



Profile

Team Name : EUreos

Campaign name

Stamps of Ourstory

Campaign background

Despite decades of the feminist movement, gender inequality still exists today. Although people everywhere understand and support the idea of gender equality, what many don't realize is that it's not just a women's issue, it's a human rights issue. EWL is inviting people across Europe to stand together to create a bold, visible force for gender equality.

Being constantly undermined by society slows women's strives for success. Women are treated as second class citizens in regards to their achievements. Women are undervalued or under-represented (see example below). Even history is often told from a male perspective leading to a 'gender confidence gap'.

We aim to inspire people to take action in their daily lives to fight stereotypes, speak up for equality, and spread the message to others. When 50% of the population is not able to access the same opportunities as the other 50%, 50% of every country around the world is held back. As humanity stands currently, we are a mere half of everything we could be. Our campaign seeks to expedite equality by closing the gender confidence gap. We expect to raise awareness of Herstory and inspire women across Europe to achieve their full potential.

Prioritized objectives

The objective of the campaign is to engage Europeans in actively closing the gender confidence gap using a positive tone to appeal to all European societies. Effectiveness can be measured by tracking engagement with the personalization and social aspects of the campaign.

Proposed strategy & tactics

We wanted inclusion of both genders within our campaign dialogue by creating a positive tone that did not create comparisons between the genders, but celebrated women in their own right. Through a campaign that spreads across multiple channels and using diverse interest fields (such as tech, sports, science, arts and culture) we are hoping to capture a large audience.

The aspect of personalisation and social sharing also creates a campaign that makes the audience at the heart of the campaign which helps to create an experience that is personal to each person interacting with the campaign. The medium of stamps also creates a medium that has cultural understanding throughout all of Europe and through all generations and thereby does not limit our target audience to only one group - such as only millennials or baby boomers.

The success of our campaign can be determined by tracking people's engagement with our stamps - either by the amount of social shares, the amount of personalised stamps taken and printed and also indirectly by the amount of postage sent using Ourstory stamps.

Creative brief

Our single minded proposition (SMP) for this campaign is that women are not second-class citizens.

We want to include both genders within our campaign dialogue by creating a positive tone that did not create comparison, we can also hope to achieve further equality rather than disparity between genders. Our SMP is relevant to our target because directly celebrating women's achievements will immediately begin to close the confidence gap.

The audience will likely believe in the campaign by seeing some of the amazing feats that women have achieved throughout herstory and continue to achieve today. This will also be further enforced if these achievements were previously unknown to the audience, as it will spark discussion about the representation of women's achievements for the future. This will help to say that women are not second class but are successful in their own right.

The tone of the campaign is to be vibrant and fun.

Creative execution

Our campaign uses postage stamps as our theme and medium. Traditionally, postal stamps document a nation's achievements, culture and history. Often the history is portrayed from a male perspective, undermining the role of women in societal progress. Postal stamps are classified as first and second class based on the value placed on the priority of their delivery.

Like second-class stamps, women are valued lesser, have to put more effort than men and take longer to succeed. The campaign aims to change that by inspiring women and men to celebrate women's role in society, as "Herstory is Ourstory".

Media plan

As people are constantly using postal and delivery services today, the likelihood of them coming in contact with stamps is very high. Partnering with postal services allows our stamps to be seen by a larger audience both locally and internationally. The placement of our print ads in circulating magazines reach teens and women frequently. Interactive posters placed in public places with high footfalls engage anyone who pass them. Embedding digital stamps onto the billions of emails sent each day takes our campaign to a global platform. Placing interactive photo-booths engage daily users as well as passers-by.

Key consumer insight

From as early as six years old, studies showed that both men and women have gendered beliefs about women's intelligence and achievement. A huge disparity in belief between men and women's achievements is nurtured throughout our lifetimes, being more present within European culture and presents itself as a confidence gap. This gap is an issue regarding societal frameworks in European countries due to a lack of celebration and recognition of women's achievements.

Being constantly undermined by society slows women's strives for success. Women are made to feel like second-class citizens in regards to their achievements.

Suitable measures for assessing the proposed campaign's success

Effectiveness can be measured by tracking engagement with the personalization and social aspects of the campaign. Every time people opt to use "Stamps of Ourstory" with postal services, use a digital stamp in their emails or share their personal achievements with their social circles, the campaign

moves towards its goal. The greatest impact is felt when a stamp raises a woman's confidence and inspires her to achieve her potential. We also use the mediums' traffic and interaction with the Women's Lobby website.

Additional information

We, Team Eureos would like to thank EACA, the Ad Venture team and the European Women's Lobby for giving us the opportunity to work on something this important and meaningful. We sincerely hope that our work can inspire people to work together and close the gender gap. It's time to start writing Ourstory.

Campaign summary

Women's achievements have been snubbed throughout history - such as Rosalind Franklin, the real discoverer of DNA. In the digital age, the pace of the feminist movement is much slower than snail-mail. 'Stamps of Ourstory' celebrates women whose achievements have helped progress our society. The integrated campaign uses postage stamps to show people that women are not second-class citizens. Engaging with the campaign allows people to share their personal achievements hence boosting societal morale and gender empathy.

Media

- [StampsOfOurstory.pdf](#)
- [MediaPlan-15.jpg](#)