



## Profile

Team Name : OA2

## Campaign name

HOW STRONG ARE YOU? #HerStoryChallenge

## Campaign background

In France, women had to wait until 1944 to have voting rights, 1965 to open a bank account, 1976 to control their own bodies and 2000 to have equal access to electoral mandates and offices. The lateness of those dates are proof that the women's cause evolved gradually, but the equality between men and women is still not a reality and sexist mentalities still exist: women's salary is lower by 25.7% compared to men and the National Assembly, legislative power representing the people, is still composed of only 26.9% women. Furthermore, between 2010 and 2015, 223 000 women reported being victim of sexual violence from their partner. These facts are as unfortunate as the fact that equality is only on the 6th priority in France.

Furthermore, young people, the future deciders, haven't lived these developments but did benefit from them. Therefore, they do not identify themselves as a part of feminism because current feminists like Femens do not reflect their idea of fighting for equality.

Our first insight relies on this idea: 1/3 of the French population does not believe in the current feminist movements. This is why we chose to apply a humoristic tone to our campaign, quirky and in line with youngster's behavioral habits in order for them to contribute in their own way to the women's cause. Finally, our target's particularities in terms of communication correspond to their capacity of producing and sharing content on social medias. Therefore, the heart of our campaign will be a Challenge broadcasted by the people on social medias. Its viral form will allow a wide diffusion on a European level. It's objective is to increase EWL's notoriety and to motivate our target to contribute to women's associations

## Prioritized objectives

Notoriety Objectives

- Increase the notoriety of the feminine cause by 5% in the years following our campaign.

Behavioral Objectives

- Increase of at least 20% the contact with women associations (local or not) during and after our campaign.

- Receive at least 500 000 videos/photos of the #herstorychallenge

- Gather at least 300 000 people simultaneously in the 5 main capitals during the reveal event

Communication Objectives

- Advise and reassure on the simplicity of contribution process: increase of at least 40% the contributions in favor of all associations during the campaign period.

## Proposed strategy & tactics

The millenials are a very diverse target and it is difficult to define it. We consider it as individuals born around the 90's as well as kid adults (young adults who continue to have the behavior of teenagers).

Nielsen tells us that millenials are characterized by the fact that they have been using digital technologies since they were very young. These technologies have contributed to minimizing the notion

of distance, allowing the immediacy of communication with the whole world. Moreover, millennials are the first generation that grew up having most of their mothers working. Women now have similar expectations as men in terms of professional success. Finally, they grew up with awareness messages on different social issues. Therefore, they are more likely to contribute to the improvement of societal issues, in particular to the women's cause.

The reasons leading us to choose this target:

Opportunity to sensitize from a young age the individuals and make them used to a certain speech of equality between men and women in order to change their mentalities on the long run.

Strong influence power on social medias. The challenge perfectly in line with our target's behavior habits: ATAWAD. Opportunity of relaying the campaign quickly and efficiently thanks to the contribution of millennials on social medias

Production capacity of entertaining content in order to change the traditional image of the defense of women's cause.

Millennials are already aware of the importance of equality between men and women thanks to progressive evolution of mentalities. Therefore, it is important to help these future adults to develop an egalitarian vision in order to standardize it.

The objective of targeting millennials is to anchor in their minds the idea of equality since their young age because they still are in a value impregnation process.

## **Creative brief**

Tone: Humorous, innovative, positive in contrast with what is currently done on the subject, often on a more serious tone.

Promise: Everyone can contribute to EWL in its own way, and this will make them part of the European community which makes the women's cause move forward.

Proof:

EWL is the biggest group of associations with focus towards women in Europe, with a diversified engagement (Violence against women, etc.)

Closely linked to the European Commission

Regular events meant to gather members and promoting collective intelligence

Benefits:

Feeling helpful

Being an actor of the women's cause progress

Contributing to the global awareness of the cause

Being surrounded by people who share the same values and interests

Being part of a community

Constraint:

The women's cause is not perceived in the same way by all European countries, and we must take into account those differences.

It is difficult to adapt communication to the different European populations on a cultural and logistic level.

There are many laws that regulate the advertising industry (no offensive or sexist content etc.)

Context: Nowadays, the women's cause is not part of the collective spirit's priorities

## **Creative execution**

Campaign idea: Union creates strength

Theme: physical, mental strength

## Tools

Display: increase recognition using Rosie the Riveter's.

Challenge: Ask our target how strong they are in a humoristic, symbolic way, by filming/taking a picture of themselves with #herstorychallenge. This hashtag is the link between our displays, the challenge and our target's new habits.

Event: Live broadcast in European capitals, of a mashup video of the challenge's participants. The catch phrase «you are all strong individually, now let's be strong together » will appear at the end in order to invite them to join our community.

## Media plan

Our Media Plan is divided in 5 months:

- Advertising display : Week 1 - Week 6
- Social Medias (Facebook Page) : Week 1 - Week 20
- Social Medias (Instagram, Twitter, Pre roll on Youtube) : Week 1 - Week 20
- Media relations (Press) : Week 1 - 2, Week 11 - 12, Week 17 and Week 19
- Media relations Local influencers : week 5 - week 7 + week 15 + week 18
- Website : Week 1, 7, 10, 14 and Week 17-19
- Event page on facebook - invitation event : week 14 - week 20
- Flyers: Week 17-18

## Key consumer insight

1 – Feminist movements do not make people want to be feminists being too provocative, young people do not feel concerned or implicated in such causes.

2 – The notion of « engagement » has evolved: young people want to defend their freedom by being free of engagements (commitment-less telephone package for example) They want to have their own rhythm of the engagement: where, when and whatever amount they want.

3 – New generations with new habits

- Producing their own content
- Sharing on social medias
- The notion of « fun » is ubiquitous

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

Notoriety objectives

- Rate of memorization of the campaign
- Notoriety of the issues linked to women's cause

Behavioral objectives

- Challenge videos on social medias
  - o Number of videos/photos produced by the surfers
  - o Number of likes and shares of the content
  - o Number of #herstorychallenge
- Reveal Event
  - o Number of people participating
  - o Number of shares of the reveal event
  - o Number of shares of the reveal event video
- Global campaign
  - o Number of people registering to associations after the campaign
  - o Number of followers and likes on the association pages.

## Additional information

Our wish is that the campaign will last on the long term with the organization of events based on women's cause.

## **Campaign summary**

Union creates strength. Our campaign is divided in 3 parts:

Showing the strength of women who have paved the road for progress towards freedom, with an advertising display campaign based on Rosie the Riveter as a symbol

Question our target about it's own strength: make them want to participate in our video challenge, the #HerStoryChallenge on social medias.

Create a community: gather the #HerStoryChallenge participants during a reveal event where they will be actors of the show and will discover our campaign message and signification at the end.

## **Media**

- [OA2 Agency.pptx.pdf](#)
- [Herstorychallenge copie.mp4](#)
- [Herstorychallenge.png](#)
- [Edcom-Brief-OA2-Agency.pdf](#)