work :)

Also, see our official [website](#)