our team
the problem
70% of citizens disapprove some feminist movements.
38% think feminism is an outdated cause.
An equal pay in 2095?

And of course women must earn less.
our targets
i’m not a feminist

Who are they? They are disconnected from the issue and they don’t really care about it. Swimming in an ocean of information, this is not the kind of catchy news they like to search for and share to their friends.

Why not? They are not against feminism, they just feel that it’s the last of their concerns cause equal rights are almost achieved. They don’t feel the issue in their everyday lives and they don’t look for further informations.

What do they want? Some positive and funny content to share!

What do they need? To be shown that women’s right is still a current issue
I’m not a feminist but ...

Who are they? They are quite aware of the issue, they read the news and look for qualitative content, sometimes go to some talks to know more about the subject. They know there is so much to but they feel uncomfortable with the status of feminist.

Why this “but”? Because according to them feminism is nowadays stereotyped because of the numerous violent manifestations and the mediatic treatment of the question. It’s difficult to defend equal rights without been stigmatised as “feminist” or been in “fight”.

What do they want? Another way to stand for equal rights, a positive one!

What do they need? A proof that feminism is not a shame.
Who are they? They know the issue quite deeply, they like many feminist pages, they sometime read Causette, they know some women’s organizations and often participate to demonstration. But they are losing hope because the situation is stagnating in Europe.

Why this “but”? Because it’s a heavy burden and things are moving too slowly. There is so much to do but the situation sometimes seems frozen when it’s not declining … “One step forward, two steps backward!”

What do they want? Hope, courage and good news!

What do they need? Some simple means of action.
our objectives
Objectives

- Raise awareness about women’s rights by 50% over 3 months
- Improving the perception of feminism by 40% over 6 months
- Engaging citizens at national or European level by 30% over 6 months
our challenge
Open the eyes of European citizens on Women’s Rights Herstory and to involve them / while they feel little concerned by the cause.
our strategy
the wrapping technique
two wishes

a positive point of view

HALF FULL

HALF EMPTY
two wishes

You.

You control the Information Age.
Welcome to your world.

a personal matter
do you really know the story of your birthday?
the day when herstory became your story!
the idea

another story.eu
the campaign
A website where herstory becomes concretely your story
the campaign road map

- digital marketing
- OOH Launch Event
- social media
- media coverage
- EWL and members’ websites
- local & national events

ecosystem
campaign launch
create a media buzz

Launch event
PR campaign
Display advertising
Real Time Bidding
social media make people talk

Community management
Paid advertising
Influencers strategy
Buzz
“HER” - Chatbot
local & national communication federate the community

Communication Kit
Workshops
Mapping
another way to tell the story
In a nutshell

An innovative and positive point of view on the subject

An interactive website driving engagement

An ambitious objective that we can achieve!
Baguette. thanks you