

The Campaign Code: Viral Kindness

(Year 9 - Ages 14-15)

Lesson 8 of 9

Name: _____ Class: _____

Mission Briefing: You are a Creative Director for a top ad agency. Your Client: The Future. Your Product: Life. Your Mission: Design a campaign asset that convinces a specific audience to drop their fears and start "The Conversation."

Part 1: The Strategy (Targeting)

1. Choose your Target Audience (The Guild):

- ☐ Gen Z (Your peers - Value: Future & Justice)
- ☐ The Skeptics (Facts-First - Value: Logic & Proof)
- ☐ The Guardians (Parents - Value: Safety & Family)
- ☐ The Sports Fans (Value: Teamwork & Physicality)

2. Choose your Channel:

- ☐ Social Media Tile (Instagram/Snapchat)
- ☐ Video Storyboard (TikTok/Reel)
- ☐ Poster/Billboard (Bus stop/School hall)
- ☐ Gaming Overlay (Twitch/Stream)



Part 2: The Content (The Ingredients)

3. The "Hook" (Headline): Write a headline that stops the scroll. It must be punchy (max 7 words).

Idea: "Don't leave your family guessing." / "Be a Hero in your sleep."

My Headline:

4. The "Proof" (Key Fact): Select one stat from the Toolkit to back up your claim.

My Fact:

5. The "Call to Action" (Instruction): What exactly do you want them to DO?

My CTA:



Part 3: The Prototype (Design)

Task: Sketch your asset below.

- Visuals: What image will you use? (Symbols, People, Text).
- Layout: Where does the eye go first?



Part 4: The Pitch (Justification)

Reflection: Explain why you chose this design for this audience. "I chose to target [Audience] using [Strategy] because..."

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Extension: The Hashtag

Create a unique Hashtag for your campaign. #_____



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