

MAIP x Digitas Hackathon

August 14, 2020

We are

Sugar and Spice

No meal is complete without a little bit of flavor, and let's be honest; salt and pepper just don't cut it—never have! Our mission is to bring creative, out-of-the-box solutions to the dinner table when everything else is too bland to remember.

We're the flavor explosion you've been craving.

THE SPICE RACK

HALLE NURSE



Account Management

ZARIYA SQUIRES



Account Management

CIARA REED



Art Direction

DEVIN ROUX



Art Direction

DEVIN BOOKER



Comms Planning

SHRAVYA ARRA



Copywriting

MIRIAM CHOI



Design

SABRINA DARIAS



Media Planning +
Buying

CHARLIE GARCIA



Media Planning +
Buying

NICOLE PUNG



Project Management

FRANCISCO VERA



Public Relations

KAYLA GAMBLE



Public Relations

NTHABI KAMALA



Strategy

SAMARA DOWE



Strategy

The Ask

Create something that is meaningful that can help humans navigate the “new normal.”

The State of the World

2020 is just an impossible year. There are countless issues surfacing such as immigration policies, racial injustice, climate change, gun violence laws and more. Amongst all of these issues, there's endless false information circulating so easily and quickly which hinders social growth in our world.

We need change and people are ready to advocate for that change.

The New York Times

Today's Activism: Spontaneous, Leaderless, but Not Without Aim

Welcome to 21st-century activism, where social media is the strongest organizer. At the core is an egalitarian spirit, a belief that everyone's voice matters.

The Loudest Voices of Change

While these complex issues are relevant to everyone, Gen Z and millennials notoriously act on and advocate for big systemic change more than other generations. They are the most passionate and empathetic, and likely to be at the forefront of huge movements.

But which causes do they care about? Honestly, you can find at least one person advocating for every single cause, no matter how big or small.

Bustle

How To Create
“Lasting Change,”
According To
March For Our
Lives Leaders

DISSENT

**Millennial Movements: Occupy Wall
Street and the Dreamers**

Mobilizing Ideas

**Twenty Years of Millennials’ Involvement
in Social Movements**

 **make it**

LEADERSHIP

**3 reasons Gen Z activists have changed
the gun control conversation when no one
else could**

nature

NEWS · 18 SEPTEMBER 2019

**Why young climate activists have
captured the world’s attention**

As the movement prepares for a massive global protest, researchers break down why its message is gaining ground.

In this era of growing advocacy, young activists need an efficient way to filter reliable information from all the fake news.

The Search for Authenticity

13%

of Americans trust the media "a great deal"

Growing up in the social media age, young people know authenticity when they see it.

They have strong filters for inauthentic or irrelevant info.

How They Consume Their News

91%

of Gen Z uses social media channels to learn about and participate in issues they care about

69%

of millennials and Gen Z use smartphones as their main device for accessing news

In an age of global socio-political movements, Gen Z and millennials are using digital media to accelerate activism and social change.

<https://www.conecomm.com/research-blog/cone-gen-z-purpose-stu>

<http://www.digitalnewsreport.org/survey/2019/how-younger-generations-consume-news-differently/>

<https://www.adsmurai.com/en/articles/how-millennials-and-generation-z-connect-to-politics>

Cultural Truth

There's always turmoil in the world that people want to address. The spread of false information has hindered our ability to wholeheartedly support the causes we care about.

Consumer Truth

Young people are passionate about social issues. They aren't only just aware of them –they also want to *be the change*.

How do we combat the spread of misinformation so that everyone has reliable resources to be that change?

Introducing to you...



stillchanging.org

There are no more excuses to be unaware.

What Does it Mean to be “Still Changing”?

Advocacy is a continuous process of learning, unlearning, and relearning. As people further self-educate, they experience changes in their approaches to supporting social movements. It's natural. Everyday, we are **still changing** and becoming better advocates for ourselves and others.

And **stillchanging.org** is...still changing.



The overlapping Cs of our logo symbolizes our commitment to keeping up with change in the world and with our audiences.

bit.ly/sugarandspicedigitas

**There are no more excuses to be unaware.
We're committed to change.**

Are you?

Thank you, Digitas.

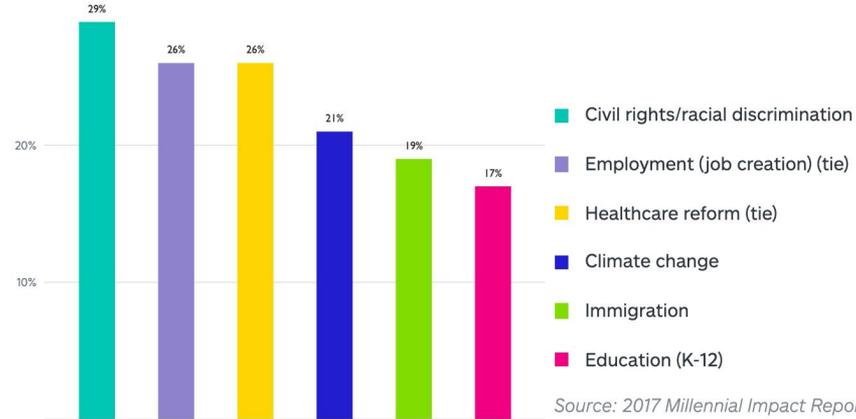
Appendix

Causes Gen Z & Millennials Care About

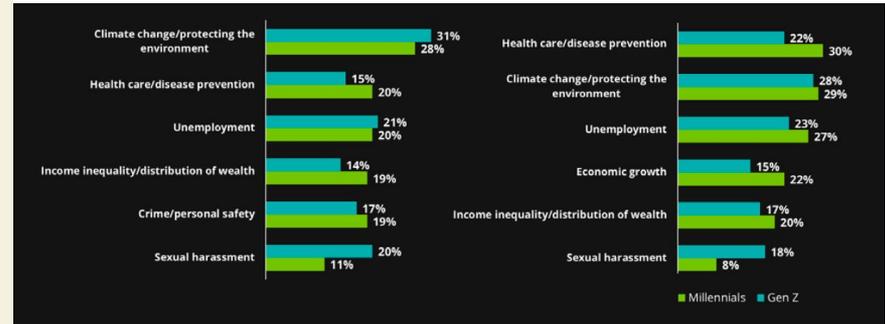


What causes do young people care about the most?

