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A STRONG CONCEPT FOR A STRONG CAUSE

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INTRODUCTION
INTRODUCTION

Significant evolutions about women’s rights

- **1907**: Married women can freely dispose of their wages
- **1924**: Equality of school programs between girls and boys
- **1938**: Women may enroll at the University without the permission of their husband
- **1946**: The preamble of the Constitution lays down the principle of gender equality in all areas
- **1965**: Women can open a bank account and engage in a professional activity without the consent of their husband
- **1975**: Veil law authorizing abortion
- **2000**: Equal access of men and women to electoral mandates and elective functions
- **2006**: The minimum age for marriage is the same for both sexes

Meanwhile...

- **1936**: 
- **1971**: 
- **1997**: 
Women earn 25.7% less than men

Women represent only 26.9% of the National Assembly

Between 2010 and 2015, 223,000 women have been sexually assaulted by their former or current partners...
INTRODUCTION

THE GENDER EQUALITY IS NOT A PRIORITY
OBJECTIVES EUROPEAN WOMEN’S LOBBY

Make the target audience become aware of the progress made in recent years in advancing women’s rights.

Motivate people to engage with women’s organisations at a national or European level.
TARGET
15-35 years old

**TARGET**

**KIDULT CSP**-
Studying, starting career

**URBAN**
Living near capital, with their parents/friends/boyfriend/first child

**TENDANCE SENSITIVE**
Aware about trends and mass movement

**CONNECTED**
Social network, new technologies

**INFLUENCER**
In the family, in the work and in the tendance

**CONTENT PRODUCER**
Video, blog, article,

**FUTUR ADULT**
Actually studying/employee, future manager

**MILLENIALS**
IN SIGHTS
The current feminist movements do not make me want to be feminist

Agreed: 63%

Disagreed: 37%

Current feminist movements are not approved

Agreed: 70%

Disagreed: 30%

Opinion Way Survey, 2016
#2 INSIGHT

If I commit, it's in my own terms

Assembly, isolating freedom
Rejection of the classic methods, conviviality, concrete actions
Independance, mobility, desynchronization, time
Loneliness and disengagement, nomadism
#3 INSIGHT

WHAT INTERESTS ME? PRODUCE CONTENTS, SHARE IT AND HAVE FUN

- 7 millions of SNAP sent on Snapchat
- 216 millions of photos liked on Facebook
- 2.4 millions of photos liked on Instagram
- 400H of video downloaded on Youtube
- 570 000 GIF seen from GIPHY
- 216 millions of photos liked on Facebook
HOW TO INCREASE AWARENESS AND INVOLVEMENT IN WOMEN'S STRUGGLE?

THE FEMINIST MOVEMENTS DO NOT MAKE ME WANT TO BE FEMINIST

IF I ENLIST, IT'S IN MY OWN TERMS

WHAT INTERESTS ME? PRODUCE CONTENTS, SHARE IT AND HAVE FUN
# 1

Showing how much progress has been done until to day and make people want to continue.

# 2

Taking a step back in the way to communicate about the subject: a not dramatic, accusing of imperative message.

# 3

Using target’s codes and uses: social, connected and . . fun!
THE IDEA

HOW STRONG ARE YOU?
THE CONCEPT

SHOW HOW ICONIC FEMINIST WAS STRONG AND ASK PEOPLE TO TAKE UP THE CHALLENGE

PEOPLE SHARE AND SHOW HOW STRONG THEY ARE: #HERSTORY CHALLENGE

REVEAL: YOU ALL ARE REALLY STRONG. SO . . JOIN US AND BE STRONG TOGETHER
HOW STRONG ARE YOU?

THE FEMINIST MOVEMENTS DO NOT MAKE ME WANT TO BE FEMINIST

A challenge about strength is a simple concept which concerns everyone and which is different from traditional feminism actions: it is less provocative, funnier and has more impact!

