



DIRT IS GOOD ✨
**BUSINESS
CHALLENGE**

2021 - 2022



**FUTURE
LEADERS'
LEAGUE**

OUR DIRT IS GOOD BRAND



+80 MARKETS



OUR DIRT IS GOOD BRAND

IS WORTH



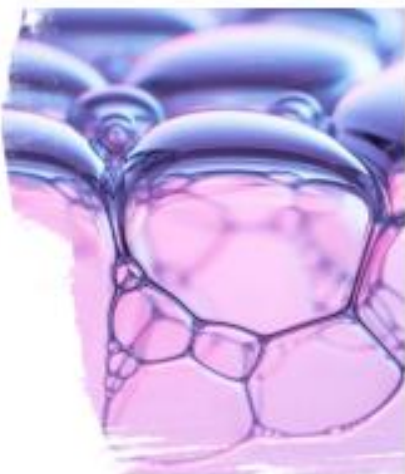
WE SELL



WE REACH



**WE CHAMPION SUPERIOR
TOP PERFORMANCE**



**WE HAVE AN
AFFILIATIVE HERITAGE**





**DIRT IS GOOD:
BRAND DO
BUSINESS CASE
& CHALLENGES**



OUR SOCIETY AND PLANET ARE UNDER THREAT



AND THE SITUATION IS GETTING WORSE



ECO ANXIETY IN YOUNG PEOPLE IS TRENDING GLOBALLY



L'EXPRESS

Eco-anxiété: sommes nous en train de rendre nos enfants dépressifs ?

EL PAIS

Ecoansiedad: a los niños les preocupa la crisis climática

Se estima que las manifestaciones por el clima de septiembre de 2019 resurgieron a casi dos millones de manifestantes en edad escolar pertenecientes a más de un centenar países



BBC

Lily Cole: Turning eco-anxiety into action

ECO-ANXIETY: CHILDREN ARE LOSING SLEEP AND HAVING BAD DREAMS OVER CLIMATE CHANGE, STUDY FINDS

More than half of young people don't believe people in power are listening to their concerns



Bangkok Post

Gen Z: poorer and more depressed than any before them

These youngsters have much to worry about but what most concerns them is climate change, writes Sarah Jaquette Ray



The Washington Post Magazine

The Environmental Burden of Generation Z

Kids are terrified, anxious and depressed about

How To Talk To Your Kids About Climate Change And Reduce Eco Anxiety

17% OF UK Kids 'Kept Awake At Night' By Climate Anxiety

FEAR AND IS INCREASING AMONG KIDS

As much as I want my son to have a realistic view of climate change and the impact it might have on us, I don't want him to live in fear for the future of our planet. That's no way for a young person to live.



sky news .COM.AU

Children as young as 10 suffering from 'climate anxiety'

How school children are coping with 'eco-anxiety' as they worry about climate change

'Culture of fear pumped into' school education

'Eco-anxiety' growing among climate kids



INQUIRER.NET

What is 'eco-anxiety' and 'solastalgia'? When environmental consciousness causes psychological pain

I want kids, but I don't want them to fight climate change for us

I want them to actually live in a habitable planet By Jacqueline Arles

What in the world is 'green care'?



J

ENVIRONMENT

One in five UK children report nightmares about climate change



the japan times

COMMENTARY / WORLD

Anxiety replacing confidence for many Chinese



YOUNG PEOPLE WANT TO ACT, BUT THEY LACK THE SKILLS, KNOWLEDGE AND CONFIDENCE TO DO SO



THEY WANT TO ACT ON THEIR COMPASSION AND GET STUCK INTO THINGS THAT MATTER TO THEM



YOUNG PEOPLE FEEL ALONE IN THEIR EFFORTS

CHILDREN ARE BORN
COMPASSIONATE

BUT THEY FEEL OTHER
PEOPLE DON'T CARE

They care deeply about the planet and other people and want to act on their concerns

They don't think others share their compassionate values

We call this the
VALUES-PERCEPTION GAP

I care about the environment, equality, social justice, plastic pollution etc.
but other people don't seem to care.



