TMIH (Technicians Make it Happen) Campaign Brief

The Brief

Client context - Kindred is a creative PR and comms agency that helps brands and organisations deliver positive change, such as a behaviour change strategy for the dairy industry to get teens to drink more milk and creating compelling content for Government that prompted people to report modern slavery. You can find out more about Kindred here.

Kindred run the social media for the Technicians Make It Happen (TMIH) campaign. This campaign aims to raise the profile of digital technicians, and to promote greater recognition of their contribution to modern society. A key strand of this is attracting more young people to take up a career as a technician. You can find out more about this campaign here.

Client: Kindred Kindred Agency	Campaign: **Social media content competition: Technicians Make it Happen**	Closing date:	Send to:
Background: The aim of the national Technicians Make It Happen campaign is to highlight the variety of possible career opportunities for young people as a technician.			
Brief: Create a piece of content designed for social media that will promote the career of a Digital Technician.			
Objective: Get young people aged 13-16 to consider the range of careers available as a Digital Technician by engaging them with social media content as part of the Technicians Make It Happen (TMIH) campaign.			
Audience: Think about where you were a few years ago when you were considering all the career paths open to you. That's who you're talking to! Any young person aged 13-16 who are considering their career options. To capture their attention on social media, the asset will need to be eye-catching, as you're competing with lots of other content on their social channels.			
Channels: This age group are predominantly on Instagram, so this will be the best platform to focus on, both stories and grid posts. If you have any ideas about engaging this age group on Twitter or Facebook then feel free to explore that in *addition to* your Instagram proposal. The campaign doesn't have any presence on Snapchat or Tik Tok yet, but this doesn't mean content created on these channels couldn't be reimagined for Instagram, in which case you can submit your entry on Snapchat or Tik Tok, but you need to include a strong rationale for proposing another channel for the campaign.			

Specifications: Instagram has a few different specifications for Instagram stories and the grid. These are: vertical for Instagram stories [19:6] and square for Instagram grid [1:1] Note: Instagram content on the grid can't be more than 1 minute long. Each frame of an Instagram story is 15 seconds.

Mandatories: The campaign already has guidelines, which we'd like you to use. These have been attached to the brief and outline the font and colours to use, as well as the guidelines on how to use brand guidelines.
Considerations: Think about how your piece of content would look in your feed and make sure you take into account any parts of the platform that might become part of your asset, like the message box on Instagram stories.

Criteria

The criteria against which an artefact will be judged are:

- The fit to the brief
- The suitability of the asset for the platform
- The rationale
- Landing the key message as relevant to the audience
- Creative quality