



## MMAD Day x NGEN Briefing Doc

### **What is MMAD (Pronounced MAD)?**

Musicians Making A Difference (MMAD) is an Australian charity that transforms young lives through music. Their purpose is to inspire young people to make positive choices so they can find their place in the world. They believe every young person deserves someone who believes in them and the opportunity to realise their potential. View the MMAD intro video [here](#).

### **Why MMAD exist?**

- In Australia suicide is the leading cause of death among 15–24-year-olds
- 1 in 4 Young people experience mental health issues
- Only 1 in 3 are able to find adequate work
- 1 in 10 young people are disengaged from education &/or employment
- Annually 225,487 Australian children are suspected of being harmed or at risk of harm from abuse and/or neglect. That's the equivalent to 2.25 times the capacity of the MCG
- 27,680 young people are homeless on any given night

Many young people at MMAD suffer mentally, physically, socially & financially from traumatic experiences. For them, expressing their pain in lyrics, finding their voice by singing & escaping the world through music has helped them survive. MMAD delivers frontline & online creative support to engage, inspire, educate & empower young people through the power of music & mentoring.

MMAD's headquarters (better known as the MMAD house) is in Gosford on the Central Coast where they operate the national charity from. Alongside weekly programs at their HQ, MMAD's support extends to local outreach, school and juvenile detention workshops, online creative wellbeing through their platform Access All Areas (AAA) and disaster relief. In addition MMAD provides corporate experiences where your team can get out of their comfort zone or bring life to an event with inspiring performances and workshops.

Alongside therapeutic and educational benefits, music is powerful in breaking down barriers and creating high levels of engagement with young people. It delivers messages with information that may otherwise not be easily communicated, or well-received by, young people - especially those who have built protective barriers, resistance to traditional pathways or support services, and socially isolated themselves.

The power of creative mentoring builds rapport as it is non-threatening and inclusive. At MMAD we inspire and influence growth by building strong networks that are proven to help young people tackle complex physiological, psychological and self-fulfilment challenges to overcome adversity and find their place in the community.



## MMAD Day

For the past 8 years, MMAD has delivered a national campaign annually to bring awareness to the charity and to connect young people to MMAD via Musicians Making A Difference Day - MMAD Day. Each year the campaign has had a different call to action and branding and was largely associated with one record label. In 2021, the campaign expanded to the wider industry and became label-agnostic. It launched with a new call to action - Dedicate a song to someone in need using #ThisSongsForYou and tag @mmadaustralia. Corporates, individuals and artists are encouraged to share a song that has impacted them through their chosen social platform and format on the day.

Since this expansion and clear call to action, the reach has grown from 1 million to 14 million in 2021 and to 20 million in 2022.

## The problem

MMAD needs funds and wants to leverage the awareness and buzz around MMAD Day and translate it into funding.

MMAD has been very successful in raising awareness and connecting young people to MMAD through the annual campaign. Whilst MMAD has long standing corporate and industry partnerships to support the campaign, there has never been a fundraising element attached to the campaign. MMAD currently does not have an annual fundraising event and MMAD Day is an opportunity to build much-needed funds to support the vital work that they do.

Even though MMAD receives content for the campaign from artists, it is difficult to gather this content and cannot be relied on as a focus on the campaign. Additionally, encouraging artists to post directly on their channel and encouraging individuals to post can be difficult.

As we move into 2023 with the rising cost of living impacts, many Aussies will scale back spending or adopt financially savvy behaviours. We are already seeing over 40% of people buying less gifts, scaling back big purchases and reducing financial obligations. This is likely to result in personal needs being prioritised over cultural values, impacting MMAD in two ways;

1. The environment is likely to see more kids facing rising pressure and growing concerns
2. Fundraising participation and donations may be hampered



## **Campaign objectives in priority order**

1. Facilitate donations for MMAD at the same time as the MMAD Day campaign
2. Maintain strong awareness in an environment where Aussies will likely be focused on basic needs and not altruistic endeavours

We are looking to raise \$50,000 in donations in 2024.