FOR A LOT OF YOUNG PEOPLE, THEY FEAR BEING THE ODD ONE OUT FOR CARING

"I feel worried because I think the environment and nature and forests will just disappear altogether, so you've only got pets."

*Hugo, age 7-11,
UK participant*

"Your friends might not really want to hang out with you. They're not going to invite you to go on a trip to McDonalds if you're on about how you don't like plastic."

Anna, UK participant

"It's like another battle. You're battling the problem, like climate change, but you're also battling people that disagree or look down on you. It's hard."

Sophie, UK participant

"You just really want to fit in when you're at school, you don't want to make a fuss"

Jasita, UK participant



DIG BRAND PURPOSE

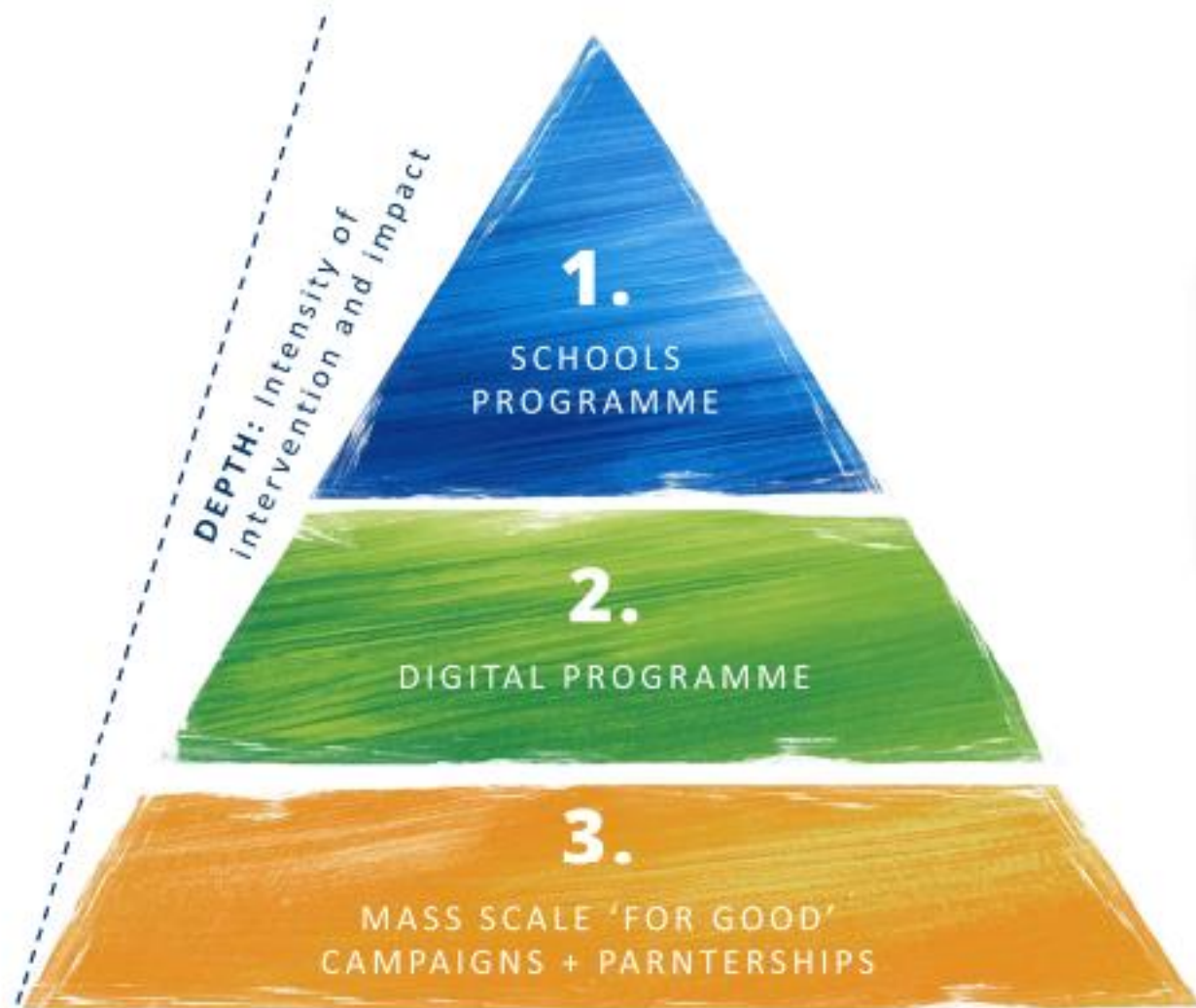
**POWER UP
THE WORLD'S YOUNG
CHANGEMAKERS TO
GET DIRTY FOR GOOD**

OUR BRAND POINT OF VIEW:

When children get out and take action, alongside others, it has a positive impact on their wellbeing, their communities and the planet.



A MULTI CHANNEL PROGRAMME DESIGNED TO CLOSE THE VALUES PERCEPTION GAP



www.natgeokids.com/uk/dirtisgoodacademy



CHALLENGE

HOW CAN WE MAKE DIRT IS GOOD FAMOUS FOR BEING A CHANGE CATALYST?

Dirt Is Good embraces “real-change”. In 2020, the Unilever brand relaunched our liquid detergent products to include higher levels of PCR (post consumer recycled) plastic, made our bottles 100% recyclable and improved the biodegradability of our formulations. By doing this at scale, and in tandem with our powerful ‘brand do’ programme to power up the world’s changemakers to get dirty for good, we hope to motivate and mobilise “real change” throughout the detergent industry.

How can Dirt Is Good be recognised as a catalyst for change, leveraging our Brand Purpose programme, to tap into wider cultural conversations around youth empowerment and ultimately drive fame outside of the traditional laundry moment?

1

Consider our brand’s touchpoints, how can we use these (and others we have not yet considered) to raise awareness and educate parents on the values perception gap, highlight the benefits that taking action can have on young people’s mental health and become better role models for young people?

- What are the tensions facing parents that we can both dramatise and help resolve?
- How can we drive engagement?
