





THE BRIEF Explained Like We're 15

What we know

IDA WORKS.

THE COUNTRIES THAT RECEIVE IT KNOW THE IMPACT.

WE WANT TO MAKE MORE IMPACT

MORE MONEY = MORE IMPACT MORE MONEY COMES FROM LARGER AND MORE DONATIONS.

THOSE WHO DONATE ARE MOTIVATED BY VOTES.

THEY NEED VOTES FROM YOUNG PEOPLE.

She'll say idk. when you ask her about the IDA

GETTING HER

TO CARE ABOUT THE IDA WHEN

She's more likely to trust a lettuce than a politician.

Only 9% of young people trust politicians*



And more likely to trust an egg influencer than a banker

Only 39% of people trust bankers*

OUR AUDIENCE WHAT DO WE KNOW ABOUT HER?



She really cares about social causes and wants to make a change.

She's much more likely to trust influencers and brands (like LEGO) as makers of change.

She's endlessly online.



We give IDA a face and use LEGO's storytelling magic to transform complex aid into a relatable, everyday hero.



SHE'S HERE TO SHOWCASE THE IMPACT OF WHAT THE OTHER IDA COULD DO. THROUGH LEGO.



@idamakeschange

21, Washington DC, Wants politicicians to invest in our future rather than theirs.

Followed by **aoc, mrbeast, gretathunberg** and **84 others**



#whatwouldIDAdo



SHE'S HERE TO GRAB THE ATTENTION OF YOUNG PEOPLE, AND MAKE THEM WONDER WHO SHE IS.



WORLD ECONOMIC FORUM EVENT

Speaker List:

Joe Biden

Melinda Gates

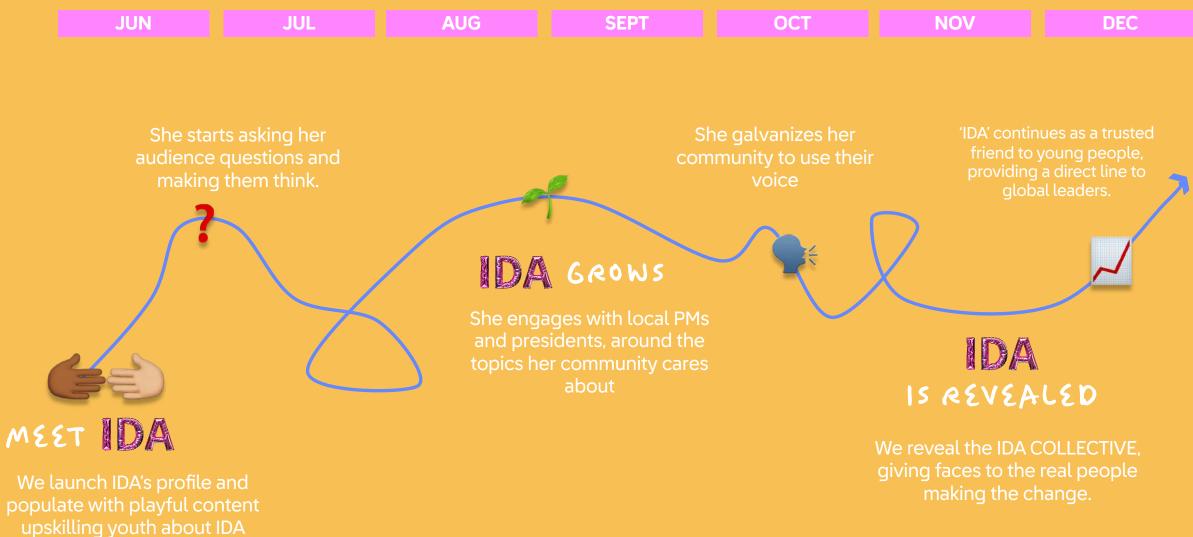
@IDAmakeschange

SHE'S ACTUALLY NOT JUST ONE FACE, BUT MANY FACES.

THE REAL FACES OF THE PEOPLE BETTERING COMMUNITIES WITH IDA FUNDS ON THE GROUND.



JOURNEY OF IDA



projects.

Why it works

It's true to the audience

V It's Face First, Social First

It encourages an active role in appreciating IDAs work

V LEGO helps us with trust

How we know it works

IDA grows in following and engagement 🗸

We test the trust levels of "Ida" and IDA 🗸

We achieve earned media coverage in places young people care about 🗹