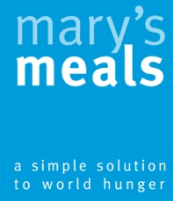




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A Story

In 2002, Magnus MacFarlane-Barrow visited Malawi during a severe famine. In a small village, he met Emma, a dying mother surrounded by her seven children. He asked her eldest son, 14-year-old Edward, what his dream in life was.

Edward answered simply: **"I would like to have enough food and go to school one day."**

That moment inspired the creation of Mary's Meals.

Today, the organisation provides **a daily school meal to more than 3 million children in 16 countries**. The promise of food encourages children to attend school and gives them a chance for education ...and a future.

One simple meal can change the course of a life.

Who We Are

Mary's Meals (www.marysmeals.cz) is a global movement that provides one nutritious meal every school day to children living in some of the world's poorest communities. School meals help children attend school, concentrate in class, and gain an education that can break the cycle of poverty.

A key strength of the program is its simplicity and efficiency: 550 CZK can feed one child at school for an entire school year.

Food is purchased locally and prepared by volunteers in the community - often the parents of the children themselves - making the program sustainable and supporting the local economy.

Mary's Meals Czech Republic was established in 2018, and today, Czech donors help provide school meals for 110,000 children every day.

The Context

Young people today are more aware than ever of global problems.

They see daily news about poverty, climate change, geopolitical tensions, and economic uncertainty. Many want to make the world a better place, yet the scale of these problems can make individual action feel small or even meaningless.

At the same time, Mary's Meals demonstrates something powerful: **a very small action can completely change the future of one child.**

Despite this clear and tangible impact, awareness and engagement among young adults in Czechia remain relatively low.

The Challenge

How can we turn a small monthly donation into something that feels like a powerful personal impact?

Your task is to create a product/service that motivates young adults in Czechia to become regular supporters of Mary's Meals.

The goal is not only to create awareness, but to build **long-term commitment**.

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Your proposal should include:

- a clear human insight about the target audience
- a marketing strategy based on that insight
- a mechanism that motivates participation or regular giving
- a communication idea that brings the strategy to life

The strongest ideas will show how marketing can turn individual support into something people want to join and potentially something partners and communities would want to support as well.

Target Audience

Young adults aged **18-30** (students and young professionals), primarily living in Czech cities.

They tend to be:

- socially aware and exposed to global issues
- sceptical of traditional charity messaging
- motivated by authenticity and transparency
- more likely to engage when their actions feel meaningful and tangible
- interested in participating in initiatives that create real impact

Objective

Acquire **4,000 new regular donors aged 18-30**.

Average monthly donation: **at least 100 CZK**.

The goal is for donors to remain active for **at least six months**.

Budget

Total campaign budget: **250,000 – 350,000 CZK** (excluding donated media, partnerships or volunteer support)

Brand Principles

Avoid:

- guilt-driven communication
- pity-based storytelling
- exaggerated emotional manipulation
- stereotypical “sad child” imagery

Focus on:

- dignity and respect
- hope and optimism
- authenticity and transparency
- real stories and tangible impact

Mary's Meals should feel like a **movement built on human goodness and personal responsibility**.

Key Fact

550 CZK can feed a child at school for an entire year. A small contribution can have a life-changing impact.

ANN Partner

ewing.

Media Partner

MAM MARKETING
& MEDIA

Organiser



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What a Strong Solution Looks Like

A strong solution should:

- make the impact of a small donation tangible
- feel relevant and natural to young people
- motivate participation, not just awareness
- have the potential to grow into a wider movement
- allow communities, media or other brands to join and support the initiative with you

Be bold and innovative!

Web & social media channels

[Website](#)

[Facebook](#)

[Instagram](#)

[Youtube](#)

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