



## Profile

Team Name : Team Marhaban

## Campaign name

It is not over yet.

## Campaign background

For the Ad Venture Student Competition, we have created the 'It is not over yet' campaign. This campaign is developed to raise awareness of the iWelcome Community and the fact that the refugee crisis in the European Union is not over and to increase the number of iWelcome Community members. Our team consists of three Dutch students, one German and one Belgian student. 'It is not over yet' is a campaign with three phases, using a multi-channel approach to reach as many people within our target audience.

PHASE 1: Raise awareness of the iWelcome Community and the fact that the refugee crisis is still an ongoing issue with an online and offline awareness campaign.

PHASE 2: We have redesigned the iWelcome Community website to better inform potential iWelcome Community members, to improve the concept of being part of a community and to improve the overall experience of the website.

PHASE 3: Gain media coverage and maximize engagement by placing highly shareable and visual content on owned online media.

We have based our campaign on desk research, in-depth interviews and a usability test which was held to analyse the current usability of the iWelcome Community website. The interviewees and test group included German and Dutch individuals within our target group.

We expect the campaign to have an impact since the target audience is addressed directly to the individual. Next to this, our research has shown that the target group has a positive attitude towards volunteering for refugees but the lack of time and not knowing where to start stops them from performing voluntary work. We have focussed on removing these barriers.

## Campaign summary

The campaign addresses the fact that the refugee crisis is not over and that the help of many people is still needed. By portraying individual refugees, who state confronting facts of neglect by the government, we give a crisis of millions one individual face. A seamless online and offline approach is used to raise awareness and gain new members for the iWelcome Community. The campaign is people-centred, focused on the individual and highly visual to meet the expectations of Amnesty International and the needs of the target group.

## Additional information

N/A.

## Conducted Research

The aim of the research was to identify the emotions, feelings and opinion of the target group. We gained information about their opinion on the refugee crisis, about how they feel it is being handled by

the governments and about the best places to reach them. To identify these elements, desk research has been conducted to gather the existing information followed by a qualitative research and more specifically in-depth interviews. The interviews' methodology has been divided into 3 parts; the preparation, the realisation and the analysis of the results.

For qualitative research, there is only a small number of interviews needed because quantifying the answers is not the aim. The aim is to identify an in-depth profile of the target group. In total, 27 respondents were interviewed, divided into two markets; 20 interviews in the Netherlands because this is the primary market and 7 interviews in Germany because this is the secondary market.

The team consists of both Dutch and German people so the respondents were interviewed in their native languages which allowed them to express themselves easily.

The respondents are people from 18 to 34 years old, who are the generation Y, also called millennials. This target group is chosen because based on the desk research, young people are keener to help refugees than elderly people, this applies to Germany as to the Netherlands. It was also decided to only interview people who have a neutral or a positive attitude towards refugees because based on the analysis of the previous successful campaigns concerning refugees, organisations always target these categories of people. For instance, for the campaign 'Look beyond borders', Amnesty International wanted to reach and reinforce the support of people who accept refugees because the organisation knew it would have been pointless to reach everyone and attempt to convince the hardest opponents.

The structure of the in-depth interview was based on the Communication Activation Strategy Instrument (CASI model), the Theory of Planned Behaviour variables (TPB) and the Volunteer Functions Inventory (VFI).

Furthermore, a usability test of the current website of the iWelcome Community has been conducted. While searching for information and browsing the website, some difficulties have been encountered and certain elements seemed not clear enough. The usability test allowed us to research whether the target group experiences the same problems.

## **Key consumer insight**

We found out that our target group is a group with good intentions, but their actions don't match their intentions. They do see volunteering as something positive since they feel frustrated by political parties who do not accept refugees. Reasons for the target group not to volunteer are: not having enough time, not knowing how to contribute by themselves and/or the fear that the effort needed is too high. This information is very useful because despite these barriers they do have a positive attitude towards volunteering and the idea of the iWelcome Community.

## **Prioritized objectives**

1. Create knowledge by 30 percent of the target audience about the iWelcome Community within 3 months.
2. Increase interest about the iWelcome Community within 3 months by 20 percent of research about the movement (brand and cause term search) on the internet and by 30 percent of individual visitors on the website.
3. Maximize the numbers of registrations by at least 5,000 new members to the iWelcome Community within 6 months.
4. Maximize the amplification rate (shares) and the applause rate (likes) of the campaign which are 2 metrics that allow to measure the social media effectiveness.

