



effervescent



Experts in creative co-production

We collaborate with children and young people to co-produce professional creative campaigns that make the world a little bit better.

Our clients are charities, public sector organisations and socially minded brands that believe the best way to make a genuine difference for young people is to work with them directly.

YOUNGMINDS
fighting for young people's mental health

**co
op**
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AQUARIUM

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EXETER

Why co-design with young people?

Children and young people are the experts on the issues that affect them. They have the creativity to help solve big problems, and the empathy to stand up and do something for their peers. But they can't do it alone.

They need organisations who care about the same things they care about to say yes, let's solve this problem together. That's where you come in.

And they need creative experts to nurture them and to help bring their ideas to life. That's why we exist.

Our projects transform the lives of the children and young people who take part; over 85% report that they are happier, healthier and feel more socially-connected as a direct result of our work.

“The whole experience has been so life changing, I can’t even put it into words. It helped me find hope.” (Participant, 14)

Our campaigns create large-scale social change on the issues that matter; influencing policymakers, changing audience attitudes and behaviours... making sure young people are being heard.



Lonely Not Alone is a campaign made by young people, for young people.

lonely
NOT
ALONE



The **Lonely Not Alone** Universe is a safe place for young people to share stories, find their tribe and discover the one small step that could help to make things better.

www.lonelynotalone.org

**The universe goes on forever.
Loneliness doesn't have to.**

lonely
**NOT
ALONE**



Since **Lonely Not Alone** was launched in 2019 it has demonstrably reduced the stigma of youth loneliness in the UK. 7 out of 10 young people who have seen the campaign now say loneliness is a normal emotion, compared to 5 out of 10 who haven't.

lonely
NOT
ALONE

Who are Effervescent?

We're a team of creatives, strategic marketers and qualified youth workers, all committed to helping young people say the things they need to say, to the people who need to hear it.

With diverse backgrounds from child counselling to advertising and theatre production - and a network of world-class creatives - we're uniquely placed to help children and young people co-produce professional creative campaigns.



Co-designed by young people with lived experience, **How Long Would You Wait?** was created to help people understand what the early stages of psychosis feel like.

The campaign drove a 71% increase in referrals to an NHS early intervention team, helping people recover from psychosis sooner.

<https://bit.ly/3lhpzq8>

We've developed our proprietary methodology for creative co-production over many years of practise - it's called our **meffod**. Here it is in the tiniest nutshell.

1. Set-up & Strategy

Do you like us?

Do we like you?

Will this project make the world a little bit better?

OK, let's go!

Cue lots of strategic thinking to arrive at the right creative brief.

2. Recruitment

Through our networks we convene a group of young people with lived experience of the brief.

They become part of our co-design team for the duration of the project.

3. Devising

We work with the group for up to two weeks to find the threads of shared experience, insight and truth, and weave them into a beautiful creative idea.

We wear big fluffy socks, we spend loads of time making creative stuff... it's a lot of fun.

But it's also a delicate process built on years of training, experience and innovation. It's what makes our work unique.

4. Production

Now we pull together a production team from our ever-expanding galaxy of specialists, prioritising emerging young creatives wherever possible.

Your very own A-Team, ready to collaborate with the young co-designers to turn a beautiful idea into a beautiful campaign.

5. Launch & Evaluation

We're constantly learning and improving, from the impact of our projects on the young participants to the impact of our campaigns for our clients.

We don't stand still.

For Young People

New skills & opportunities
A chance to find their tribe
Self-belief, ambition
Sense of social responsibility
Access to our Bursary programme

For Clients

Deep insight
Fresh, innovative creative ideas
Authentic stories
Successful campaigns
Genuine impact for young people

I.AM.NOT.A.ROBOT

piloted a new way of attracting foster carers. The public practised their foster caring skills by looking after robots that responded to affection.

Fostering applications increased by 120% in the ten weeks following the campaign.

<https://bit.ly/3BH7PCi>



Tea break reading

[Co-production: the future of authentic marketing](#)

[Why consulting young people about their lived experiences isn't enough](#)

[Why we've been commissioning young creatives and what we've learnt](#)

If you have a strategic challenge involving young people, collaborating with young people themselves will deliver a more imaginative, authentic and effective creative solution. We can help you co-design strategies, ideas and campaigns with young people.

Bespoke campaign development and delivery

Staff training & workshops

Consultation

Get in touch with Rich on 07748 324 884 / richard@eff.org.uk



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