



Profile

Team Name : three

Campaign name

We Share, We Welcome

Campaign background

The objective of our campaign is to drive more traffic to Amnesty International's I Welcome community page. We aim to educate, reframe, and change the current perception UK citizens have about the refugee crisis as the press and media have created a feeling of "us and them" when addressing this issue.

Our research demonstrated that emphasis has been made about refugees differences and hardships. The UK press has made it difficult for the UK public to relate to the issues refugees face. The aim is to show the reality of refugees lives and that when we find similarities with others we increase our empathy towards them and in turn be more willing to help them.

We believe that focusing on the similarities we have with refugees will shift the tone of the refugee crisis. The target audience will be able to relate on a more personal level with them.

Our campaign has a strong focus on social media, but also pre-roll advertising as the video we will be advertising can be created as a video for social media and an advert for pre-roll. We looked into the similarities refugees have with UK citizens and found that there are many we can use to portray our campaign message. The audience will be able to relate to the ones being addressed making them more likely to take action to help refugees. Furthermore, another vehicle for this campaign is the personality quiz, as this will enable people to find out the best way they can support refugees which personalizes their experience on the iWelcome community page.

The oppressive and marginalising practises towards this group of people has put them in a undesirable light, which is why our campaign shines a light on this crisis to encourage more people to sign up.

Campaign summary

UK citizens are unaware of the real struggles refugees face and do not see their issues as relative to their lives. Our idea is centred around showing the similarities they share to bridge the gap between them. We are doing this through the creation of a video that we will be rolling out on Facebook and TV catch up which will reach our target audience in an engaging way. A personality quiz, shared on Facebook, extends our strategy by personalising the experience of choosing which way to help refugees.

Additional information

We have chosen platforms where our target audience spend a significant amount of time to ensure the message of the campaign reaches them. As our target audience feel a disconnect from their lives, we want to personalise their experience by asking them to fill out a personality quiz which will tell them the best way to help refugees after signing up. We are not just gaining sign ups we are also encouraging them to help further. Using social media as the driving force for this campaign will allow us to track the campaigns effectiveness.

Conducted Research

In assessing research ethics it was decided that it was most appropriate to conduct secondary research only due to the sensitive nature of the brief. Our research objectives were to gain an understanding of the struggles that refugees face and to analyse the discourse surrounding refugees in the UK media. We firstly undertook secondary research by analysing 45 pre-existing interviews with refugees, in order to find recurring themes amongst the issues described. We firstly used a quantitative approach by recording the number of times a word or theme was mentioned. We found that the vast majority of participants interviewed reported some form of loneliness or isolation. We then used a qualitative approach by analysing the discourse to gain an understanding of common causes of this loneliness. Our research finding was that the hardest struggle refugees face was the language barrier, which lead to difficulty in integrating into a new culture and as a result, not feeling welcome. An observation from these research findings was that all the participants were describing issues that occurred once they had been granted refugee status in the UK.

This observation informed our second stage of secondary research; to analyse the discourse surrounding refugees in the UK media. We used a quantitative method to record the number of times a word or theme was used in a news headline regarding refugees, across newspapers of a wide political spectrum. The main theme found in a sample of 50 newspaper headlines from 2013 - present was the emphasis on the journey to the UK for refugees, with imagery focussed on lifeboats and refugee camps. We used keyword sampling to access these headlines, by Google searching 'refugee news' and filtering search results more than 5 years old.

It is apparent that there is a gap between the reality of what refugees see as their biggest struggle and the issues that are reported on in the media. People in the UK have the most exposure to refugees' stories through the news, which report on 'headline worthy' events, such as lifeboats sinking and relative fatalities. Due to the struggles of refugees being framed in this way, it makes it difficult for UK citizens to relate to their issues.

Key consumer insight

When we consider ourselves as different from others, it becomes easier to distance ourselves from their issues. The key consumer insight we constructed from this research was 'If I could relate to refugees and their hardships on a personal level, I would be more invested in taking action'. We need to humanise refugees through showing the reality of their lives and that some of their fundamental issues are not too far away from those of UK citizens.

Prioritized objectives

The marketing objective for this campaign is to increase sign ups to the I Welcome community page by 15% within 4 months of the campaign launch. The main marketing communication objective of this campaign is to portray how UK citizens and refugees are all intrinsically connected through emphasising that refugees share the same values, goals, and ambitions. This aims to change the current perception of refugees in the UK, so more UK citizens can find a way to relate to them. We also aim to raise awareness of the I Welcome community page by 20% within 4 months.

Proposed strategy & tactics

This campaign will target 'Young Optimists'(under-35) who are forming their political opinions giving us a great opportunity to educate this group. This group spends a large amount of time on social media and are most likely to share their experiences online which will give exposure to our campaign.

The main focus of this campaign is the inspirational video "We Share, We Welcome'. which will roll out on Facebook and TVCatchup in order to educate and change perceptions of refugees. The video will include a group of UK Citizens and refugees who will be divided by a brick wall, which will represent how the UK public feel distanced from refugees. A variety of questions will be spoken through a narrator which aim to showcase the innate human fears, needs and hopes that are shared by everyone

in the world. Every time someone in the room relates to a question asked, they step forward to take a brick out of the wall, until the literal barrier is broken by similarities shared.

The personality quiz that will ultimately single out the best suited way for you to welcome refugees. Users will be given one of 9 results once completing the quiz, which will take them through to one of 'I Welcome's 9 Ways To Help' according to which best suits their personality trait. This will reframe their visit to the website as they find out the best way for them to help refugees as well as encourage them to sign up the the iWelcome community page. The results will be a positive reflection of yourself which will prompt users to share their results giving more exposure to the campaign. The quiz will be promoted on its own, and along with the video on social media outlets throughout the 4 months.

Campaign Evaluation

Through the use of Social media in this campaign we have the ability to track the campaign through Facebook's metrics and add pixels. This means we can track reach, impressions, shares, comment, and likes of our video. We can monitor click-throughs from our links on social media to measure success rates through page visits and direct sign-ups.

Creative brief

The platforms that have been chosen for this campaign are ones we found fit for the inspirational video we would be showing. It is important that the video is seen and shared by our target audience, which is why social media is a large focus for this campaign. The tone of voice used in the video will reflect Amnesty International's ambassadors. The use of the personality quiz appeals to the target audience that are looking to find out more about themselves, whilst channelling them towards their unique way to help on the I Welcome page.

Creative execution

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Media plan

To kickstart the campaign, we will be rolling out the video on Facebook in June on 'World Refugee Day'. This will ensure maximum coverage during the first month, due to an increase in conversation around refugees increasing on social media during this period. Review of the impressions from the video posted on Amnesty's page and the sponsored video will inform our budget for pre-roll TV catch-up adverts commencing in July. This choice of dual online media channels will ensure that the target audience view the video through two channels, increasing the chances of the target audience interacting with the video to go on to the quiz, and reaching a wider scope when the target audience begin sharing their online quiz results.

During the remaining months, organic shares will be monitored to speculate further budget being injected into Facebook boosts to the target audience. An allocated budget will be set to boost videos in September when the UN Higher-Lever conference will be creating lots of conversation for refugees online, giving the video a final boost to remind those that have already seen it to share with their friends to reach a wider scope of the target audience.

Media

- [Orange Fusion We Share We Welcome.pdf](#)