

**BBC Body Positive** is a reinvented initiative that will live primarily on Instagram and Twitter with a longer-term home on BBC Three online, YouTube and iPlayer. This brief outlines the ambition for content across these platforms.

### **Why are we doing this? Why now?**

16-21 year-olds are increasingly struggling to break through the surface and noise of social media while coming to terms with their identity, body image and mental health at a vulnerable and critical age. BBC Body Positive aims to be the conversational hub that helps them work through these issues in a way that's authentic, innovative and community-led. We'll be reactive, organic and deliver content to them in the spaces they already live.

### **Who are we trying to reach?**

16-21 year-olds, with a focus on young women but inclusive of all genders. These young people live and breathe online, particularly in the social space, which is where our content will primarily live.

Body Positive will guide them through the issues they face no matter how big or small, silly or serious. We will curate and deliver advice and information they can trust and be inspired by, driven by what is important to THEM, from coping with anxiety to working out what to wear to a first date.

### **Tone**

Innovative, risk-taking, bold, honest, authentic, sharable, reflecting the audience, warm, surprising

### **What supports this message?**

Our digital content isn't an extension of what you learn at school, it's a reflection of the issues that real young people face and empowering them to deal with them.

- Think about access, regional voices and perspectives, diverse perspectives and who resonates with that audience.
- Think about how the same issue affects different socio demographics.
- Think about innovative filming and production techniques and possibilities for audience interaction.
- Think about how it's delivered, focus on social-first content.
- Think about the look and feel this audience gravitates to, and how content can visually cut through

### **Digital deliverables**

We are looking for a range of digital ideas tailored for Instagram, Facebook and YouTube. The purpose of the content is to drive engagement with the audience on that platform, and as such all ideas should be able to show there is an existing audience interest and/or active communities who are likely to engage.

We are particularly interested in ideas for on-going 'conversation-starting' strands of daily/weekly content for Instagram and YouTube.

Please be sure to outline the shape and structure of your ideas and how they would work on the chosen platform.

**Guide tariff**

£1000-£1500 per minute per video. To be negotiated for outstanding social content.  
Other content format tariffs to be discussed as detail dependent.

**Submission deadline**

The project begins in early August and will run for at least a year. Please detail any key dates or timings that may apply to your idea/s, e.g. seasonal/calendar dates/events/etc.

**Please submit proposals for the first commissioning round by 10<sup>th</sup> August to:**

Daisy Griffith [daisy.griffith@bbc.co.uk](mailto:daisy.griffith@bbc.co.uk)

Amil Niazi [amil.niazi@bbc.co.uk](mailto:amil.niazi@bbc.co.uk)

Laura Milroy [laura.milroy@bbc.co.uk](mailto:laura.milroy@bbc.co.uk)

**For reference**

Drawing on audience research and insights from a series of focus groups we are particularly **(but not exclusively)** interested in the following areas:

Size

Sex

Periods

Exam stress

Gender Identity

Mindfulness

Mental Health/Anxiety

Mood Management

Photoshopping

Social Media Presence

Exercise

Eating and disorders

Friendships

Relationships

Acceptance

Positivity

Empowerment

Feminism

Kindness/passing it on

Motivation

Confidence

Birth Control

Self care

Dating

Hair Problems

Make up

Bad habits

Body Hair