



#FromGoodtoGreat

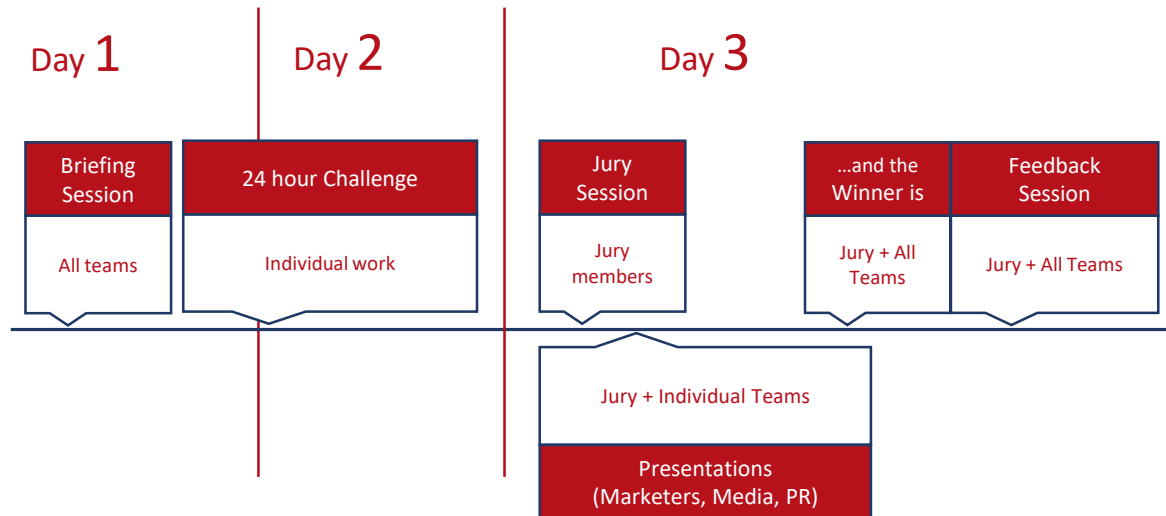




The training programme and unique
competition for teams of two professionals
under 30

