

WORLDSKILLS YOUTH FORUM 2010 - FINAL REPORT

Executive Summary

The WorldSkills Youth Forum 2010 (WSYF) was held in Kingston, Jamaica from October 3-10 in the year of WorldSkills International's 60th Anniversary.

This biennial event takes place in conjunction with the WorldSkills General Assembly and is the third of its kind. The WSYF allows Champions to reunite on an international platform to discuss ideas and evolve the WorldSkills brand looking into the next 10 years.

The WSYF included 29 Champions from 12 countries/regions across 13 skill areas. The primary aim of the WSYF was to create a viral campaign including a tagline, video and graphics which then provide WorldSkills International with new images to market themselves.

Each team had to build their viral campaign around the subsequent points:

- Defining a target audience
- Forming mood boards
- Drawing up word banks
- Producing a tagline
- Scripting a video

This Final Report outlines the details of the work in the following 6 groups:

- Team Paris
- Team Sydney
- Team China
- Team New York
- Team Machu Picchu
- Team London

The viral campaigns were created at the WSYF in Kingston, Jamaica and were presented to the General Assembly on October 9, 2010.

CONSTRUCTING THE VIRAL CAMPAIGNS

Creating a target audience

A clear picture of who you want to talk to or your 'target audience' is the foundation on which any successful campaign is built.

A campaign may have multiple audiences, but narrowing down target audiences is the most important way to ensure that the campaign you develop will provide each audience with the relevant informational messages and motivation they need.

There are two things you need to consider, when thinking about your target audience:

- Demographics
- Psychographics

Demographics

A common and traditional marketing method of audience profiling is known as demographics. This defines the population, largely by the work they do. It breaks the population down into 6 groups, and labels them using a letter code to describe the income and status of each member of the group:

- A Higher Management, bankers, lawyers, doctors and other professionals
- B Middle Management, teachers, creative and media people for example graphic designers
- C1 Office supervisors, junior managers, nurses, specialist clerical staff (White Collar)
- C2 Skilled manual workers, plumbers, bricklayers, electricians (Blue Collar)
- D Semi skilled and unskilled manual workers
- E Unemployed, students, pensioners, casual workers

Psychographics

Psychographics is a way of describing an audience by looking at their behaviour and personality. The advertising agency Young and Rubican invented a successful psychographic profile known as their 4 C's Marketing Model which stands for Cross Cultural Consumer Characteristics. These can be categorised in the following groups:

- Survival
- Escape
- Security
- Status
- Control
- Discovery
- Enlightenment

Mood board

What is a mood board?

A mood board is a type of poster design that consists of images, text, and samples of objects in a composition of the choice of the mood board creator. Mood boards were used to develop the target audience character and to communicate to other members of the team their ideas on how the character should be transmitted into the viral campaign.

Why is it useful?

A mood board is an innovative way to develop an already existing idea, build it up using colour and emotions, and then map out the next steps in creating the target audience character, all for the purpose of the WSYF.

Word bank

What is a word bank?

A word bank is a brainstorming session used for inspiration and reflection on a topic. During the WSYF a word bank was used to put the experiences, which each past Competitor had, into single words that best described our time at the Competition. Basically, the word bank created is a list of words that we associate with WorldSkills.

Why do we need it?

Creating a word bank is a great way to illustrate our thoughts and has the ability to use it as inspiration later on – for instance when creating a tagline.

Tagline

What is a tagline?

A tagline is a variant of a branding slogan typically used in marketing materials and advertising.

Why do we need it?

The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of the WorldSkills brand or to reinforce the audience's memory of WorldSkills.

Scripting a video

All of the above are crucial elements in the planning stages of scripting a video, in order to build up the ideas that are to be driven forward in the video. The videos for the WSYF viral campaigns were to be 30 seconds in length bringing to life the character created in the target audience stage. Imagery and music were to be part of the videos endorsing each team's tagline.

TEAM PARIS

Targeting an audience

The target audience is Annika, who is a teenager aged 15-16 and is included in demographic group *E* (Student) and belongs to psychographic group *Discovery*, but also falls into some categories of the *Status* group.

The members of Annika's family are her mum, dad, an older sister and a younger brother. The lifestyle of Annika and her family is very successful and comfortable. Annika usually has a healthy lifestyle but enjoys fast-food during the weekends.

Annika is a student at high school level and is learning other languages like French and Spanish. Annika is also a gifted guitar player.

Annika enjoys spending time with friends using Facebook and Twitter and also enjoys going to the beach, listening to pop music, watching television and going shopping; usually buying magazines and books related to her interests.