## **Proposed strategy & tactics**

'It is not over yet' is focussed on millennials with a neutral to positive attitude towards the help of refugees. This group is considered as the 'persuadables' since they are already interested and open to our cause but our research found that they need a drive to take action. You can find this group in the

Netherlands (Amsterdam, Eindhoven, Utrecht) and in Germany (Berlin, Hamburg, Munich). These cities have been chosen because our research shows that Amsterdam and Berlin are the most attractive cities for millennials. However, we did not want to limit our offline campaign to only these two cities. The online phase can be targeted more specifically to age, gender and interests instead of location only. The 'persuadables' are digital natives and are most active on Facebook, Instagram and YouTube. They use smartphones, laptops and desktops but are also impressionable for offline (outdoor) advertising. The 'persuadables' have been chosen as a target group since this group is more positive towards the help of refugees than older generations in Germany and the Netherlands. The gap lies between their attitude and behaviour. Even though their attitude is neutral/positive towards volunteering for refugees, they do not seem to volunteer themselves. This group has a busy life including studies and work, while also trying to maintain a social life. However, they do seem to be open to performing voluntary work when it is made easy and accessible to them. Our campaign is designed to remove these barriers that keep potential members to sign-up for the iWelcome Community.

## **Campaign Evaluation**

Our campaign has multiple online outlets which can be measured very precisely. Analysis tools for Facebook, Instagram and YouTube offer the possibility to see traffic and activities (likes and shares) of the target group. The offline campaign can be measured by conducting a(n) (online) survey on brand awareness. Lastly, the renewed iWelcome microsite will show an additional question to the sign-up form, to know from which sources members knew the iWelcome Community.

## **Creative brief**

It is not over yet.

Our campaign is designed to show the target group that the refugee crisis is not over and that the help of our target group is still needed. We address the fact that the government does not do enough to give every refugee a safe living environment. Besides raising awareness, we aim to get our target group to be a part of the solution, namely the iWelcome Community.

Our campaign does not only tell the audience that there is a problem but it actually hands several ways to start acting. Our target group has stated that they don't have the time to volunteer and that they don't know how to start, but if it is made easy and accessible they actually would perform voluntary work. We have designed a campaign that not only addresses potential iWelcome members but also works with existing iWelcome members.

## **Creative execution**

The target group needs to be addressed individually and be told that their contribution makes a difference. In the campaign, several individual refugees are portrayed, highlighting the fact that the refugee crisis is still not finished and that the help of many is needed since the government fails to solve the problem. According to our research, we created the on- and offline content and the renewed iWelcome microsite. The designs, of each creative material, are in the style of Amnesty International according to Amnesty International's 'Visual Identity Toolkit'.

## **Media plan**

Phase 1 is designed to raise awareness for the iWelcome Community, the issue and Amnesty International itself. This phase starts with an online video. The video can be shown on Amnesty International's Facebook, YouTube and Instagram pages, but it can also be shown by creating sponsored posts on Facebook and Instagram and ads before other videos on YouTube.

Billboards will mainly be seen in big cities in the Netherlands and Germany, which appear to be most attractive cities for millennials. These places will be filled with the picture of 'It is not over yet' that goes along with the wide-spread video.

To welcome the people who want to get more information because they were confronted with the ads of

phase 1, the new and improved iWelcome Community microsite will be available. Phase 2, will drive the target group to action and subsequently push them over the edge by joining the community. The microsite provides clear and comprehensive information about what the iWelcome Community does, what you can do and what a membership can mean to them.

The third phase focuses on media coverage and the maximizing engagement by placing highly shareable and visual content on owned online media.

## Media

- [Presentation Team Marhaban.pdf](#)
- [Phase 1. Billboard simple.png](#)
- [Phase 1. Billboard1.png](#)
- [Phase 1. Video Facebook Normal.png](#)
- [Phase 1. Video Facebook Normal2.png](#)
- [Phase 1. Video Facebook Sponsored.png](#)
- [Phase 1. Video Facebook Sponsored2.png](#)
- [Phase 1. Video Instagram Normal.png](#)
- [Phase 1. Video Instagram Normal2.png](#)
- [Phase 1. Video Instagram Sponsored.png](#)
- [Phase 1. Video Instagram Sponsored2.png](#)
- [Phase 1. Video simple.png](#)
- [Phase 1. Video simple2.png](#)
- [Phase 1. Video Youtube Normal.png](#)
- [Phase 1. Video Youtube Normal2.png](#)
- [Phase 1. Video Youtube Sponsored.png](#)
- [Phase 1. Video Youtube Sponsored2.png](#)
- [Phase 2. Amnesty website with iWelcome button.png](#)
- [Phase 2. Email.png](#)
- [Phase 2. Microsite.png](#)
- [Phase 2. Microsite2.png](#)
- [Phase 2. Microsite3.png](#)
- [Phase 2. Microsite4.png](#)
- [Phase 2. Microsite5.png](#)
- [Phase 2. Microsite6.png](#)
- [Phase 2. Microsite7.png](#)
- [Phase 2. Microsite8.png](#)
- [Phase 2. Smartphone for all devices.png](#)