

# KANCIL STUDENT AWARDS

## BRIEF FOR: UNICEF

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Put your best ideas to work for UNICEF.

You may use digital or traditional media, or a combination of both, to meet the objectives of UNICEF.

Judging will be based on strategy, creativity and the effective use of media.



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ASSOCIATION OF ACCREDITED  
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# Advertising Brief

CLIENT:  
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## CONVENTION ON THE RIGHTS OF THE CHILD

It is amazing that only 20 years ago there was no universal protection for the rights of children. Many developed countries had local laws protecting children from exploitation but there were no commonly agreed principles upon which countries could legislate to protect the rights of children everywhere to live happy, healthy and fruitful lives.

The Convention on the Rights of the Child has already achieved much in ensuring that children's rights are placed at the heart of every country's social and financial plans.

But much more needs to be done to guarantee and protect the rights of every child, including undocumented children, indigenous and disabled children, orphans, street children as well as migrant, refugee and asylum-seeking children.

#### YOUR BRIEF

Raise international awareness of The Convention on the Rights of the Child.

#### YOUR AUDIENCE

People who, through their various roles and activities can influence governments to take the four pillars of The Convention into consideration when developing policies that may affect children. E.g. voters, community leaders, educators, etc.

#### THE FOUR PILLARS

All rights guaranteed by the CRC must be available to all children without discrimination of any kind. The best interests of the child must be a primary consideration in all actions concerning children. Every child has the right to life, survival and development.

The child's view must be considered and taken into account in all matters affecting him or her.

#### THE DESIRED RESPONSE

To create a global conversation about The Convention on the Rights of the Child.

#### SUPPORTING FACTS

All details are available in the attached document—[\[CRC@20-FactSheet\]](#). You should also visit [\[www.unicef.org/rightsite\]](http://www.unicef.org/rightsite)

#### BRANDING

The brand will be CRC@20 (attached logo). Please do not use the UNICEF logo in your work.

For more information, log on  
[www.unicef.org/rightsite](http://www.unicef.org/rightsite).

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CALL FOR ENTRIES  
FOR MORE INFO CALL:  
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WWW.KANCILAWARDS.COM**