Annika's aspirations are caring, arts, travelling, learning about other cultures and is hoping to learn to drive in the near future. Annika is interested in many sports and idolises Usain Bolt as well as her teachers.

Creating a mood board

A mood board was created representing Annika's feelings, likes and interests.

In order to form the mood board relevant to our target audience character, we used magazine cuttings and selected images, colours and text to create the first impression of Annika.



Drawing up a word bank

A word bank for what WorldSkills represents was the next step in building up the viral campaign to create a catchy tagline and to provoke thought and interest in WorldSkills.

WorldSkills is...

- Emotional

- Happy
- Exciting
- Stressful
- Amazing
- Culture
- Exotic
- International
- Social
- Travel
- Experience
- Future
- Life changing
- Information

Producing a tagline

Taking the ideas from the word bank that was completed earlier, the tagline appropriate to the target audience selected is:

'Your future is amazing. Discover it!'

Scripting a video using storyboards

The storyboard was the beginning of the video scripting process. It began by sketching out the ideas that were relevant to the target audience of Annika. From the beginning the idea was very clear of how the video should look.

Creating the video

The video was created using material from past WorldSkills Competitions taken from various social media and networking sites and Member country/region websites. The end result is a fast paced video with punchy script and high impact text in order to provoke thought and interest from the audience.

[Team Paris's presentation to the WorldSkills General Assembly.](#)

TEAM SYDNEY

Targeting an audience

Vabio is an international celebrity who travels the world with his skills in Hairdressing.

Targeting celebrities not yet involved with WorldSkills International and identifying the possible impact of their involvement is the target audience of Team Sydney.

As an example, Mike Holmes is the host and creator of 'Holmes on Homes', an honest and revealing show about contractor rip-offs and how to avoid them. Holmes knowledge, professionalism and honesty brings a high level of credibility to the show which has been number one in Canada for many years. Mr. Holmes encourages students from the construction trades in Canada as they compete in their respective skill categories and he also joined officials in the WorldSkills Calgary 2009 Closing Ceremony as the winning Competitors received their medals.

The concept is to get many other celebrities involved and help to positively promote WorldSkills International. Influential personalities who collaborate with WorldSkills International will help create a wider awareness and interest in skills. Personal success also helps establish higher credibility in its mission.

Imagine personalities such as, Steve Jobs (Apple), Bill Gates (Microsoft), Giozo Krizhan (world famous hairdresser) and also Vabio the subject of our campaign, advocating WorldSkills!

Creating a mood board

The mood board portrays the lifestyle of celebrities. It also depicts the different ways that celebrities can stimulate a growing awareness of WorldSkills International. Images of persons, both skilled and famous, like Bill Gates who formed the famous software company- Microsoft, Adrian Van Hooydonk who is the Chief Designer at BMW and more have been included as inspirational images.

Vabio enjoys travelling around the world and this is why there are pictures of cars, planes and boats which are the most popular mediums that celebrities like Vabio would use when taking his trips. The laptop was included to depict celebrities' passion for technology who enjoy using social media websites like Facebook, Twitter and YouTube.

Vabio is also an optimist, and strongly believes that people can achieve their goals, despite location or existing limitations.



Drawing up a word bank

While creating a word bank, a few of the words that were most suitable in appealing to Vabio include:

- Excelling
- Unforgettable
- Emotional
- Friend
- Knowledge
- Travelling
- Boundary Breaking
- Passion
- Technology

Producing a tagline

With the intention of creating a viral message that would appeal specifically to Vabio, the following taglines were suggested:

- Make a difference! Make it happen!
- Help! Make a difference! Help make a Difference!
- Play your part in WorldSkills International

The chosen tagline being:

'Make a difference! Make it happen!'

Scripting a video using storyboards

The main focus was to incorporate images of past Competitions as it was felt that if Vabio were to see this, he would be better able to relate to how he could help to positively influence young people towards their true potential.

The tagline and keywords from the word bank was extremely important, as these were created as the starting point of brainstorming the viral campaign. The inclusion of the branding for big companies such as Cisco, Samsung, Fluke and others are for the purpose of showing Vabio the companies that have already gotten involved.

Creating the video

The approach taken to film the video was in line with the guidelines provided in the scripts:

- Each member was recorded as they exclaimed different keywords
- The entire group also came together to add emphasis to the words 'WorldSkills is...'

Subsequently the group was divided with each member assuming different responsibilities, these included:

- Video editing
- PowerPoint presentation
- Final report
- Pictures of the mood board, keywords and character diagram

[Team Sydney's presentation to the WorldSkills General Assembly.](#)

TEAM CHINA

Targeting an audience

Team China worked on this project for four days. Many different target audiences were considered resulting in Bob being selected. He is a 45 year old employer, who is happily married with three children.

