



## Profile

Team Name : Baguette - The French Magic Touch

## Campaign name

anotherstory

## Campaign background

anotherstory is a campaign that aims to open the eyes of European citizens on women's rights history and to involve them while they feel little concerned by the cause.

The strategy adopted is the "wrapping technique". The principle is to embody the history of women's rights and the cause in a package that looks like what our targets want or at least that does not look like the idea they most have of feminism.

This campaign meets current wishes expressed by citizens (Ipsos Trends, 2016):

- The positive. Citizens are asking for positive inspirations and they increasingly reject news and subjects causing anxiety.
- The personal bubble. Individuals are looking for establish a deeper relationship with themselves by learning more about the history of their family for instance.

Therefore, we are convinced that to engage citizens, they need to be positively connected to women's history through their personal story. So we ask ourselves what event concerns us individually, also unifying and most of the time positive?

The birthday!

The birth date is the central point of the campaign where citizens will understand that since that date, the history of women's rights became their history too and consequently they have to involve themselves for this cause.

A website entitled "anotherstory.eu" is at the heart of our campaign. It uses a positive and personal tonality to talk about equality between men and women and it constitutes a new opportunity to discover another story of your birth date.

This campaign makes feminism something to know, to love and to act for with the European Women's Lobby in a fuzzy context for several EU member states.

## Prioritized objectives

Our diagnosis of the european situation towards women's rights cause highlighted a lack of awareness and positive perception. Therefore, our recommendation for this campaign is to focus firstly on a cognitive and affective objective in order to reach the final engagement objective.

Our objectives will be measured as follow :

- Raise awareness about women's rights by 50% over 3 months.
- Improving the perception of feminism by 40% over 6 months.
- Engaging citizens at national or European level by 30% over 6 months.

## Proposed strategy & tactics

To engage through digital channels, we have chosen to target the millennials, who are young European citizens between 15 and 30, active on social media.

Based on our research, 3 categories of attitudes have been highlighted about feminism:

- I'm not a feminist:

They are disconnected from the issue but they are not against feminism. They don't feel the issue in their everyday lives; therefore they consider that equal rights are almost achieved.

- I'm not a feminist, but :

They are aware of the issue but they feel uncomfortable with the status of feminist. They are looking for a more positive way to stand for equal rights.

- I'm a feminist, but:

They know the issue quite deeply but they are discouraged as the situation is stagnating in Europe. They want hope, courage and good news.

Women feel more concerned than men about feminist issues as, they are our primary target. These women will constitute key opinion-formers for their own community and their peers.

In order to shift the target audience's attitude about feminism, different actions are offered through the website linked with our objectives:

- when they enter their birthdate, they will discover their herstory, which will improve their awareness about women's rights

- to improve the perception of feminism, they will be able to receive positive news about feminism with a chatbot on Messenger OR to send to a friend a gift box full of cultural content

- to engage European citizens at national level, they have the opportunity to meet the associations members of the European Women Lobby during the local events organised throughout Europe

- to engage European citizens at European level, they can sign the manifest of the lobby and vote for the most important causes to advocate

## Creative brief

Our SMP is: the day when herstory became your story.

This proposition responds to the feeling of disinterest, a shift away from current feminist movements or discouragement of certain citizens while they are aware that equality between men and women is not achieved. Some don't feel that inequalities exist on a daily basis, while others don't recognize themselves in the expression of this cause or even have no hope of feminism.

These feelings are reinforced by the will:

- to know the history of his birthday from a new point of view because European citizens are not sufficiently aware of women's rights history.

- to obtain positive personalized content because consumers wish to receive more positive information.

- to share original information and create a link with friends and communities to engage them.

The proposition will be embodied by the first web platform, a "phygital" campaign allowing European citizens to reconnect in a simple, interactive, personalized and positive way to women's rights history from their birth date, and to have access to simple ways to keep writing history : send positive gift boxes, subscribe to the "HER" chatbot, sign up the EWL's manifest, local events.

## Creative execution

The campaign will be embodied by a platform dealing with gender equality in a positive and personalized way to each user.

Characterized by warm colors and visuals linked to the creative idea of the birthday, this platform will generate personalized and engaging content.

The creative idea of the birthday is expressed in the gift, which will take several forms of execution according to the media used. As visuals on the responsive design website or a central element at the launch RP of the campaign and during the events in Europe with national members associations.

## Media plan

Our media ecosystem is made of 3 major steps with the website at its center:

1. Digital marketing (display, real time bidding, adwords), out of home advertising in European capitals and a launch event in Brussels (public relations) are planned to create interest and lead to anotherstory.eu.
2. Media coverage will occur thanks to those previous elements. Conversations on social media with community management on the existing EWL media channels with paid advertising, influencers strategy and the chatbot.
3. EWL and members' websites will have more visibility and local & national events will be organised to engage new volunteers.

## Key consumer insight

"I am not a feminist, but..."

Mentioned by the sociologist Christine Delphy, this expression is the ritual sentence that many citizens have been able to pronounce one day, for fear of using a stigmatized word, but to allow citizens to express a desire for equality.

A study of Harris Interactive shows that half of European citizens don't describe themselves as "feminist", but nevertheless, they adhere to many assertions that gender equity are not achieved.

## Suitable measures for assessing the proposed campaign's success

- Visitors of the platform (10 million in 90 days)
- Signatures collected in the manifest (3 million in 90 days)
- Visits to the website of the EWL (+ 100% in 3 months)
- Clicks on the links of the websites of the local member associations (+ 60% in 6 months)
- Engagement rates on social networks (1 million persons talking to the "HER" chatbot every week)
- Number of gifts sent
- Number of social media / press impressions (50 000 in 3 months)

The campaign will enable to collect citizens' informations: age, nationality, email addresses of the visitors.

## Additional information

We propose to launch our campaign on May 9, the Europe Day. This moment is perfect to underline the European shared value of equality between women and men. And by this way, we will have a bigger share of voice than on March 8, when many organizations try to be listened.

Fun Fact: The European Women's Lobby is celebrating its 25 years. The idea of birthday/anniversary is therefore perfect! :)

#anotherstory

## Campaign summary

All European citizens have a personal date in common... a birthdate !

From this key date, they will discover through a chronological infographics that their own story is part of women's story. They will realize that achievements related to gender equality remain to be done and they will access to means of actions to move forward herstory.

This campaign will reinforce the awareness so that more citizen embody this cause on their scale.

And you do you really know the story of your birthday?  
Discover it on [anotherstory.eu](http://anotherstory.eu)

## Media

- [anotherstory\\_study\\_case.mov](#)
- [anotherstory\\_by\\_Baguette.pdf](#)