



Profile

Team Name : No Zeros, Just Heroes

Campaign name

Sheroes

Campaign background

Sheroes is a campaign that aims to build awareness of gender inequality issues, more specific of inequality towards women. It does so by interviewing women who made it in this world, but had to, or still have to, overcome gender inequality situations. These women could be one's sister, wife, daughter or mother.

The campaign has an emotional positioning with a high level of involvement. The viewer should experience an emotional feeling of guilt and/or empathy after having heard their stories. On the one hand the women in our campaign function as Sheroes, women we all look up to. On the other hand they are fragile and like any other women – they have to fight gender inequality issues (identification).

The campaign's central idea is that there is an answer to the problem and that YOU can actually help instead of sitting there. We will make them understand that it's time to take action and help your mother, daughter, sister, wife and all other European women to be free of any form of inequality by donating/ supporting this campaign and our mission.

By initiating a dialogue through our online communication and offering tools for sharing, we will make the campaign go viral. We want them to share who the Sheroes are in their daily life. Who are the inspiring women they know personally? In what way are they Sheroes to them? In order to succeed, we avoid the use of the word 'feminism' because it has a negative connotation due to extreme organizations (Femen, Pussy Riot, INCITE!). Instead we use terms such as 'women's rights' and 'gender equality'.

Prioritized objectives

- Raise awareness with 35% over 3 months amongst our target group about gender inequality and make them realize this is happening in everyone's personal life.
- Raise awareness with 35% over 3 months amongst our target group about EWL and member organisations and make them realize that feminism is much more than extreme feminist groups like Femen and Pussy riot.
- Engagement on social media by 35% of the target group over 3 months and by 50% over 6 months.
- Increase donations by 20% over 6 months.

Proposed strategy & tactics

We aim to reach girls and boys, women and men of all ages and make them understand that the situation of women is still unequal compared to men.

Our primary target group though, when it comes to donation money, are women and men, aged 18 years or older.

44 million of UK inhabitants donate to charity on a regular basis, with an average of 16 pounds per month (source: facts and figures UK charity sector). In Belgium, Studio Brussels' charity event 'De Warmste Week' 2016 was able to draw in a record number of 7, 8 million euros in just one week time. These numbers show that a great part of the general public puts great value into charity. Many people are willing to contribute to change if it means something to them personally.

Our target audience is socially engaged, active online, and susceptible to change. They are do'ers who take initiative and donate to at least one other charity organization. They believe women should be treated the same way men are. They are the ones protesting or feeling sympathy for the Women's March against Trump. They know something's wrong, but need to be informed about how bad the situation still is and on what levels (violence, job opportunities, earnings, participation in public debates, etc.). Hearing this from women who have experienced gender inequality situations and - above that - from women who could be their own mother, sister, wife or daughter, their emotions get tackled.

They need clear instructions on how they can help change the situation. Letting them understand that many organizations are striving for gender equality but in a more constructive and legal way than extreme feminists like Pussy Riot or Femen for example, is an eye-opener to them.

Creative brief

"Your sister has the potential to be the next big entrepreneur this world has never seen. Your daughter might be the next Olympic medalist who will honor your legacy. Let's not make them think they are any less. Say no to discrimination; make a donation!"

In bringing strong women on stage, and having them show their fragility through sharing emotional/strong stories of their struggles because of their gender, we show how ridiculous and primate our current society still is, despite it boasting about "equality". We are all guilty of the fact that gender inequality is still a reality. And we can do something about it. We can think about it, we can talk about it, we can admit we're wrong but most important we can make a change by donating to the right organizations.

HERstory proves that change is possible, as long as we keep on building awareness, offer tools and convince politicians, CEO's etcetera to work on structural solutions.

Campaigns such as 'Like a Girl' by Always show that using the voice of witnesses is a very effective way of influencing positive behavioral and mental change.

Creative execution

The campaign video shows the best responses and ends with a call to action: Your sister has the potential to be the next entrepreneur this world has ever seen. Your daughter might be the next olympic medalist who will honor your legacy. Let us not make them think they are any less.

Who are your Sheroes? Tell us your stories by using #Sheroes, and share this video with the awesome women in your life to let them know; they are not alone in this fight.

This call-to-action pushes people to interact with their personal sheroes and share the video.

Media plan

Before the launch, member organisations of EWL and other key organisations are asked to share the campaign through their platforms in name of EWL.

We start the campaign by promoting our video on social media (Facebook, Twitter, Instagram, Youtube). We launch the hashtag #sheroes.

Once the campaign is running, we'll involve bloggers and journalists by asking them to share our campaign and talk about gender inequality.

Throughout the campaign we will engage our audience by asking them who their Sheroes are. (which is our main Call 2 Action).

FULL MEDIA PLAN CAN BE VIEWD IN THE CREATIVE MATERIALS.

Key consumer insight

Attitude towards charity: 44 million of UK inhabitants donate to charity on a regular basis, with an average of 16 pounds per month. (source: facts and figures UK charity sector)

Belgian example: Studio Brussels's 'De Warmste Week' 2016. This charity drew in a record of 7, 8 million euros in just one week.

Research conducted by 'Women Not Objects', through 3000 interviews, shows that most people are negative towards objectification of women.

This means our target audience is susceptible to change, IF IT'S SOMETHING MEANINGFUL TO THEM.

Suitable measures for assessing the proposed campaign's success

By monetizing our channels (Google Analytics) we measure the amount of impressions and how far our campaign has reached:

- The number of times our digital content was seen/ shared/ searched.
- Through a tracking code we can determine which channels our target audience used to get to our
- Campaign website: was it by clicking on a Facebook-link, a direct call-to-action in our videos, Blog articles, etc. This way we can see which channels lead to the maximum amount of conversions and how we can make these channels even better.

Additional information

throughout the process, we were inspired by:

- HerStory
- Like A Girl (Always)
- Woman Not Objects

these are important to us because they were not only successful, but also capable of actually inspiring positive behavioral and mental change! That is what we want achieve as well.

Campaign summary

By telling their stories, our Sheroes inspire change. When the audience realizes these Sheroes are REAL women, like the women within their own personal lives, they experience empathy, which will be used to trigger action: say no to discrimination, make a donation. By focusing on REAL women, the campaign will hit home base and get a hold of our audience's attention.

In letting the audience give the status of a SHERO to the women that matter to them through social media, the concept becomes widespread, tangible and approachable.

Media

- [Sheroes creative materials.pdf](#)