



Brief set by
Walkers

Inspire 18-30 year olds to break the 'I'm fine' autopilot

Related Disciplines

PR
Social Media

Deadline

22 March 2022, 5pm GMT

Additional Prizes

1 year of free Walkers products

The backstory

Since 1948, Walkers have been turning Great British potatoes into their famed Walkers and irresistible crisps. Walkers is a brand woven into the fabric of Britain: it's a brand that 'gets Brits' (understands their needs, wants, and humour). They exist to bring bits of levity and positivity to everyone. Since their inception, they've brought crunch and flavour to the nation's meals, and continued to make Brits smile with witty and irreverent advertising.

After the past couple of years everyone's spirits have been diminished. And so, it's timely for Walkers to step up and amplify their purpose beyond their crisps – and, by doing so, having a positive impact on people's lives. They believe that humour and levity can help people open up, talk, and move forward – allowing everyone to see the silver lines in the face of everyday adversities.

They've already launched the Walkers and Comic Relief Smiles fund¹, but they want to go further. As a brand that 'gets Brits', there's one thing they've noticed. And that's that they aren't great at sharing how they're feeling... In fact, studies show Brits say 'I'm fine' 14 times a week, but only mean it 19% of the time². How can Walkers change the narrative and, in doing so, improve people's mental wellbeing?

What's the challenge?

Use the power of humour to break the "I'm fine" autopilot response during world mental health day on 10th October. Develop a campaign that lives through social media and has the ability to gain traction to reach a wide array of audiences that showcases humour's ability to empower the nation to open up.

Crisps can't change the world but the reach of the Walkers brand can help people to change a moment and bring some levity and enjoyment to their day. They are keen to use their brand to champion *positivity and mental wellness* in a way that is truly Walkers. Using humour to make people think that 'it's fine not to be fine'; feel that it's ok to open up, and break the 'I'm fine' autopilot response.

Who are we talking to?

Everything Walkers does is inclusive and has mass reach - but for this challenge they want to connect and resonate with some of our younger consumers aged 18-30 years old who are hungry to get the most out of their future but have been facing unique challenges that affect mental wellbeing, especially in the wake of the Covid pandemic.

They are crossing different life-stages: some still in education, some starting their careers; living with parents or branching out; single, in relationships or starting families. Your idea

should seek out ways to talk across these different groups and unite them through humour and mutual experiences.

Please note, Walkers are committed to not advertising to anyone aged 16 or below, so please make sure you stick to the age range outlined.

Things to think about

Take it to the next level

This is a space Walkers are actively working in though their Walkers & Comic Relief Smiles fun (read more in further information) and a number of campaigns to be released over the next year, so feel free to explore how and where your idea might become an extension of these concepts.

Be humble...

Walkers know that crisps are just a small thing that can make a big difference to a meal – in the same way this campaign needs to stay humble and not be too lofty, by pushing for small actions that will add up but don't trivialise mental health/mental wellbeing.

...but stay ambitious

Walkers are one of the most iconic brands in Britain – they don't lack ambition when it comes to getting attention. They've partnered with everyone from the Spice Girls, to Mariah Carey, to KFC, to Comic Relief. If the opportunity is big and the idea is strong they have the clout to bring in some big name partners and make things happen.

Be social

This campaign is all about using social media to spread a message, and finding ways for it to gain traction – think about Twitter for starting conversations and dialogue with consumers and influencers, Instagram or TikTok for how this could have visual impact, and what it would take to get the UK tabloids to cover the campaign.

The important stuff

Create a PR and social media led campaign that reaches 18-30 year olds. You can use multiple touchpoints, including in-store activations and Walkers' owned assets such as packaging and flavours, to bring the idea to life, but the idea must centre around social media.

Present:

Your solution. Clearly explain your idea and how it would work.

Your creative process. How you arrived at your solution and key insights from your research.

What and how to submit: Read **Preparing Your Entries** before you get started for full format guidelines.



Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

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Further Information

1Walkers x Comic Relief Smiles fund:

comicrelief.com/funding/funding-opportunities/the-smiles-fund-by-walkers-and-comic-relief

2comicrelief.com/partners/walkers

Walkers is on a journey to move from storytelling to storydoing. In 2021 the brand created the Walkers Smiles fund; a £2 MM fund in partnership with Comic Relief directed to Mental Wellbeing programs. 1 in 4 people will face a mental health issue in the UK; Our focus is on preventing the 3 in 4 (everyone) to get to this point. The focus of the fund is to support early intervention and community-based approaches which use participation in the arts and comedy to *start conversations*, promote positive social connections and help people build resilience to tackle life's everyday challenges.

Helpful links

Walkers Brand Campaign - When Life Gives You Potatoes Make Crisps

youtu.be/fiOdgyt5bBg

youtu.be/FGFpV3WjOGY

Walkers x Comic Relief

youtu.be/WyVSxzTYuKg

#WalkersTweetRelief

youtu.be/ZkW3uy2U-mk

Kantar humour in advertising

kantar.com/uki/inspiration/advertising-media/ads-that-makes-us-laugh-help-brands-stand-the-test-of-time