

# UPSTARTS

## WEEK 7

Adam & Eve DDB | Special Olympics Ireland



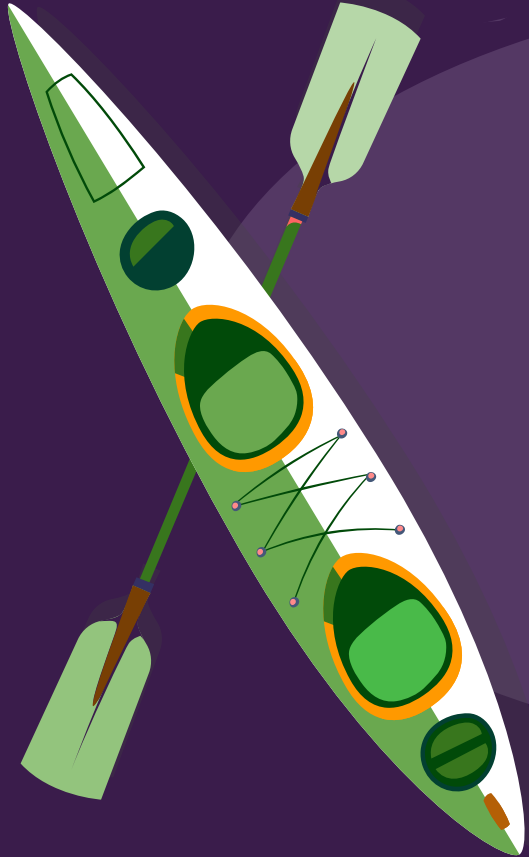
**Special  
Olympics**  
Ireland



# THE ASK

Motivate current volunteers who haven't come back yet, and get more volunteers in by broadening age demographic to 18-35 age group.





## THE PROBLEM

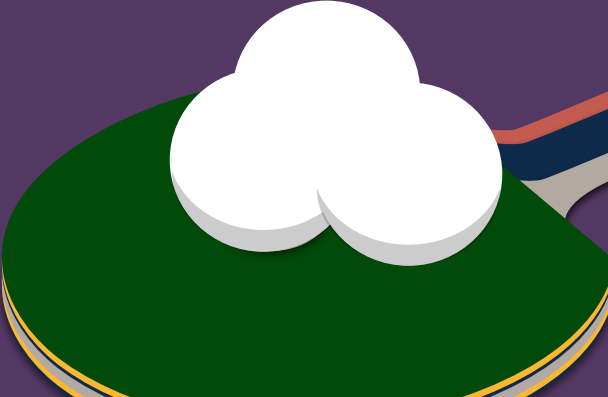

We've all had a rough few years with COVID, and everyone is looking forward to getting back to the things that we once enjoyed.

For Special Olympics athletes, getting back isn't so easy - it all depends on volunteers being there too.



# INSIGHT

There's no "I" in Team, but there is a "U" in Volunteer - and without it, our Special Olympics clubs simply can't run.



**WITHOUT 'U'**

# WITHOUT 'U'

Witho\_t U, there's no Vol\_nteer.

No f\_n. No cl\_b. No podi\_m moments, tri\_mphant wins, or  
pro\_d hearts b\_rsting with joy,

So while there isn't an "I" in team, there is a "U" in Volunteer.

Our athletes are the ones who make it happen, but they  
can't do it without U.

U make it possible.



# KEY VISUALS

## A SPACE FOR 'U'

To all our

**V O L N T E E R S**

We're missing **U**.

We can't get  
to the

**P O D I M**

without **U**.

We can't have

**F N**

without **U**.



# VIDEO

There are a lot of things in this world that depend on you.

*Our person, Una, stands in a white studio, wearing a T-shirt with a red U on it.*

Like your family and friends.

*Camera pans to the right, and we see a group of smiling waving people.*

The letter Q.

*A person wearing a T-shirt with Q comes into frame and stands to the left of Una.*

The bend in the toilet.

*Una holds up a U-Bend pipe, looking slightly confused, before throwing it out of shot.*

Or winning Wordle, when the word is Bound, Juicy, Snout, or Adieu.

*Una inputs the word "Adieu" on her phone. The letters pop up above her head. The U turns Green last.*

## VIDEO -2

At Special Olympics Ireland, we depend on volunteers like you -  
*Una points to herself, surprised.*

-to open doors for our athletes.  
*We pan to the left, where a group of Special Olympics athletes stand waving.*

[And we don't just mean the doors to the clubhouse].  
*Cut to a shot of Una desperately jiggling a lock on a stage prop door, athletes looking on impatiently.*

Sport has the power to change lives.  
*Camera pans back to our athletes, standing with their medals and gear, happy, confident and proud.*

But for us, it all depends on You.  
*Camera pans back to Una. In the studio, big letters spell out the word Volunteer, with U missing. Una stands in the gap, and smiles. Fade to black, with logo and CTA.*

# **Activation #1:** **The U's-Paper**

# THE U'S-PAPER

To highlight just how important U are, we'll hijack the Classified Pages of national newspapers like the Irish Times & the Irish Independent, and make every single "U" on the page red:

TUTORS WANTED - RANGE OF SUBJECTS. HOURLY RATE. CALL PAUL.

FULL-TIME RESTAURANT MANAGER NEEDED. PREVIOUS EXPERIENCE REQUIRED.

WE BUY HOUSES - CALL US! BUSINESS HOURS SUN-THURS

You see how important **U** can be?

Vol**u**nteers are an essential part of our  
athlete's journey.

Head to [specialolympics.ie](https://specialolympics.ie) to find your local club.

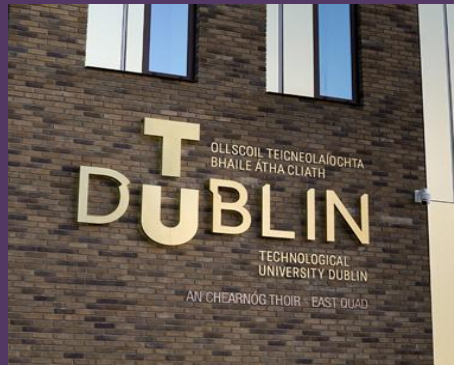


**Activation #2:**  
**Without U-ni**

# WITHOUT U-NI

Most of Ireland's universities have some kind of U in their name: DCU, NUIG, UCD, UCC, TU Dublin, U of L, MU.

So why don't we take away the "U's" from some of the most familiar signs around the country?



# WITHOUT U-NI



**LOOKING FOR U?**

**US TOO.**



**SCAN ME!**





KEY VISUALS

TVC

U'S PAPER

WITHOUT U-NI



**THANK U**