

## **2021 Young Ones Student Awards WhatsApp**

### **Brand description and background**

WhatsApp is an incredible product that's integral to people's lives: Simple, reliable, private. WhatsApp is the brand where people can be their true selves. Because when privacy is deeply felt people can communicate freely and experience real relationships. It trumpets the power of intimate human connection. By reflecting those big, small, every day and momentous moments when intimacy conquers isolation, helps people feel secure, seen, chosen, and loved and in giving them a sense of identity and belonging – every, single day. Now more than ever, the power and impact of intimacy deserves to be brought to light, celebrated, and powered on to live forever.

### **Target audience**

Age 16-24 “Doers” who use the digital world as an active tool, not a passive escape, fiercely determined to fix the crises around them.

### **The Problem**

“Gen Z will likely see its mental health deteriorate even further — and social lives will get even more insular.” - Business Insider

"The number of teens who get together with their friends every day has been cut in half in just fifteen years, with especially steep declines recently," - Twenge.

In the digital world, Gen Z don't feel truly safe from internal threats; trusted peers can turn on them at any given moment. In a way, their calculated nature is a survival mechanism. Anxious of being misread, judged — or worse, muted — they end up censoring their own voices. There's a need to feel safe. So while the Digital world is a powerful tool to shape yourself and the world; it is also a weapon that muzzles self and collective growth.

### **The Ask**

WhatsApp is a safe space for Gen Z to be vulnerable without any judgements. Create an awareness campaign empowering young adults to solve mental health challenges through WhatsApp.

### **Brand tone of voice**

Simplistic / Lighthearted / Empowering / Approachable / Real

### **What we need to make?**

A digital-first campaign understanding where our target audience lives but bridges into the real world.

We believe when privacy is deeply felt we can communicate as our true selves and experience real relationships. Our purpose: Connecting the world privately.

### **Considerations:**

So for mental health awareness month....how can we make them feel they can be themselves and vulnerable on WA?

How can we show how WhatsApp is a safe place to be vulnerable and supporting friends struggling with mental health?

How can you solve mental health through WhatsApp for Gen Z?

How is WhatsApp a safe place for Gen Z to be vulnerable about mental health challenges?

How can we empower young adults to get involved when they suspect a friend is experiencing mental health issues?

Empower our audience to express more vulnerability in their friendships. In doing so, they will create a safe space for opening up about mental health.