Demographics

Bob is in demographics groups *B* (Middle Management, teachers creative and media people. For example graphic designers).

Psychographics

- Control: successful, have good work ethic.
- Status: Materialistic, orientated to extremes of charisma and persona.

Creating a mood board

A mood board was created to aid the process of building up a viral marketing campaign. This involved pictures, words and colours to support the formation of the target audience.



Drawing up a word bank

The next stage was to have a brainstorming session in order to come up with words and sentences related to the WorldSkills experiences of Champions. The purpose of this was to develop a tagline suited to the whole campaign.

Some of the words/sentences that we came up with were:

- Emotional
- Sad to see young people on the street
- Stressful at times
- Culture

- Mix
- Global partners
- Experience
- A successful business man
- Changing young people life
- A proud sponsor of world skill international

Producing a tagline

Other strategies were used to portray the information about Bob and many taglines were proposed but the chosen one was:

'We create future'

Scripting a video using storyboards

A storyboard was utilised to illustrate how Bob goes about introducing the whole idea of WorldSkills.

Creating the video

A few challenges were incurred in the process of filming the video, but this was all overcome and led to a successful viral marketing campaign.

[Team China's presentation to the WorldSkills General Assembly.](#)

TEAM NEW YORK

Targeting an audience

For several reasons, teenagers were chosen as the target audience. Their age and ability qualify them to become Competitors and future Champions of the Competition. Peer influence plays a significant role in their lives. As they become a part of WorldSkills International, they will use technology and their peer influence to spread the power of skills. This makes them potent promoters of the viral campaign.

Mark was created. He is sixteen years old and attends a technical high school. Mark is a typical middle-class teenager in Jamaica who enjoys partying and sports.

Creating a mood board

The mood board has elements which depict the essence of Mark's life. The pictures reflect his favourite activities such as playing games and listening to music. It highlights aspects of his emotional life, for instance the important role his girlfriend plays in his life. Symbols and colours on the mood board illustrate his mental instability as he struggles with thoughts of worthlessness and fear of the future.



Drawing up a word bank

In order to draw up a word bank it was necessary to reflect on WorldSkills experiences with Champions and identify words which represent the emotions felt and simple elements associated with the Competition.

Here are some examples of the words we used to create the tagline:

- Desire
- Success
- Exposure
- Foundation
- Honour
- Growth

Producing a tagline

The tagline was developed after carefully considering the nature of our target audience, the elements of the mood board and specific words which stood out in the word bank. A tagline was needed that would be able to inspire a teenager to find their true passion and to use it as a tool to transform dreams to reality.

Our tagline is:

'WAKE UP, Make it happen... play a part of your own future'

Scripting a video using storyboard

The target audience, mood board, word bank and the tagline were used as tools to build a story that would captivate and influence viewers. The concept was displayed using drawings which depict the scenes of our video. Notes were made on each scene which aid in directing both the actor and the videographer.

Creating the video

Members of the group identified a suitable location, and added props to create a realistic scene which would reflect the teenager's mood and environment. The story board was used as a guide to shoot different scenes and bring the ideas to life.

The "Wake Up Call" is the rolling theme of the campaign. Teenagers can send the video to friends who need a reality check. The video will be uploaded to YouTube and the link would be posted on Facebook, Twitter and other media networks where young people can be found.

[Team New York's presentation to the WorldSkills General Assembly.](#)

- Competition
- Change
- Success
- Memorable
- Inspiration

Producing a tagline

Taglines are very important in advertising. It is crucial that it gets to the point quickly and with ease of understanding. After much deliberation the chosen tagline reads:

'Real success is built on Skills'

Scripting a video using storyboards

The next step in the process of building up the viral campaign was to build a storyboard to bring together images and words. To catch the attention of our target audience, we needed to create a certain setting that could strengthen and express the storyline developed. The chosen setting required the assistance of a skilled worker to solve the problem, the son of James, being a trained plumber, solved an issue which James was unable to fix himself.

Creating the video

Without the luxury of a film studio, improvisation was required to capture the footage needed to produce the film. Several different scenes were shot all over the hotel, which were pieced together to create the 30 second campaign video.

The scenes included (in chronological order): a family reunion with James, his two daughters, his son and other relatives as they enjoy a meal; then water floods the dining room; next James is trying to fix the problem unsuccessfully and in fact made the situation worse; then his son comes in and easily fixes the problem; and finally the tagline and the WorldSkills International logo appear to close the video.