video

Only 24 hour from a brief to final outcome



We help making good

BÍLÁ PASTELKA



KontoBariéry

TRANSPARENCY INTERNATIONAL | Česká republika



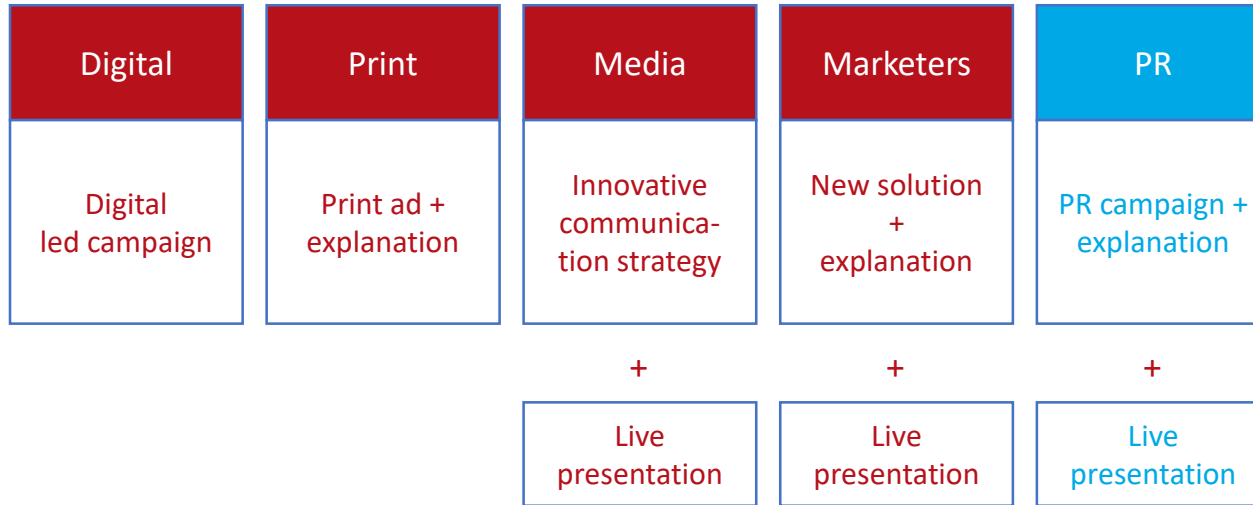
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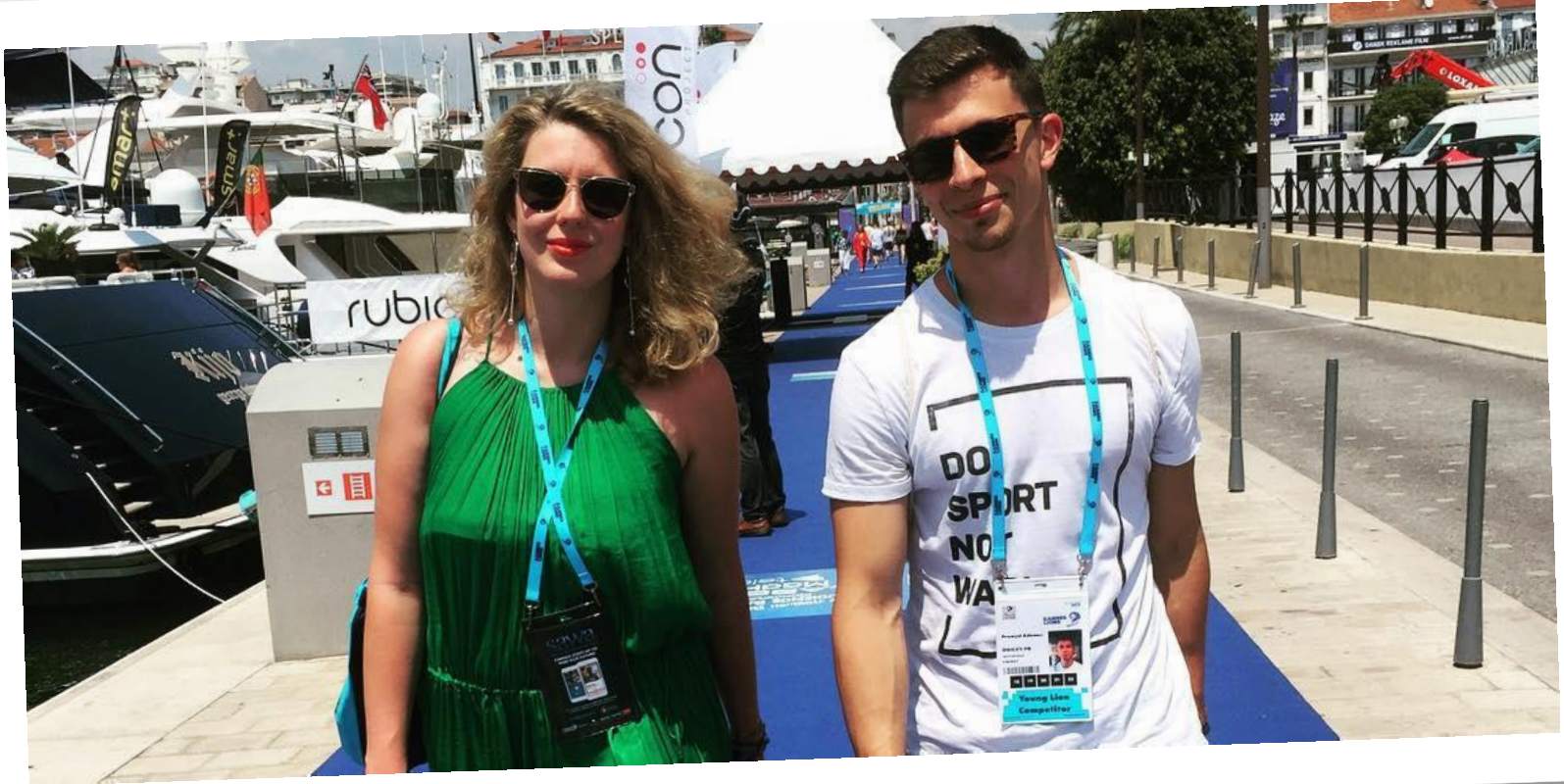


Sen|Sen
Senzační Senioři



Categories & Challenges





We might be cubs,
but we are lionhearted!

#FromGoodtoGreat

2018 – Dying David

- Client – Czech Society of Palliative Medicine
- Task – make people aware of palliative care
- Solution – Dying influencer (fake one)

2018 – Dying David

- Fake dying 16 yo influencer introduced on Ig by other influencers (real ones)
- #ThankYouDoc initiative for professionals
- Why?
- Key learnings?

2019

- Client – Hnutí DUHA
- Task – make people support diverse forests
- Solutions
 -  Spruce Highlander
 -  Tree+
- Why?

#FromGoodtoGreat

- Does it work?
- Why should people want to participate?
- How did it help us?

In case you are interested in...

More info about the programme & competitions

www.younglions.cz

Connecting with us on social media

www.facebook.com/YoungLionsCZ

Work from all competitions

<https://www.slideshare.net/YoungLionsCZ/presentations>

Timeline 2020



www.younglions.cz



It was our pleasure to meet you!

Would you like to connect with us?



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Lionhearted