

# A WALK ON WATER

## BRIEFING DECK

*ENTRIES MUST BE RECEIVED BY 4/21/23*

# STEPS TO ENTER

## NYF HEALTH & OGILVY HEALTH

are challenging student creatives to complete a social campaign for A WALK ON WATER. The work will be judged by NYFH Executive Jury President Adam Hessel.

- 1** Register at [www.nyfhealth.com](http://www.nyfhealth.com)
- 2** Create a Student entry.
- 3** Download the brief.
- 4** Come up with a creative insight and original ideas to execute your social campaign.
- 5** Graphic based posts and copy can be compiled in a PDF. You should have at least three different executions in your campaign, but there is no limit to how many executions you enter via the PDF. If you choose to do an audio/video-based entry – you can upload it as a piece in the entry portal as well.
- 6** Once you've completed your entry assets, log back into your NYFH account and upload the assets and close your cart.  
**The work must be entered by 4/21/23.**
- 7** The winner(s) will be announced in early May with the NYFH 2023 Winner's Announcement.

# THE ASSIGNMENT

## **NEW COMMUNICATIONS**

**for A Walk on Water (AWOW)—a non-profit organization dedicated to honoring athletes with unique needs through surf therapy.**

The focus should be on the core idea that best communicates the full impact of the AWOW experience

This could be a stunt, a printout, animation, podcasts, etc.—so we should think expansively and not feel limited by medium



# ABOUT AWOW

## MISSION AND VISION

Harnessing the ocean's transformative powers, we deliver life-changing surf therapy to children with unique needs and their families.

We constantly strive to enhance our programs, strengthen our community and provide access to more children in need and their families, while remaining true to our core values— Empowering children with a feeling of pride and accomplishment, as they unlock their inner athlete through the emotional and incredibly transforming experience of surfing.



