

WHAT  
WOULD  
IDA  
DO?



# THE BRIEF

Explained Like We're 5 ~~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.

## OUR PROBLEM

GETTING HER

TO CARE ABOUT  
THE IDA WHEN



She'll say



when you ask  
her about the  
IDA

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.

# MEET IDA

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 politicians 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

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

She starts asking her audience questions and making them think.



## MEET IDA

We launch IDA's profile and populate with playful content upskilling youth about IDA projects.

She galvanizes her community to use their voice



## IDA GROWS

She engages with local PMs and presidents, around the topics her community cares about



'IDA' continues as a trusted friend to young people, providing a direct line to global leaders.



## IDA IS REVEALED

We reveal the IDA COLLECTIVE, giving faces to the real people making the change.

## Why it works

- ✓ It's true to the audience
- ✓ It's Face First, Social First
- ✓ It encourages an active role in appreciating IDAs work
- ✓ 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 ✓