



## Profile

Team Name : Brilas

## Campaign name

Together Means More

## Campaign background

'Together Means More' is a campaign that will deliver a clear concise message dedicated to educating and empowering individuals on women's rights. Both primary and secondary research have shown that gender inequality is understood amongst societies in Europe. However, not enough people are taking action for change. Reasons for this lack of action include the complexity of the topic, the vast number of issues needing to be tackled and people not knowing how they can take effective action. Our research, however, has found that the dominant reason for this inactivity is that individuals often underestimate the power they have, which ultimately leads to no action being taken at all.

'Together Means More' will prove that by working together lots of small actions will build a better society and show the audience that although individual actions may appear small, they eventually build up and create real, positive change that participants can be proud of. We will communicate this message by getting our audience to be part of a change, by entering digital inputs that lead to a physical reaction. People will be able to see the difference their actions make.

Our desired response from the campaign is for our audience to feel empowered that their voice will make a difference and encourage them to find out more on the topic of gender equality. We want them to feel part of a real movement, much like the generations before them. Encouraged by the changes being made in the bid for gender inequality, we want them to understand that no action taken is too small.

## Prioritized objectives

- Increase awareness of the different EWL initiatives by 40% over the 3 month campaign period.
- Educate 30% of the target audience over the 3 month campaign about the history of EWL and what still needs to be done in the fight for gender equality.
- Obtain a 10% uplift in 'members' of EWL over the 3 month campaign period.

## Proposed strategy & tactics

We are targeting the 'Idle Supporters', an audience who will be the most susceptible to our campaign message. Aged 18-30 these individuals strongly believe that gender inequality is unjustified and while they perceive the issue to be important they also believe that their single voice won't make a difference.

However, when offered an opportunity to act they take it, so long as there is a clear majority voice (Eg. The Women's marches in 2017). Our campaign will prove that small individual actions can result in a huge change by showing them the difference their digital input has, through interactive installations.

Many of these young people build social networks combining global connectivity with local roots: 82% participated in online social networks.

Engaging in new forms of political participation the Idle Supporters often use social media, but tend to vote less than older generations. Therefore the digital element of our campaign will be critical in capturing their attention.

After this initial call to action via a pledge or tweet, the consumer will be directed to the third phase of the website. This section focuses on providing information about the EWL and other Women's organisations, history of the gender inequality battle, and a representation of how far we have come on an animated timeline. This places the individual at the most current point, involving them in the history of creating change amongst the many others who have pledged to EWL, another visualisation that 'Together Means More'.

Once the target amount of pledges are achieved, the installations will be 'completed' and the inequality scene will be fixed (EG. the glass ceiling will lift) and pledgers will receive follow up communication and encouragement to continue their journey in the battle for gender equality.

## **Creative brief**

Research: Primary research\*\* indicated that 68% of people who agreed that gender inequality exists have not actively done anything to promote equality themselves which proves our audience is aware but that they are indifferent to the power they hold.

Audience: 'I am aware that gender inequality is an issue but don't do anything to help actively tackle these issues'. We have called this audience the 'Idle Supporter', who are united by their awareness of the issues but lack knowledge and understanding on how they can act. These people are heavy internet users, with 85% using social media sites such as Facebook and Instagram, of which 75% of these are daily active users.

Proposition: The European Women's Lobby facilitates you turning small actions into a big movement

Focus of the campaign: To educate the audience on the varying gender inequality issues throughout Europe\*\*\* and prove that their small actions can make a difference. By giving the audience the opportunity to visibly edit the inequality scene they will feel empowered and motivated to find out more and encourage other people to spread the message.

## **Creative execution**

The overarching big idea for the campaign is 'Together Means More'. A series of activations around Europe will illustrate the leading gender inequality issue of each participating country. Individuals, by digital input on the micro-site, can visually change the installation to a positive representation of the issue. Eg gender pay gap filled with digital pledges.\*\*\*\* The individual, once pledging to the campaign will appear on a timeline at the exact moment they pledged, making them part of the history in the inequality battle.

## **Media plan**

Three phases of the campaign...

'Anticipation' – The installations, livestreaming, microsite, PR coverage, social media activity, standard format digital. The purpose of this phase is to kick off and build up the interest in the installations and the purpose of them.

'Installations' – The same channels as phase one only the purpose of this phase is to generate as much interest in individuals contributing to the installation.

'Momentum' – This phase captures the newly generated data from the earlier phases and utilises this data to communicate via a mailing list. The aim is to educate about the 'herstory' element through video content.

## **Key consumer insight**

The audience insight has been derived from primary and secondary research that has highlighted the fact that the audience are fully aware of gender inequality issues but they lack motivation to take action on these issues: "I am passionate about the issues but don't know how to act". We have coined this audience 'the Idle Supporters' who are typically aged 18-30. Mainstream media influences them and while they perceive certain issue to be important they also believe their single voice won't make a difference, however when offered an opportunity to act, they take it.

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

It is important to measure the impact and ultimately the success of the campaign. Things that we will monitor include:

- The total number of sign up 'friends' of EWL organisation to increase (specifically by 10%).
- Number of pledges to the changing installations to establish the total number of people that engaged.
- PR coverage.
- Website traffic and clicks.
- Measure awareness of EWL by testing pre-campaign, during and post-campaign.
- Education of 30% of the TA can be achieved by measuring the engagement rate with content distributed to the contacts provided during phase 1 and 2.

## **Additional information**

\* Major issues in each European country found on [www.heforshe.org](http://www.heforshe.org)

\*\* Primary research on Survey Monkey with 105 participants

\*\*\* 52% of Europeans believe gender inequality is a major problem in their country- European Parliament March 2012. 94% of Europeans agree that equality between men and women is a fundamental right. European Commission, 2015.

\*\*\*\* Please see slides which display educational considerations of leading gender inequality issues in European countries and how online input

## **Campaign summary**

'Together Means More' is a series of experiential installations across Europe that rely on digital masses of 'input' from a micro-site that create visible changes to the installation, giving the public the power to change the scene in front of their eyes. Each installation will tackle one of the leading issues within each participating country\*. Users are then taken to another area of the micro-site with 'herstory' content and a timeline of major advancements in the gender equality journey, making the user's pledge appear on the timeline.

## **Media**

- [Brilas-EdCom-Pitchzt16.pdf](#)