

## **Freelance Opportunity – Lyricist**

### **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 honestly about their own truthful but mortifying experiences with loneliness.

To accompany the animation and to assist in depicting the arc of the story, we require a song or spoken word poem. The young people who have devised the concept for the campaign have been explicit in their requirement for witty and funny but darkly humorous lyrics that are appropriate for a teen facing campaign. Further development of the concept alongside the young people will be facilitated. We would like the lyricist to be available to spend 2 days in Manchester in June 2019, working with the young people and alongside a composer and animator. The audio will then be recorded in a studio in Cornwall, the lyricist will need to be available to make any necessary edits although this could be by phone or skype.

The films will be distributed digitally and will signpost to an online platform which aims to house 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. You will be credited on the website.

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

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

To express your interest. Please choose two of the characters that have been sketched by the young people and write a few lyrics that you feel could fit with the concept. Please also send a brief covering letter highlighting previous experience, and any examples of recent work you feel are fitting 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.

Please include your proposed fee in your application, we are considering pitches between £1700 and £1950.

More information:

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

@effervescentUK

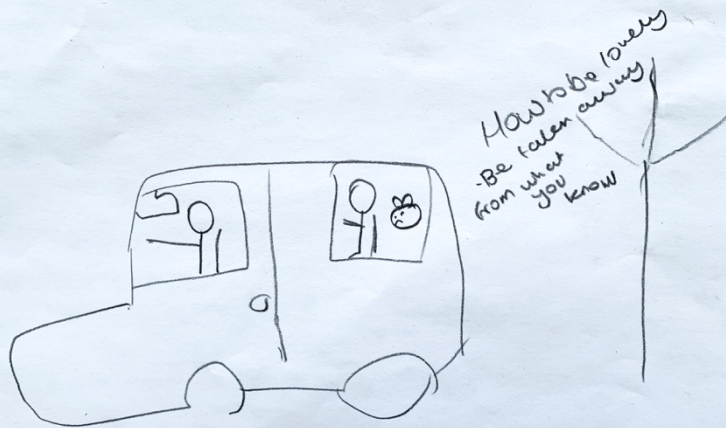
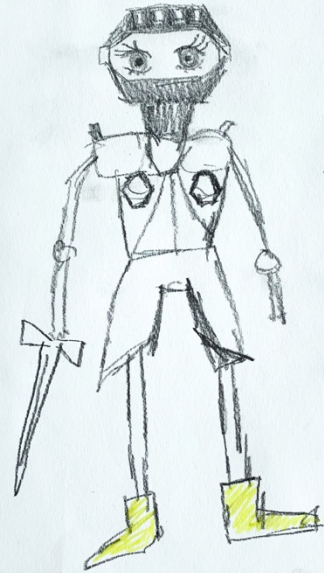


How to be lonely # 1 ;  
Be a unicorn in a field of horses



HOW TO BE LONELY

#2 : MAKE SURE NOBODY  
CAN EVER HURT YOU  
AGAIN



HOW TO BE LONELY -

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

