

WaterAid

Campaign Treatment

Moritz Tibes

Hongdou Pan

Sebastian Przybylkiewicz

Hunnigan Webster

Sofia Pietrafesa

Lauren West

GROUP 8

Art Direction: Hunnigan Webster
Graphic Design: Lauren Alexwest
Graphic Design: Sebastian Przybylkiewicz
Communication Director: Sofi Pietrafesa
Production: Moritz Tibes
Production Assistant: Hongdou Pan

TARGET GROUP

WORK HARD / PLAY HARD

=

YOUNG

FAST PACE CONTENT

SHORT ATTENTION SPAN

DELIVERABLES

- 15 sec sponsored Instagram Stories Ad
- Clear Call-To-Action Button
- Leads to easy, fast Donation

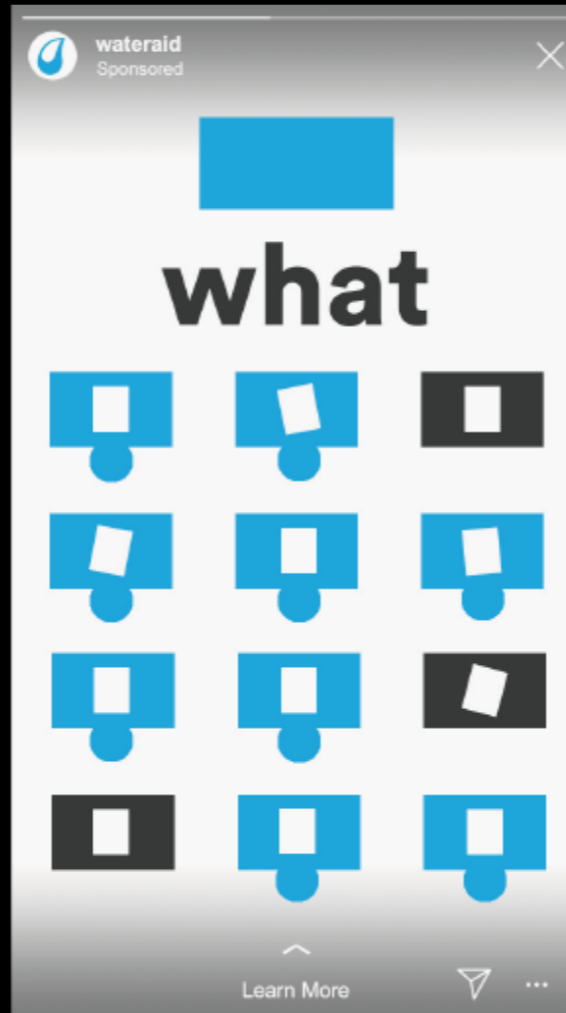


STORIES

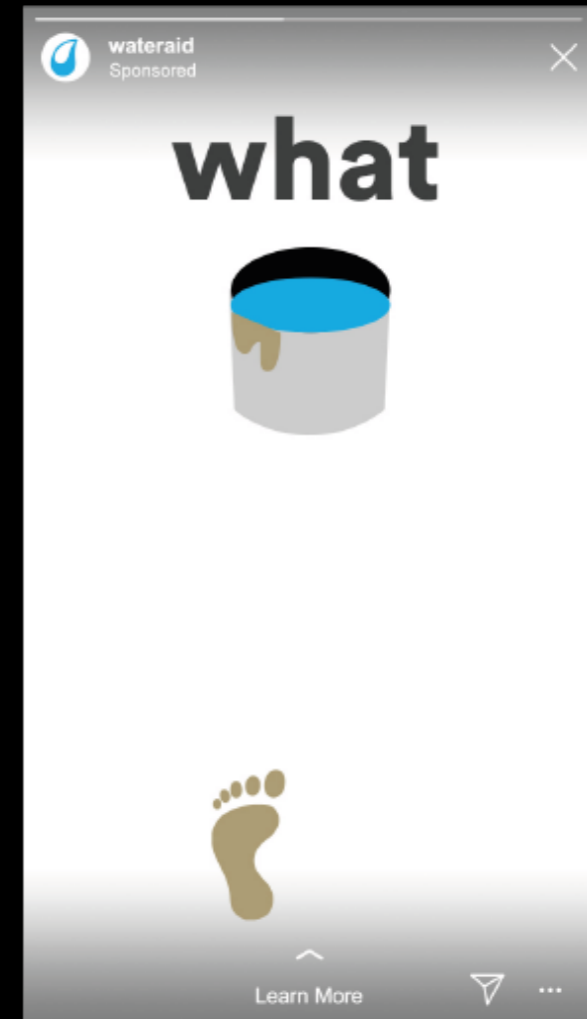
1



2



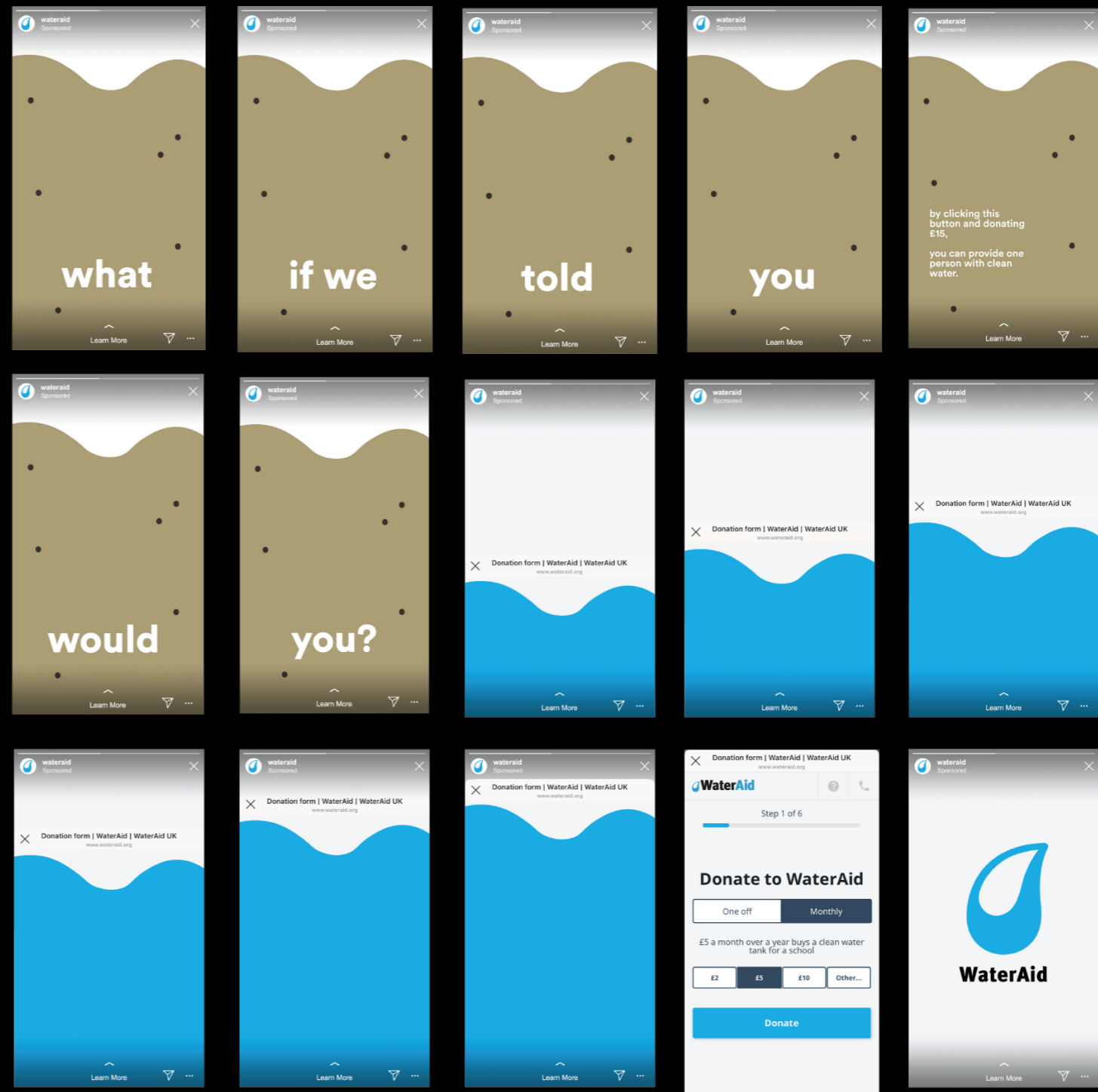
3



STORY 1

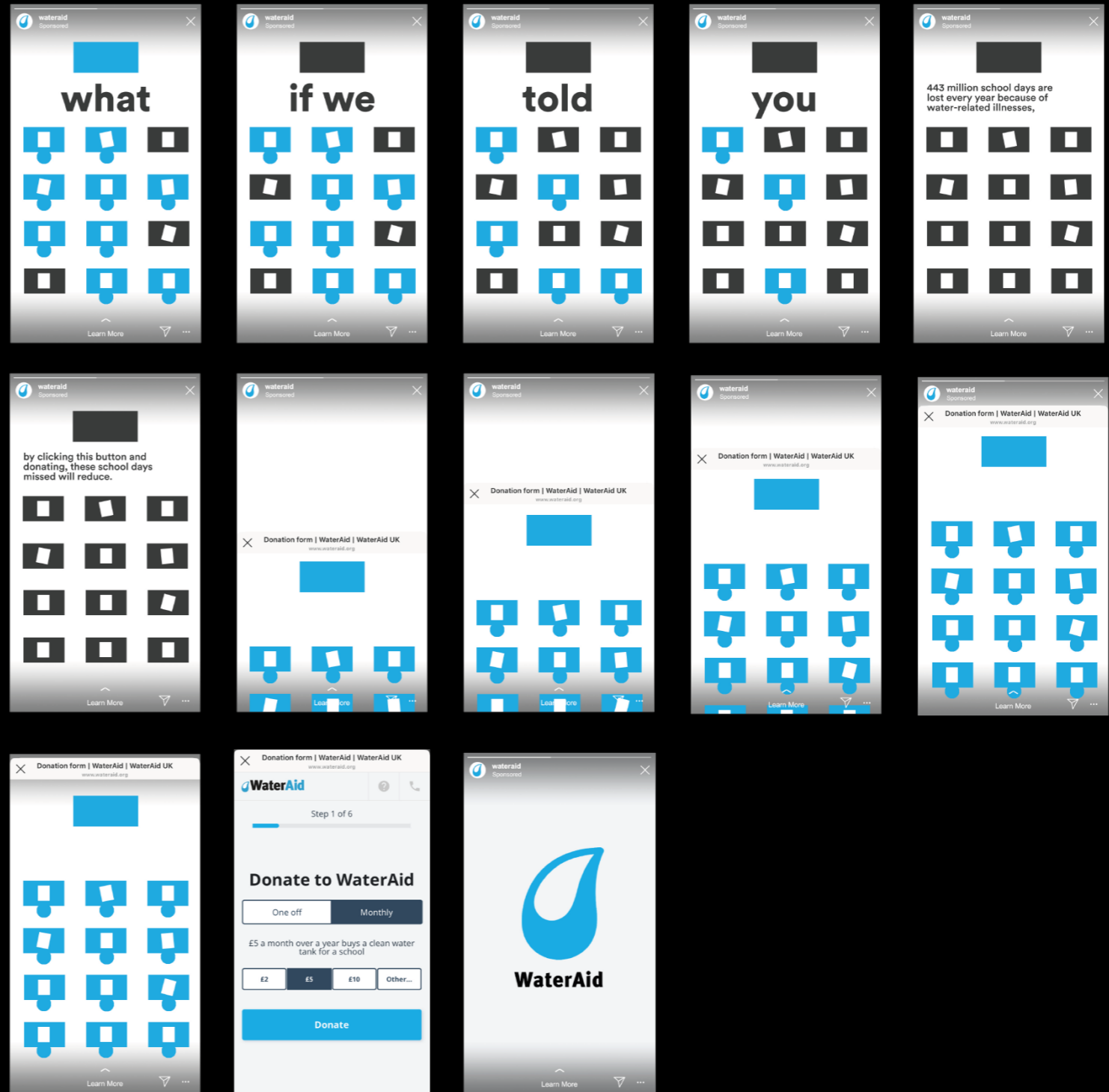
By donating **£15** you can provide **one person with clean water.**

(WaterAid Global, 2018)



STORY 2

Around the world up to **443 million school days** are lost every year because of **water-related illnesses**.
(Human Development Report, 2006)



STORY 3

Every day **women and girls** around the world **walk 200 million hours** to collect **water** for their families.

(WorldVision.org, 2017)



WaterAid

Campaign Treatment

Moritz Tibes

Hongdou Pan

Sebastian Przybylkiewicz

Hunnigan Webster

Sofia Pietrafesa

Lauren West