- What parallels can we learn from other brands? Please share examples of brands that have managed extend their brand beyond their core product offering?
- What partnerships could we consider and why?
- How can we leverage our packs and additional touchpoints to engage parents?
- How can we measure/attribute compassion at home?

2

What communications, assets and/or activation ideas could we develop to help Dirt Is Good drive fame and bring its purpose to life in and around the home?

- What channels should we consider to raise awareness and drive engagement?



JUDGING CRITERIA

- **COMMUNICATION EFFECTIVENESS:**
Communication ideas and assets that are scalable across different media channels and can generate conversation and debate.
- **CHANNEL INNOVATION & RATIONALE:**
Channel ideas that are directly linked to encouraging collective action.
- **BRAND AFFINITY:** A campaign that is on brand and demonstrates how our purpose is relevant to parents and the wider current societal context.



IMPORTANT INSTRUCTIONS

Please form a group of **three** to solve the case.

On **initial round**, you will share the solution to us in the link provided.

If you are a successful team to present to Unilever Jury members, you will be invited to **2nd round** to be held in your respective country in Jan/Feb 2022. During the event you will have 10 min to present your solution/ Presentation that you have submitted.

You can share creative materials for the jury to showcase your idea (banners, posters, Point-of-sale material).

If you are champions to your respective country round, you will be invited to **3rd Regional Round** planned for 1st week of March 2022. Five countries across East Europe will participate for the Regional championship. You will have 8 Min to present the case to Unilever East Europe Leaders

If you are the Regional Champion, you will move to **final round in Global Unilever Future Leaders League to be held in June/July 2022**



A close-up photograph of two hands, one from a child and one from an adult, cupped together and holding a mound of dark, rich soil. The background is a vast field of similar soil, creating a textured, monochromatic scene. The hands are positioned in the center of the frame, with the soil filling the palms and spilling slightly over the edges. The lighting is soft, highlighting the texture of the soil and the skin of the hands.

THANK YOU

