



Profile

Team Name : A is for Advertising

Campaign name

Another Me

Campaign background

It's always shocking when you hear a terrible story about someone just like you. For instance when you hear about a car crash and someone of your age didn't survive. It makes you realize you are lucky.

The same goes for refugees. All those bad things that are happening to them, could happen to you too. But you live in the 'good part of the world'. It makes you realize you are, yet again, lucky...

People are curious by nature. By promising you to find your 'other me', we trigger the curiosity. 'Another me' shows your other you, the one without all the luck: the refugee. A teasing campaign on social media must trigger you to install and use the app. You are asked to fill in a questionnaire about your hobbies, personality topics, interests, ... post a picture of a movie about yourself, ... Based on this input, the app finds a refugee with a similar character. When the match is made, you are asked to crack your screen (a metaphor, resembles their life cracking due to unforeseen circumstances such as war, poverty). The 'other you' (hence the title 'another me') will be revealed. You see a picture, 'a movie', a filled-out profile of that person and vice versa. By putting people together one to one in a direct way, we leave no more possibility for hiding or making up excuses.

You have been matched, so you feel connected. And because you feel connected, we can ask you to go one step further: to welcome your other you by starting a dialogue. What about reading books, exchanging music, ... of both your countries for example?

From now on, magical things can happen.

But before taking actions like these, you need to register to the iWelcome Community platform.

Campaign summary

Our campaign focusses on dialogue between European citizens and refugees. Dialogue doesn't need much effort or money. Mobile offers all the opportunities anytime anywhere.

A little talk makes a huge difference for a refugee. It makes them feel welcome, forget the situation they're in, just for a moment it can give hope. Imagine how you'd feel: alone, traumatized, in fear, unwanted, hopeless, ...

By matching you with a refugee with similar interests, starting a conversation is easy. Dialogue is an invitation to feel welcome.

Additional information

Our research has shown that a lot of people (in Flanders, Belgium) don't know the iWelcome community.

Therefore we see AnotherMe as a way of introducing people to the platform. By joining the AnotherMe campaign, people will see that helping refugees can be easy, interesting, interactive and of course

rewarding.

We also find it important to create a visual & storyline that continues what has been done in the past (cf look beyond borders).

Conducted Research

We conducted our survey with Google Forms. We shared the link to this survey via our social media and kept the survey online for one week and a half.

- We reached 1.113 Flemish people in total.
- 72,4% of our respondents are between 16 and 36 years old (cf the persuadables).

Results:

- One of the most striking results was that 33.9% of our respondents have never been involved in a refugee cause / refugee community / refugee organization because they (say they) never received an invitation to do so.
- Another striking result is that people feel like they don't have enough time to help people in need.

In addition to this quantitative research, we conducted several (face to face) interviews to learn more about the opinions and thoughts concerning Amnesty International and the refugee crisis. From these interviews, we concluded that:

- People don't know how to support refugees;
- People don't take action because they don't know what effect their action(s) will have on refugees and their lives, they want to see the difference they (can) make;
- People prefer a more personal approach when it comes to charities;
- People believe in real stories told by sincere people;
- From all of our respondents (1113) 98.7% has a Facebook profile, 66.4% an Instagram profile and 31.6% are active on Twitter.
- None of our respondents knows the Iwelcome community;
- Negative or shocking messages often tend to scare people instead of motivating them to take action. It's better to communicate in a positive way.

Key consumer insight

Many of the persuadables (aged 18-34 year) don't take action because they have no idea what the effect of their actions will be and how they can contribute to improve the refugee's lives/situation.

They feel out of control. Their money or goods disappear in a bigger organization and they are never sure whether it really reaches those in need.

On the other hand, when people are addressed personally, they are more eager to help. It gives them a better understanding of the situation/problem, which often leads to helping (more).

Prioritized objectives

Because people are more willing to help when they feel personally addressed so we propose a campaign that literally brings people together.

By inviting refugees for a talk, a small moment of conversation, they can feel welcome. Opening a dialogue is possible through the app and after having registered on the iWelcome community.

Our campaign will make an increase of 25% registered members in six months' time. Therefore at least 5.000 questionnaires are filled in and 5.000 matches made with a refugee. We'll have 10.000 people 'matched' by the end of the year.

Proposed strategy & tactics

We all spend so many hours on social media and our smartphone.

We love to chat, search for things on the internet anytime and anywhere. That's why our campaign

'AnotherMe' has a strong social media base. Remember that 98.7% of all our respondents (n=1.113) has a Facebook profile, 66.4% an Instagram profile and 31.6% is active on Twitter.

'AnotherMe' exists out of 2 chapters.

The first chapter is about creating awareness, the second chapter is about taking action. We start by launching several videos about European people and refugees who are getting ready: choosing the clothes to wear, brushing hair, fiddling on tiny things, you can see they're a bit nervous.

If you want to watch what's next, you have click a button and that's where the second chapter begins. You'll land on the campaign's website (i.e. the iWelcome community website), here you'll see the final video showing both people together on a date, but not in a romantic way. We want to stress the similarity in people no matter where they come from.

The campaign follows with visuals that are posted online and pushed through digital advertising. If the budget allows it, print in public places (for example in capital cities through Europe) could give that extra push. The visuals depict the face of a refugee and informs us about his or her interests. A simple call to action says 'find your other you, install the app now'.

Campaign Evaluation

Our KPI's to measure the campaign's success are:

- Minimum 10.000 individuals filled in the questionnaire within the first year.
- The number of new subscribers to the iwelcome community rises with 25% within the first six months.
- We notice many shares and likes on the video campaign.
- At least half of the registered members share and recommend the app.

Creative brief

Our research showed that there are two important conditions for our target group before they take action.

The first is that they want to see the effect of their contribution. They want to know who gets their help and if it had any effect at all.

The second is that they want to hear real stories told by real people.

By matching a refugee directly with a European citizen, we offer them a clear answer to both conditions. People get to hear the sincere stories by real people because they will hear them directly from the refugees themselves and they get to see the immediate effect of their actions.

By offering our target group exactly what they miss in campaigns, we want to convince them to take action and to be an active member of the iwelcome community.

Creative execution

The baseline of our campaign is 'AnotherMe'.

We want to match different cultures, the European culture and that of the refugee. To create awareness, we will launch videos in two chapters.

The first chapter focuses on two videos about two people: they will be preparing for a 'date', to create suspense.

The second chapter is at the moment these two people meet. This video reveals the real meaning of the previous videos. Now it's clear that these people aren't in love, but they do feel connected because they share the same interests, although they have different backgrounds.

Media plan

The best combination of channels is the use of social media and out-of-home print media.

In our research we found that Facebook, Instagram and Twitter are the most useful for our campaign. So we would propose to use these channels in the first chapter (creating awareness) of our communication campaign to reach a huge amount of people in a short period of time. Social media is also a good channel to attract them in an emotional way.

We would use offline media (printed) for a part of the second chapter of our media campaign. Posters will be shown in public spaces if the budget is sufficient. In this way we can reach a huge amount of people on an international level. The use of both media channels is a perfect combination to reach the persuadables.

Media

- [AnotherMe_presentation.pdf](#)
- [AnotherMe_poster.pdf](#)
- [AnotherMe_SocialMedia-advertisement.jpg](#)
- [AnotherMe_App.jpg](#)
- [AnotherMe_App_Matched.png](#)
- [AnotherMe_App_Login.png](#)
- [AnotherMe_App_Breakglass.png](#)
- [AnotherMe_App_Breakglass_animation.png](#)