

## **Freelance Opportunity - Animator**

### **About Effervescent**

We nurture and coach the most vulnerable children and young people to create professional campaigns which trigger local, national, and international change towards sustainable societies and social good.

In partnership with socially motivated charities, public services, and commercial brands we give children and young people intensive learning experiences that not only help them recover from their difficult childhood circumstances; but create campaigns which are stunningly successful – on average, twice as powerful as campaigns developed by adult-led advertising agencies.

### **Our Current Project**

We are working with DCMS, the Co-op Foundation and young people aged 11-24 in Plymouth and Manchester on a campaign designed to break down the stigma around young loneliness. We spent 7 days in consultation with 9 young people to develop and co-design the concept for our campaign. The campaign aims to get young people more confident in talking about loneliness, increase the chances that young people will recognise and tackle loneliness amongst themselves, and that they will feel more confident in taking action to help others.

### **The Concept**

Our campaign will include a two-minute film "How to be Lonely" which depicts 16 animated characters and their very specific experiences with loneliness. It will crucially take a funny & sweet but darkly humorous tone enabling young people to speak more honestly about their truthful but mortifying experiences with loneliness.

Character development for the animation will take place alongside the young people in Manchester in June 2019, it will then be the animator's job to deliver the finished films. Please see the attached sketches, penned by the young people which depict initial character development. Although we would like to hear from a variety of animation styles, we are specifically interested in magical realism with a gritty twist. For reference, the young people particularly enjoyed the illustration style of Shaun Tan.

The films will be distributed digitally and will signpost to an online microsite hosting practical information. A PR & marketing campaign will be running to ensure the campaign reaches as many young people as possible.

You must be comfortable working in collaborative partnership with young people, and therefore hold appropriate insurance.

To express your interest. Please choose two of the characters sketched by the young people to show how you would translate their original ideas in an illustration which expresses your chosen animation style. Please also send a brief covering letter highlighting previous experience, and showreel, to Kathleen Spears, Creative Producer: [kathleen@eff.org.uk](mailto:kathleen@eff.org.uk). If you have questions, you can call Kathleen on 01752 227 448.

The deadline for initial production of the animation is 31<sup>st</sup> July 2019 with minor alterations possibly required in August 2019.

Please include your proposed fee in your application, we are considering pitches between £5500 and £7500, which is to include one round of alterations.

**Deadline for application is midnight on Monday 3<sup>rd</sup> June 2019.**

More information:

[Eff.org.uk](http://Eff.org.uk)

@effervescentUK

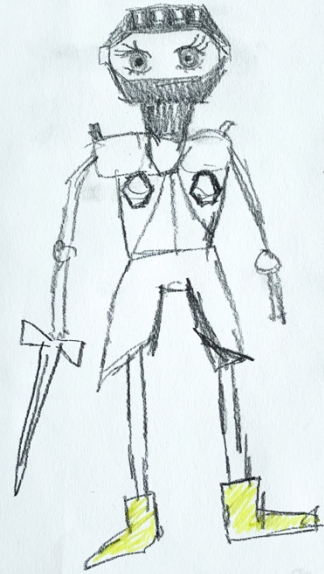


How to be lonely # 1  
Be a unicorn in a field of horses

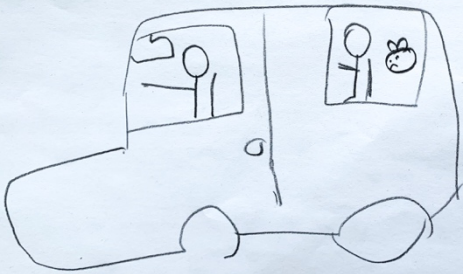


HOW TO BE LONELY

#2: MAKE SURE NOBODY  
CAN EVER HURT YOU  
AGAIN

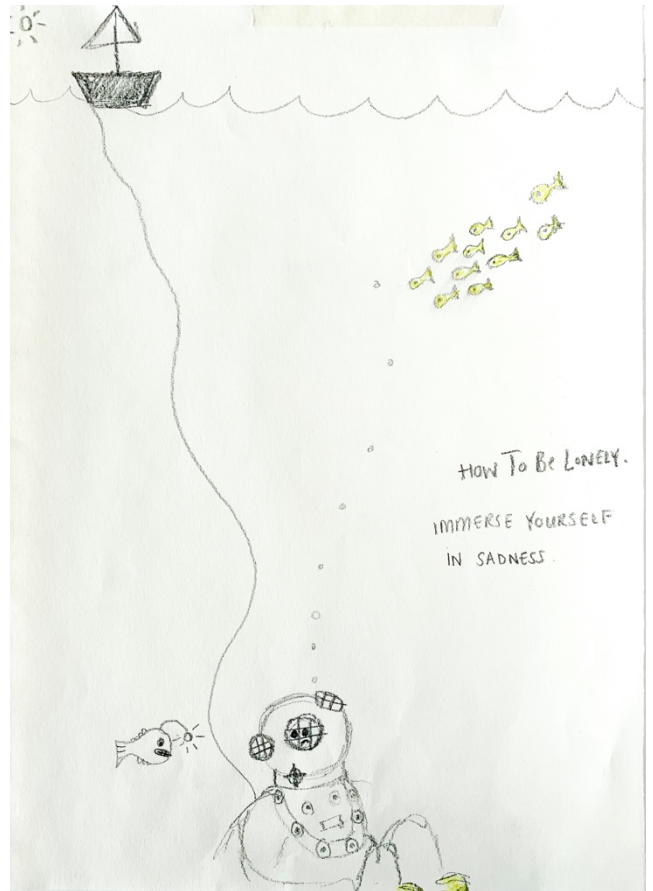


How to be lonely  
- Be taken away  
from what  
you know



How To Be Lonely -

#  
KEEP TRYING TO MAKE FRIENDS  
WITH THE PEOPLE WHO AREN'T  
YOUR TRIBE



HOW TO BE LONELY.  
IMMERSE YOURSELF  
IN SADNESS.