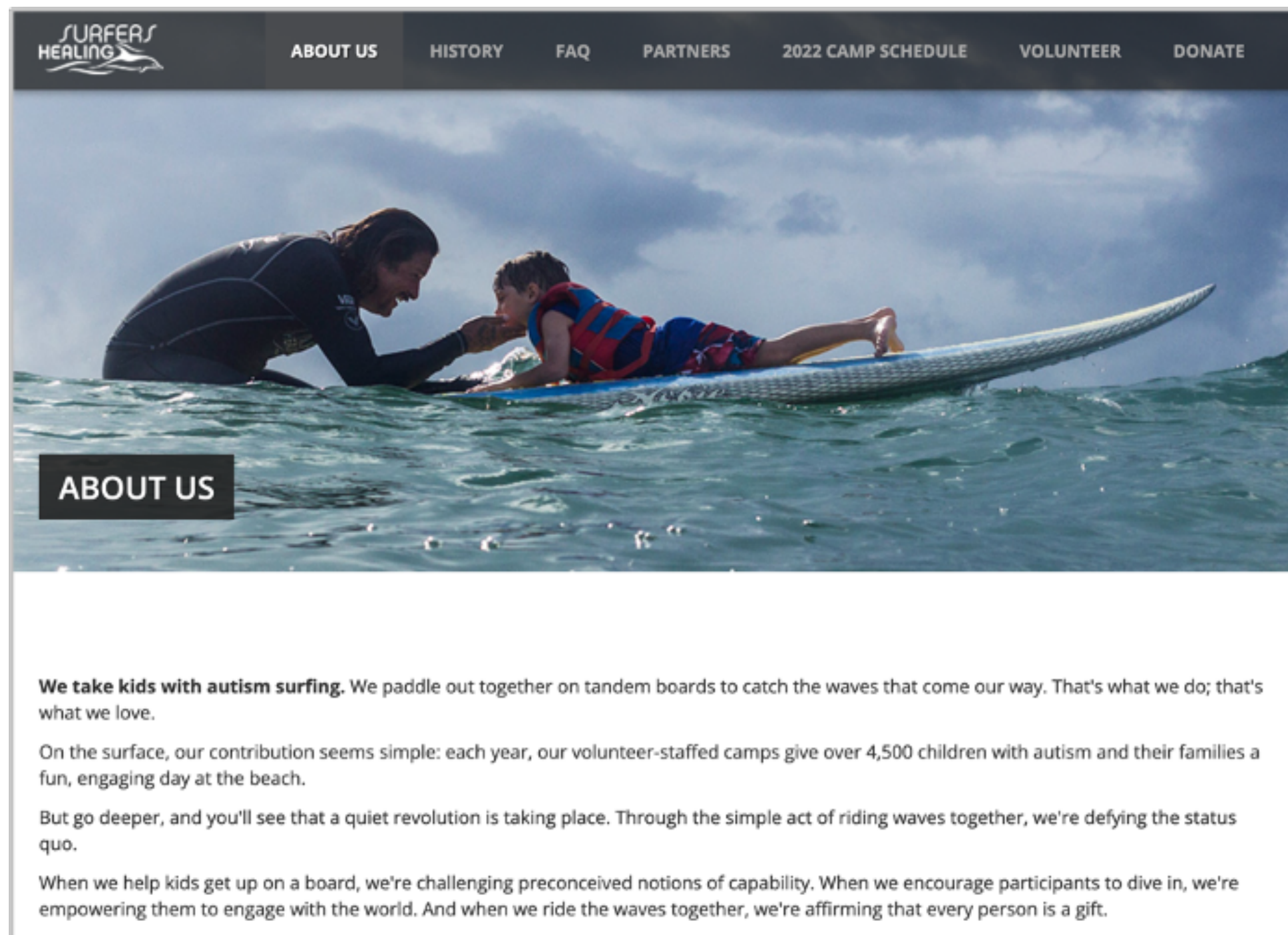
ENTER →



WE ARE SURF THERAPY



# OTHERS DO SOMETHING SIMILAR



[HTTPS://WWW.SURFERSHEALING.ORG/](https://www.surfershealing.org/)



[HTTPS://SURFERSFORAUTISM.ORG](https://surfersforautism.org)



# BUT AWOW IS DIFFERENT



## PROFOUNDLY ORGANIZED

The entire experience is designed around trust and safety, including instructors, safety spotters, even surf dogs—all of which wear color-coded jerseys.

## ANCHORED BY INCLUSIVITY

From kids to adults and across a range of diagnoses, their focus extends beyond just the athlete—to the families, too.

## EMPHASIZE ATHLETES

They see the participants as athletes—and honor them accordingly.

## THERAPY-CENTRIC

Though surfing is the tool (and a fun one at that), the goal always remains change and transformation.



# A DEEP AND PROFOUND EXPERIENCE

## MANY FAMILIES

drive hours to be there—  
an all-day affair

## MOM, DAD & SIBLINGS

will often attend

## PREPARING FOR THE DAY

can be difficult—the drive itself, texture  
issues around water, fear of the ocean



## BUILDING TRUST

between athletes and  
volunteers is essential



## ATHLETES

some of whom are nonverbal, are then turned over to  
volunteers (essentially strangers) to surf for the first time



# COAST-TO-COAST IMPACT

## EXPANSIVE PRESENCE

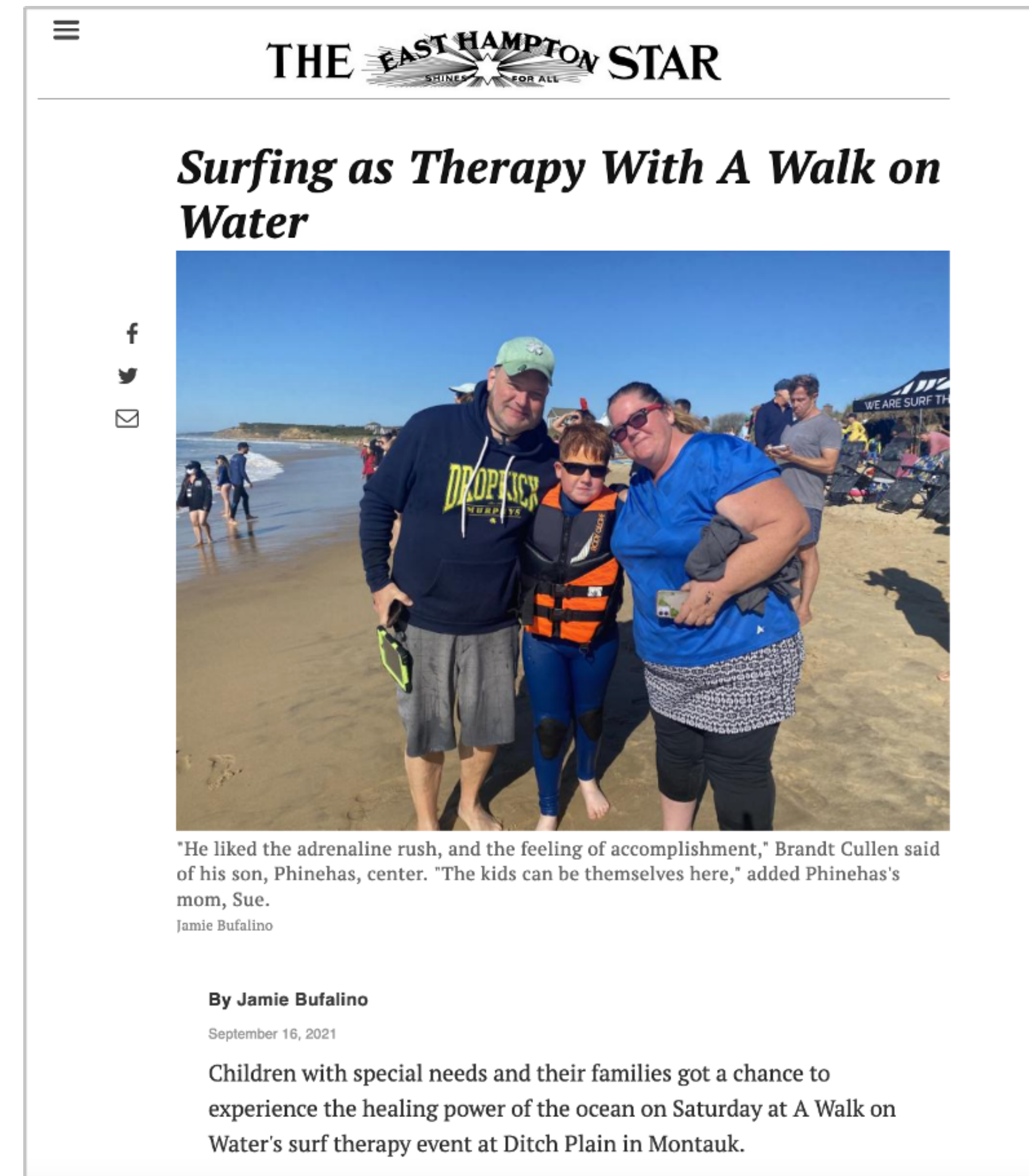
that reaches from the the West to East Coast