[Team Machu Picchu's presentation to the WorldSkills General Assembly.](#)

TEAM LONDON

Targeting an audience

The target audience chosen represented a typical college student, personified and named Steve aged 18 years old. The fictional character Steve is currently studying economics at university, living in a shared flat, likes partying, drinking low cost alcohol and is also interested in sports.

Creating a mood board

Using our character Steve as a reference point, we collected images and clippings that would represent his interests, activities and behaviours. The mood board linked Steve to how the campaign should look and feel, to help target members of this target audience effectively.



Drawing up a word bank

The personal investment and experience that the members of the group had with WorldSkills enabled a word bank of 85 individual words to be created. Some of these words included:

- Talents, delegates, Twitter, union, large, colourful, history, future, Team Leaders, Experts, party, international, visiting countries, dedication, highly recommended, challenge, opportunity, high standards, a place to show off, awesome, experience, participation, a movement, amazing, medals and many more.

Producing a tagline

The word bank formed the basis of the tagline created with the most relevant and compelling words being chosen. Several taglines were created and refined before a final decision was made, where two were chosen to be used for different situations:

“Medal your talent” and “inspiring, young, talent”.

Scripting a video using storyboards

Creating the storyboard brought together the work completed in the previous tasks and firmed up our ideas on how to film and produce the campaign piece. Steve was chosen as the principal actor, as the target audience would be able to relate to him. The tagline was used with images from the mood board to ensure the film remained targeted on our original audience.

Creating the video

Photos were taken from previous WorldSkills Competitions and necessary changes were made. The lifestyle of Steve was expressed, but at the same time, focus was given to expressing the message about WorldSkills; young people discovering their potential.

[Team London's presentation to the WorldSkills General Assembly.](#)

CONCLUSION

To summarise, preparation was the key element in the construction of our viral marketing campaigns in order for them to succeed. Working within deadlines, communicating and ensuring that we met the three deliverables were important aspects of the finished product. Being an international group, there were some barriers to overcome but this was not a hindrance due to the training we had received in the build up to WorldSkills Competitions. Having had firsthand experience at a Competition, the WorldSkills Youth Forum participants are more than capable of marketing the Competition - using personal experience added an emotive element to the campaigns.

WAYS AHEAD

Recommendations from WSYF2010 to future WSYF's

- Time should be allocated to talk about Champions' achievements in the WSYF.
- Be more precise about Champions' role in the WSYF.
- The participants of the WSYF are experts in their skill therefore engaging past Competitors from time to time is highly recommended during the development of the organisation.

Suggested next steps for WSI from the WSYF2010

- Make adjustments to the type, quality and quantity of videos and ideas presented – considering WSI's target audiences.
- Make necessary adjustments and endorse the campaigns created by the WSYF.
- Establish a local group of Champions and supporters in Member countries/regions whose main aim is to help spread the key messages from the viral campaigns to several audiences.
- Promote skills to younger individuals (primary and secondary school level) to develop an early appreciation for skills.

Note from WSI

Since the WSYF2010 things have been moving fast on the social media front. The social media campaign developed by the WSYF that introduced us to a new WorldSkills personality 'Steve' has really taken off. It was such a hit that we determined Steve needed a female counterpart: Steph. Together they travel around the globe visiting various skill related events and report on their experiences through Facebook, Twitter, the WorldSkills Blog, and the WorldSkills Newsletter.

Steve and Steph have been received well by the WSI Members and we are hoping that more of our partners and networks will begin to utilise the two personalities to promote the skills movement through their activities and initiatives.

We are committed to driving the WSYF2010's creative suggestions forward and we welcome any ideas and help in doing so.

Steve and Steph can be found here:

- WSI page: <http://www.worldskills.org/steve> or <http://www.worldskills.org/steph>
- Facebook: <http://www.facebook.com/steve.skills> and <http://www.facebook.com/steph.skills>
- Twitter: http://twitter.com/steve_skills and http://twitter.com/steph_skills

The WSYF2010's observations have made us think about how we can do more to engage Champions in moving our Vision 2020 forward.

In the lead up to WorldSkills London 2011, we are working on a Champion logo plan. The strategy focuses on supporting past, current and future WorldSkills Competitors. We will create marketing tools geared towards helping Champions in their career which explains what it means to be a Champion. These tools will be targeted to employers, companies, unions and associations worldwide so that when they see a WorldSkills Champion logo, they will understand the excellence of skills knowledge and talent that a Champion possesses.

By registering Champions in a database, we will create a WorldSkills Alumni group. The Alumni group will be engaged in specific WorldSkills forums and surveys to improve the future of the organisation and events.

We hope to see even more WorldSkills Champions become an integral part of the organisation and look forward to working with you in the future.