IF I COMMIT, IT’S IN MY OWN TERMS

The concept of commitment changed: contribution is more important than commitment. Sharing, liking and participating to events is as much of a contribution as a donation.

WHAT INTERESTS ME? PRODUCE CONTENTS, SHARE IT AND HAVE FUN

The concept is in perfect adequation with new trends: digital, fun, viral, federation, impactant.
THE CONCEPT

#1

SHOW HOW ICONIC FEMINIST WAS STRONG AND ASK PEOPLE TO TAKE UP THE CHALLENGE

#2

PEOPLE SHARE AND SHOW HOW STRONG THEY ARE : #HERSTORY CHALLENGE

#3

REVEAL: YOU ALL ARE REALLY STRONG. SO . . JOIN US AND BE STRONG TOGETHER
1975: Simone Veil was strong
AND YOU, HOW STRONG ARE YOU?

#1 POSTER CAMPAIGN

→ Objectives
Demonstrate the strength of the women behind all the progress made so far for women's freedom

Campaign declined with the great female icons fighting for the cause of women

#HERSTORYCHALLENGE: SHOW US YOUR STRENGTH
POSTER CAMPAIGN
THE CONCEPT

#1
SHOW HOW ICONIC FEMINIST WAS STRONG AND ASK PEOPLE TO TAKE UP THE CHALLENGE

#2
PEOPLE SHARE AND SHOW HOW STRONG THEY ARE: #HERSTORY CHALLENGE

#3
REVEAL: YOU ALL ARE REALLY STRONG. SO . . JOIN US AND BE STRONG TOGETHER
→ **Objectives**: Mobilize and encourage Internet users to contribute to the cause of women through a video/photo challenge on social networks.
THE CONCEPT

#1
SHOW HOW ICONIC FEMINIST WAS STRONG AND ASK PEOPLE TO TAKE UP THE CHALLENGE

#2
PEOPLE SHARE AND SHOW HOW STRONG THEY ARE: #HERSTORY CHALLENGE

#3
REVEAL: YOU ALL ARE REALLY STRONG. SO . . JOIN US AND BE STRONG TOGETHER
Inviting every participant at the challenge to the #herstorychallenge Secret Event


How strong are you?

We would like to thank you for your participation at the #herstorychallenge. But, do you really know why you did it? Beside this idea of force stands a strong cause... Come with friends and have a look at our big reveal during the #herstorychallenge Secret Event!

If you live near Paris, London, Berlin, Madrid or Stockholm, get prepared!

We will give you further information in the following days.

By the way... did you ever dream of being an actor?
A friendly and convivial event on the afternoon, where people can meet each other and discuss with local associations...

Mental strength

Physical strength

Cultural strength

Culinary strength

Artistic strength

...Try to improve their strength in workshop/stand, whatever which one!
But especially ... Be witness of the reveal video, in live with the 6 countries!

See the video in “Creative Material”
OBJECTIVES
Objectives through this advertising campaign*

**Notoriety Objectives**
- Increase the awareness to women’s advocacy issues

**Behavioral Objectives**
- Increase contact and information by at least 20% with an association.
- Receiving at least 500,000 videos/photos (approximately 80,000/large capital) during the #herstorychallenge.
- Bring together at least 300,000 people simultaneously in different capitals for the reveal event

**Objectives Information**
- To inform/reassure on the simplicity of contribution: increase by at least 40% the contribution in favor of an association

*In the year following this campaign*
KPI

Notoriety Objectives
- Rate of memorization of the campaign
- Rate of awareness of women's cause issues

Behavioral Objectives

Video challenge on social networks, number of:
- Videos/photos realized by the Net surfers
- Shares and likes on videos/photos made
- With each video/photo of the challenge

“Reveal” event, number of:
- Persons present at the event and the visualization of the reveal
- Sharing of the video of "reveal"

Global campaign, number of:
- Persons engaged in associations after the campaign
- Followers / fans of the associations on social networks
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Many thanks you for your attention!

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