## YEARLY EVENT

on Montauk generates significant traction with volunteers, participants, and donor support

## BUT AWOW NEEDS

to strengthen its presence on the West coast where, unlike the East Coast, the expectation of providing financial support to non-profits is simply not as engrained





# WHO WE'RE SPEAKING WITH

## **THE ATHLETES & THEIR FAMILIES**

who struggle to relate to the sense of hope and optimism for the future that all families should share.

## **POTENTIAL DONORS & BENEFACTORS**

who may not be familiar with AWOW, or who may not understand what makes AWOW different.



# IN THEIR OWN WORDS

“Taking your nonverbal child and giving them over to a stranger and letting them go in the ocean? It's a big deal. The parents really feel like their child is being honored. There's a sense that some of the dreams that I had for my child before they were diagnosed can actually be realized.”

“One of my most memorable experiences here was with a parent who was terrified to have his son go out. He was at the water's edge and said, 'No way. I can't let him go with you guys.' So we chatted with him, convinced him it was safe, and his son rode in with the biggest smile, and that dad broke down in tears.”

“I took one kid out, and his mom told me he was mute and had never spoken. So we're out there, and I'm saying to him, 'Should we go on this wave?' All of a sudden he looked at me and said, 'Go.' We came in, and he's saying, 'Go,' and **his mom was hysterical, because she had never heard him speak before.**”

“My son actually giggled on the way home. He was able to go to bed that night without hurting himself.”



**BUT THE DEPTH OF THE  
AWOW EXPERIENCE DOESN'T  
ALWAYS COME THROUGH**

**PEOPLE MAY NOT KNOW ABOUT AWOW AT ALL**

or they may merely see surf therapy as a brief, 'moment in time' encounter rather than as what AWOW's version of surf therapy really is— a life-changing experience for athletes and their families.



# THE OPPORTUNITY

## **AWOW UNDERSTANDS**

the potentially transformative impact that a single day can have—for the athletes, their families, the volunteers.

## **THEY NEED HELP**

telling their story—enabling others to see that full impact.

## **IF WE CLEARLY**

establish how just one day with AWOW can live on indefinitely for all those involved, then they can change the lives of more athletes and families.



## THE BRAND ASPIRATION

To awaken the athlete's inner confidence and innate potential

## THE BRAND ARCHETYPE

Magician – the brand's role is to create what once seemed impossible – a sense of hope and optimism about the future.

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### REASONS TO CARE

AWOW connects the entire family to the transformative powers of the ocean. Using surf therapy as the driving force of their mission, they create a deeper, more thorough experience with a high ratio of volunteers to athletes, trust-building exercises for athletes, and a range of offerings (massage, yoga, etc.) to treat both athletes and their families.

1

## THE ASK

Create momentum for AWOW by communicating the full impact of the AWOW experience. This could be a stunt, a printout, animation, podcasts, etc.

2

## THE PROBLEM

To outsiders, AWOW surf therapy is seen as a 'moment in time' encounter rather than as a life-changing experience for athletes and their families

3

## THE PEOPLE

Athletes and their families who struggle to relate to the sense of hope and optimism for the future that all families should share

4

## THE IMPACT OPPORTUNITY

Unambiguously establish that one brief experience can have profound and enduring impact for every person involved

**THE IMPACT PLATFORM**  
**ONE WAVE CHANGES EVERYTHING**

# WHY IT WORKS

## BY PAIRING “ONE WAVE” WITH “EVERYTHING

we convey the transformation of the experience  
—the ability of one day to live on forever

## FIRMLY SITUATES

us not only in surfing, but to the awe-inspiring  
place where the transformation happens

## EVERYTHING HELPS

to reflect not only how much it can change  
but for whom it can change it-eg, not just the  
athletes, but the parents, siblings, etc.

## CAPTURES THE EXPERIENCE

not only as a joyous moment, but also as the  
catalyst for sustained growth and  
accomplishment that it is

ONE WAVE  
CHANGES EVERYTHING