



Profile

Team Name : RAION

Campaign name

FACELESS an Idea by Amnesty International

Campaign background

We are commissioned to conduct an European campaign for the Amnesty International regarding the issue of the refugees. Its main objective is to create community on the iWelcome Refugee page and raise awareness about the complicated situation that the world is experiencing after the current conflict in Syria. We consider this campaign as a challenge for various reasons. The first, due to the complexity of drawing a global communication strategy for the whole Europe and the second, due to the difficulty and sensitivity of the subject in question.

The investigation has been a key piece in the realization of the campaign because it has lead to the insight and given form to our strategy. We were sure that we wanted a digital paneuropean campaign and the research confirmed it. The idea of making a movement also is key for our camping because we think this is a enormous issue and to solve it we should join people together to changing, so nothing better than a movement and a strong symbol to do it. Faceless should approach this and make people solidarice with the issue, and as far as possible make this world a bit better.

Campaign summary

The Faceless campaign is based on a movement that aims to return the identity to refugees. When this people leave their countries, they also leave their work, name, language, traditions... They lose part of who they are. Under this message we will ask Europe to remove their identity so they give it to those who need it the most. All of it using the pixel symbol, which will abandere the movement and will express in a visual way the loss of identity.

Additional information

The movement and the pixel symbol is created so that it can work in a long term. It opens endless creative possibilities to continue spreading our message. Taking this into account we propose as a follow up of the campaign based in cobrandings with different brands who will pixelate their logos helping us to get more notoriety and registrations in iWelcome Refugee.

Conducted Research

To carry out the investigation we have obtained data through both primary and secondary research. In first place, we realized that already many valid surveys about the issue had been made in different European countries. Taking into account, we decided to focus our primary research in how refugees feel and their experience in Europe. Something that hardly can be obtained through a survey, therefore we decided to carry out personal interviews to refugees in Europe.

In terms of secondary research, and with the large amount of information on the internet which approaches the problem, we divided it into three blocks: documentaries, surveys and press articles. From here we made a series of deductions that will be conclusive for determining the Insight and the concept of the campaign.

In first place, as shown by numerous surveys of organisms as Amnesty itself, Europe in general is willing to accept, or at least receive refugees in their cities and neighborhoods. Only some countries are left with low percentages in this regard. However, Europe has failed in terms of the number of welcomed refugees in the majority of countries. This corroborates the governments inefficiency to solve the problem. This is why we believe that the issue is now a problem of society. It's in our hands to improve the situation. We are willing to work together, and this is something we can use to develop the campaign.

On the other hand, and taking into account the large amount of information, we conclude that this is a problem of enormous magnitude, so we should treat it as such. Therefore only together, all countries of our continent, must fight for it. This wealth of information that we find also makes us think in the use and the connotations that the word refugee have gained over the years. The indiscriminate use of it, not only generalizes and forgets the people who are behind it, but it also makes you immune to a society that already is not surprised to hear news about the subject.

Finally, a revelation that we have obtained thanks to the in-depth interviews and consider a key for the campaign, is the sense of loss of identity that is generated in refugees. It goes beyond the fact of leaving their homes or families, they turn into someone who is no longer recognized in their new host countries.

Key consumer insight

After conducting the research and deliberate on the subject we gave with the following insight: thousands of people lose their flag, their nation, ultimately they lose their identity to be refugees. Before becoming a refugee they were humans with a name, a trade, customs and a face. Being a refugee not only means to leave your country, also losing your identity. We will ask Europe to remove its identity to return it to those who need it most, the refugees.

Prioritized objectives

Quantitative Objectives:

Increase visits to the iWelcome Refugee website by 30%

Achieve a rise of a 50% of impressions in earned media regarding the campaign.

Increase donations by Amnesty International by 20%.

Qualitative Objectives:

Sensitize the European society about the issue of refugees. □ Mobilize the European society, and in particular our target group, to participate in welcoming refugees programs.

Introduce the issue in society to generate more debate, make it more actual and create collective consciousness.

Proposed strategy & tactics

Our target group is in an age range between 20 and 40 years. People from different European countries who are updated of technological trends and who maintain interest on current events. This group is aware of the situation regarding refugees but is not an active part. Overinformation affects them and they turn a deaf ear to what happens. On the other hand they live day to day and are influenced by events that affect society in general.

Taking this into account the analysis of the target audience we have decided to carry out our campaign, create a timeless movement standard bearer by a recognizable and simple symbol, the pixel. An International movement capable of joining people from different countries in Europe because of it's digital condition. We intend to take advantage of the dates of the FIFA World Cup (June-July), an event with enormous global visibility that serves as a strategic starting point to launch the movement. Therefore the campaign launching will begin with a YouTube advert, taking advantage of the football's communication codes.

Later a series of creative actions will be developed, whose main objective is to get inscriptions in iWelcome Refugee through the landing page created specifically for the movement. 90% of the tactics are going to be developed for the online medium because we believe that it is the best way to connect with our target audience and to achieve the greatest number of impacts considering that it is an

international campaign.

We want to make people see that refugees are much more than a simple word that groups them together. They are people who have lost their identity and now Europe has the opportunity to return it to them.

Campaign Evaluation

The impact of the campaign will be evaluated within the number of people registered in the iWelcome Refugee website, as well as earned media, registering the different media where Faceless appears. What's more the campaign evaluation will also consist in recording the number of conversion each tactic achieves, the community the different social media profiles reach, interaction and virality.

Creative brief

Effects that we want to cause on our target:

Think: We want people to humanize the word "refugees" and to remember that they are people who had a life and an identity of their own before the conflict in their country.

Feel: Make them feel part of the Faceless movement, feel that they are helping the cause by giving them back their identity.

Do: We want people to access and register on the iWelcome refugees website.

Single minded proposition: Be part of the Faceless movement to show solidarity.

Reasons why: Our target will want to be a part of the movement because they would feel as they should solidarice with the issue, and the fact of sharing it around social media will encourage the to do so.

Communication tone: The tone of our communication is vindictive, honest, social and optimistic.

Creative execution

The main idea is articulated around the pixel symbol an the message of returning identity to those who have lost it. Taking this into account all content will be based in refugee's personal stories explained in different ways with the pixel symbol. In order to read the stories, users should unpixelate the refugee's photos. This will also apply to the other online media, as well as the posters and print. In the online media the unpinxel will happen placing the mouse on the photos, and in the second case NFC technology will be used to achieve it.

Media plan

Our campaign is meant to be online since the target and the kind of campaign requires it, nevertheless we have also included some offline tactics as a complement. □ The online media we have chosen are: Social Media (Facebook, Youtube, Instagram and Snapchat), with a determined social media strategy, to spread the movement between the target, as well as, influencers that remain sensitive to issue, to share the movement in their personal profiles.

Habilitation of a landing page to explain the campaign and serve as a platform to join iWelcome Refugee.

Banners to promote the movement and generate traffic to the campaign's site.

Youtube Ad to promote the campaign in the World's Cup context, reaching more audience.

The offline media we have chosen are:

Outdoor poster, which will be distributed in the main European cities, such as Brussels, Barcelona, London etc. The print will appear in magazines such as Vanity Fair and GQ because they are the kind of media where our target group is.

Media

- [DOC_Faceless.pdf](#)
- [YoutubeAd.mp4](#)
- [Banners.mp4](#)

- [Landin Page.mp4](#)
- [PosterResolution.png](#)
- [Poster.png](#)