## **Target audience**

MMAD's target audience is donors who are passionate about the cause and the campaign.

Corporates have been MMAD's biggest source of funding to-date with limited to no support from individuals.

Consider who is likely to have the highest propensity to donate, and how we leverage existing partnerships to create maximum impact, with minimal resources. This could be either through corporates and MMAD's long-standing partnerships or individuals getting behind the campaign.

## **Campaign timing**

MMAD Day is likely to run on Friday 6<sup>th</sup> or 20<sup>th</sup> October. MMAD are looking to avoid Friday 13<sup>th</sup> due to the negative association with this day.

The day runs in October which is also Mental Health Awareness month and sits around the same time as Aus music T-Shirt day which happens in November.

MMAD works alongside a team of industry representatives to bring the campaign to life each year. All assets have been created for 2023 and will likely remain the same in 2024.

The focus each year is to re-establish partners and to build new partnerships alongside gathering content from artists where possible. The campaign drive typically begins one month prior to MMAD Day and includes TV placements, radio ads, press releases and radio play.

## **Budget and resources**

- For the purposes of this brief please assume you will be able to generate \$1m in publisher-funded media support to support a fundraising message. This will be additional to \$1m in media which supports awareness as per previous campaigns

### Budget and resources continued...

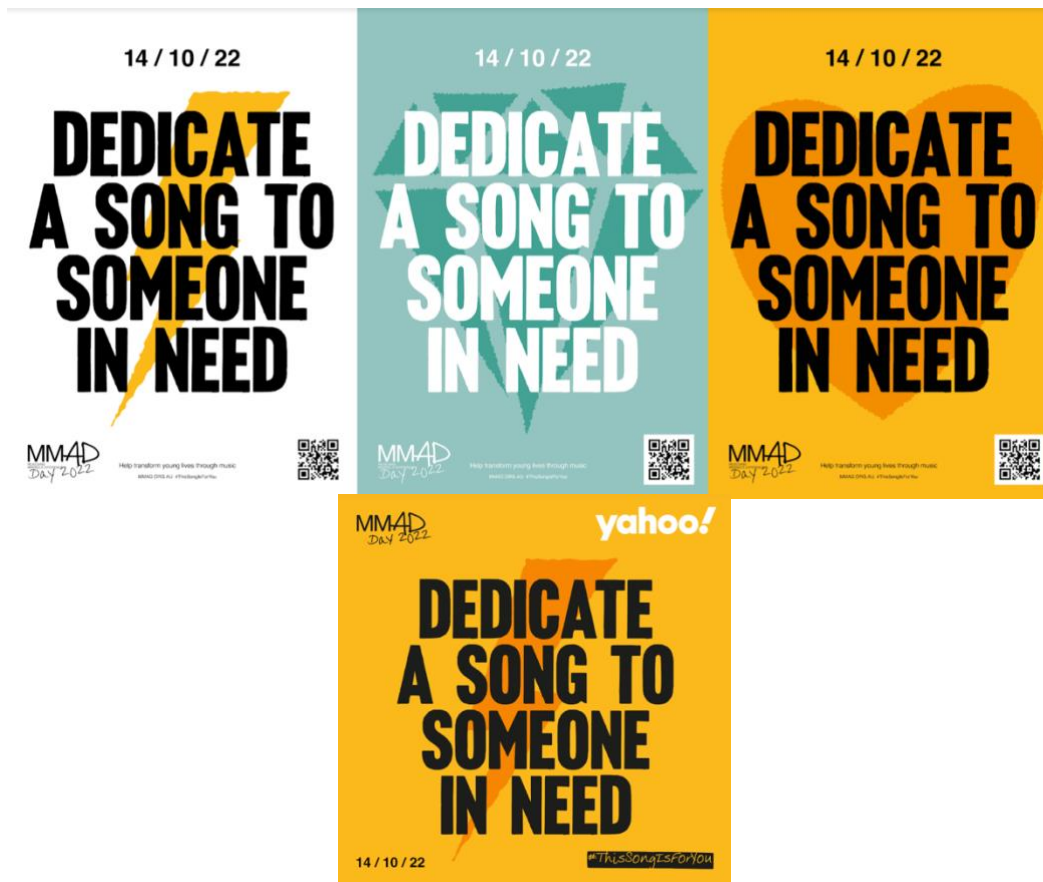
- MMAD have Social Partnerships in place with key partners ARN, Pedestrian and Yahoo (tbc with recent restructures).
- In 2021 and 2022, ARN created a separate station on iHeart radio. In 2021, every dedication posted on this channel iHeart radio gave a donation. This resulted in \$5,000 of funding.
- In 2021 and 2022, they also received support from Rock Posters, Ten, oOh!, JCD, QMS, Motio, VMO, SCA, Nine publishing, Nine print (The Age/SMH), Gumtree, NewsCorp, Val Morgan, Kargo, Spotify, Twitch, MTV and Brag (in 2021) and Rolling Stone (2021).

