



Profile

Team Name : Heroes

Campaign name

Be a Gamechanger

Campaign background

Research shows that a majority of the people are pro gender equality, but do not want to be associated with feminism. To tackle this issue we replaced the word feminist by Gamechanger. A Gamechanger is a person who fights for gender equality, even by doing small things.

We created a pan-European online voting campaign to find the Gamechanger of each country. The campaign consists of two rounds:

in the first round we are looking for the Gamechanger of each city.

In the second round the winners of each city compete to become the Gamechanger of their country.

We created an online voting campaign to encourage participation and interaction. A voting campaign is applicable to every European country, despite the cultural differences.

Our campaign consists of two key aspects.

The first key aspect is awareness. We want our target group to get aware of the people behind the herstory. To give a more actual feel, we mixed up inspiring Gamechangers from the past and the present. Our target audience will identify themselves more easily with Gamechangers from the present. We want our target group to believe that they are a Gamechanger as well. Everyone can write herstory, everyone can be a Gamechanger.

The second key aspect is engagement. We urge our target group to participate in the competition and leave their personal details behind. This data can be used by EWL to contact the target group and encourage them to sign up for a women's organisation.

We expect that the campaign will catch on both national and local level.

The figureheads can be adapted per country, which makes it more approachable.

The criteria that might affect our campaign is the image of the figureheads. If their image gets damaged, our campaign's image will suffer as well.

Prioritized objectives

1) Awareness: increasing awareness about the important figureheads behind the herstory by 35% of the target audience over two months.

2) Engagement: Increase the average amount of new members of women's right organisations by 15% over two months

3) 25% of the target audience subscribes to the newsletter of their local women's rights organisation. By giving the target audience more knowledge we want to achieve a change in attitude and behavior.

Proposed strategy & tactics

Research shows that younger feminists are more actively engaged online. Therefore our target audience are European women (20-44) who use internet technology and have benefited a higher education. We want to engage this target audience because they are more likely to have encountered gender inequality during the key moments in their life (first job, children,...). This leads to a more positive attitude towards gender equality. We focus on women but don't exclude men.

The general problem is that women do not see themselves as feminists, even if they are pro gender equality. That is why our campaign focusses on the small steps each individual can take towards gender equality.

To form our strategy we used the 7E-model from Change Designers (a Belgian marketing agency). We want to move our target group from the level 'insight' to 'exploring behaviour'. Our target group is aware of the inequality between men and women but doesn't take action yet because they think it is too hard to change this issue. The lever to change this, is to enthuse, to encourage and to engage. We created an online campaign which contains participation, personalisation, recognition and appreciation. These components are also features of a viral campaign. If the campaign goes viral, it increases the chance that more people sign up.

Our tactic consists of launching our campaign through the five entry points. Throughout the campaign we use the hashtag #BEAGAMECHANGER. This makes the campaign more shareable and more likely to go viral. It also connects the different channels and generates word of mouth, so people will be encouraged to vote, nominate and share the video. This creates a snowball effect which leads to the success of our campaign.

Creative brief

People think that making a difference in the fight for gender equality is hard. We want to show them that every famous feminist started with a small change. The message of our campaign is that everybody can be a Gamechanger and an important figurehead of the herstory.

To persuade our target group, we use personalised videos and interactive billboards.

The billboards use cameras to display the face of a passer-by, as if the person were a part of the famous Gamechangers.

The video follows the same principle, but utilizes a submitted photo from the nominee instead. Our target audience literally sees themselves as a part of the important Gamechangers and therefore feel motivated to take action.

The billboards and videos anticipate that everybody wants to feel important and admired. It offers our target group eternal fame and a sense of belonging. To end the campaign we want to strengthen these feelings by making an enormous canvas on which all the pictures of the Gamechangers form the word 'Gamechanger'. It will be rolled out on women's day in Brussels at the European Parliament. The winners from each country are invited to Brussels for a conference with special guests.

Creative execution

The campaign starts with an introduction video where we give our definition of a Gamechanger and show Gamechangers from the herstory and the present. We finish with a question mark and ask if you will be the next Gamechanger. This video encourages people to nominate their friends or themselves. When nominated, they receive an email with a personalised video. Instead of seeing a question mark they see their own picture. They can share the video on Facebook to promote themselves. This generates buzz. The viewers of the video can vote for this person or/and nominate somebody else.

Media plan

Five entry points introduce our campaign: EWL members, press relations, influencers, interactive

billboards and a personalised video.

We motivate the members from EWL to spread our introduction video by sending them an informative letter and a digital content package. We contact journalists on a local and national level to kick-start our campaign. We motivate influencers to spread the word by nominating somebody.

The video and billboards are the backbone from our campaign and lead to our website, the online platform from our campaign. We increase the reach by advertising on Facebook, the most popular medium among our target group.

Key consumer insight

Our target audience is pro gender equality, but does not associate itself with feminism, because the word feminism has a bad connotation. To overcome this problem, we changed the word 'feminist' into 'Gamechanger'.

Secondly, people think that it is too hard to fight for gender equality by themselves and that their efforts do not matter. We change this attitude by persuading our target audience that everyone can be a Gamechanger, even by doing something small.

Suitable measures for assessing the proposed campaign's success

The campaign can be evaluated through two main pillars.

The first one is our own campaign:

- Amount of participants
- views and shares of the videos
- Votes and views on the website (Google Analytics)
- use of the hashtag

The second pillar is the improvement of the organisations

- Amount of new members in women's organisations

Additional information

Our campaign focusses on increasing the amount of members of the women's organisations. With more members they will be more powerful for lobbying. We do this by collecting data. Our campaign is a stepping stone to persuade the participants to join a women's organisation.

The figureheads in our campaign video are a mixture of internationally known women and locally strong well-known women. This makes the campaign locally adaptable.

Our campaign should end on international women's day. Since our campaign would fall silent during the holidays, we suggest to launch our campaign in the middle of January.

Campaign summary

'Be a Gamechanger' is an online voting campaign.

The message of the campaign is 'everyone can be a Gamechanger'. Everyone can write herstory by defending gender equality. To inspire our target audience, we use strong women of the herstory.

People can participate by nominating a friend or themselves to become the Gamechanger of their city and their country. By participating they belong to a game changing community. The winning Gamechanger of each country wins a ticket for a conference in Brussels organised by EWL with special guests (Emma Watson).

Media

- [Entry form - Digital interactive billboard.pdf](#)
- [Entry form - scenario introduction video.pdf](#)
- [Entry form - visual website.pdf](#)
- [nominee email.pdf](#)
- [flowchart.png](#)
- [movie.mp4](#)