Here are the top 5 social issues of most interest, as rated by respondents of the latest Millennial Impact Report. Each respondent was asked to choose between one to three issues, so these figures won't total 100 percent.



Top concerns among millennials and Gen Z (primary survey):



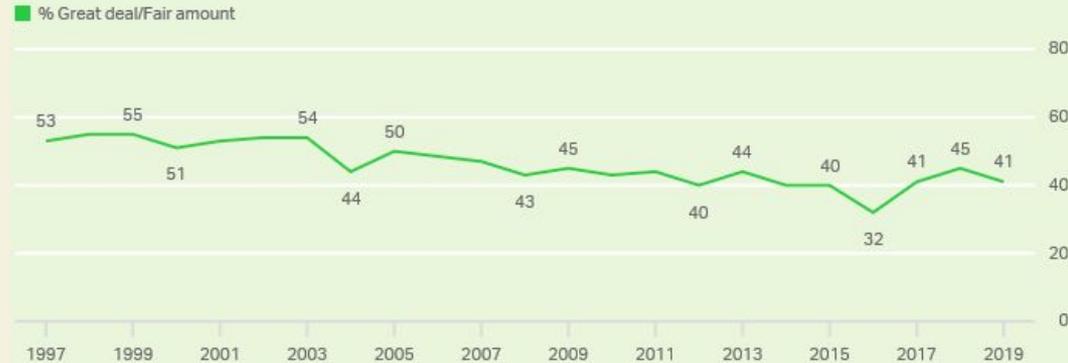
Falling Trust in Mass Media

GALLUP

13% trust the media "a great deal," and 28% "a fair amount"

Americans' Trust in Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?



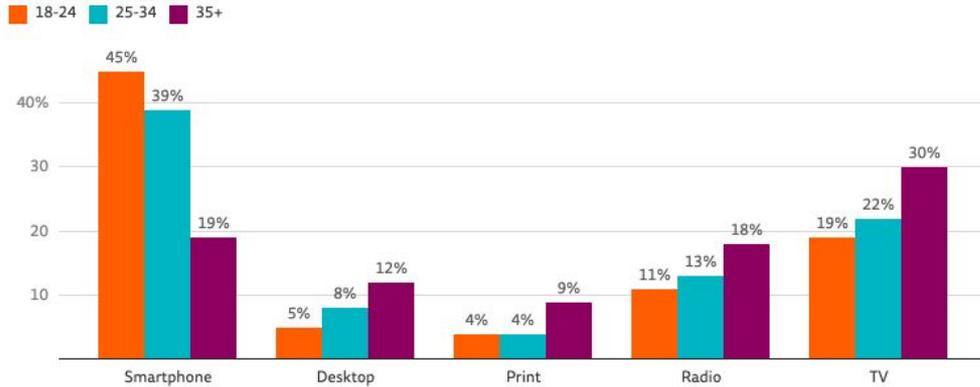
GALLUP

How Gen Z & Millennials Get Their News



FIRST CONTACT WITH NEWS IN THE MORNING BY AGE

Selected countries

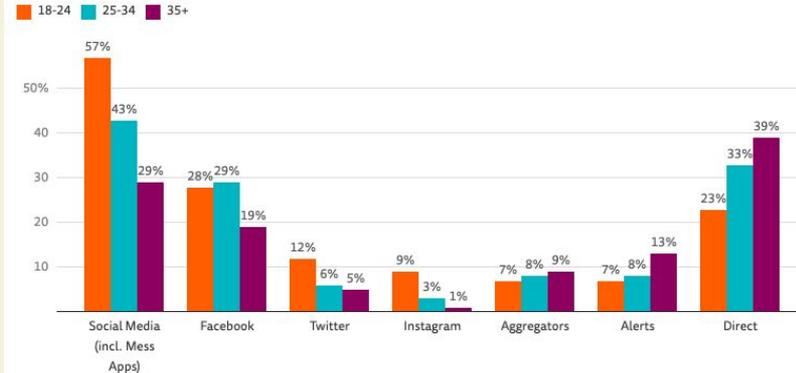


Q9c_new2016. What is the FIRST way you typically come across news in the morning?

Base: 18-24/25-34/35+: selected countries = 1863/3019/15247. Note: Data from US, UK, France, Italy, Spain, Ireland, Norway, Finland, Netherlands, Japan.

PROPORTION THAT USES EACH DURING FIRST CONTACT WITH NEWS IN THE MORNING VIA SMARTPHONE BY AGE

Selected countries



Q9d_2016_rc5. You mentioned that your FIRST contact with news in the morning is using internet via smartphone, in which ONE of the following places do you typically find your first news?

Base: 18-24/25-34/35+: selected countries = 842/1195/2982. Note: Data from US, UK, France, Italy, Spain, Ireland, Norway, Finland, Netherlands, Japan.