### Other Considerations

While MMAD will have support from famous artists, it's very difficult to get more than a recorded segment from them given their time pressures.

Please try not to make musicians central to your campaign idea unless you really think you can pull off additional support from them without the support of MMAD.

### Creative asset examples from 2022



## Judging Criteria

Judging will be based on the following criteria

<b>Understanding the Task</b>	Does the entry clearly articulate the key issues and objectives of the brief, and what the role of communications is?	<b>5%</b>
<b>Defining the Audience and Insight</b>	Does the entry demonstrate an understanding of the target audience? Is there a clear and compelling insight that informs the approach?	<b>15%</b>
<b>Response to the brief</b>	Is a big communications idea evident? Is the communications idea unique and innovative?	<b>20%</b>
	To what extent does the idea address the stated objectives?	<b>10%</b>
	To what extent does the idea translate to a clear channel strategy? Is the role of each channel outlined?	<b>10%</b>
	Does the idea shape the implementation in each channel?	<b>15%</b>
	How realistic is the idea? Does it fit within budget?	<b>5%</b>
	Is there a clear measurement approach which succinctly demonstrates delivery against the objectives?	<b>10%</b>
<b>Articulation</b>	Was the entry well written, with concise reasoning and easy to follow?	<b>10%</b>



## Entry Rules & Conditions

- To be eligible to enter, you must be a registered member of NGEN at the time of the entry deadline (3<sup>rd</sup> May 2023). This allows individuals from both media agencies and media companies to enter.
- Entries must be submitted on an individual basis **or** as a team (maximum two people) via <http://mediafederation.org.au/>. Please note, one trophy will be presented to the winner(s) on the night.
- The NGEN category is not eligible for the Grand Prix Award.
- No entrant company branding including reference to company name and/or logo is allowed. Do not include your name anywhere within your entry written submission.
- Entries must not exceed 1000 words. Entries over the word limit will not be accepted. Appendices, graphs, and media schedules are not included in the 1000-word limit.
- More than one entry may be submitted into the NGEN category however each entry will incur a \$120 inc GST entry fee with 50% donated to MMAD after the awards. Entry fees are non-refundable.
- Entries are due by **4pm 3<sup>rd</sup> May 2023**.
- The information from MMAD in this brief is commercial in confidence and entrants should act with utmost integrity in how they treat MMAD insights.
- The decision of the judges will be final, and no correspondence will be entered into.
- The entrant grants MFA permission to show the entries at The MFA Awards Presentation and at such times as deemed appropriate.
- The entrant agrees that The MFA will not accept responsibility for errors or omissions reproduced in the Presentation or for work lost or damaged under any circumstances.
- All entries and their content will become the property of MMAD following the MFA Awards.