



Profile

Team Name : Gender Equality Media

Campaign name

#HERstory - What's yours?

Campaign background

The reason why campaigns promoting feminism do not inspire the masses, is not because they are badly done, or poorly organised. It is also not true that young women are not interested in feminist issues. The problem lies elsewhere:

The term feminism is still a scary word for many. Only recently 'feminism' has seen a revival, most notably through feminist artists like Beyoncé or Emma Watson. Yet, many young women remain uninformed about women's rights organisations or feminist policy. Furthermore, they lack knowledge about feminist theory and history. Especially young women are often unaware of the social progress feminism has already made- and the structural as well as political and social issues that still have to be addressed today and in the future.

The aim of #HerStory is to spin feminism in 2017. A social media based, integrated campaign that works across Europe - via the internet and on a national level by activating the diverse EWL member network to host national live events - will spark future feminist progress by honouring advances already made.

As the young generation will be the driver of change, the target group will be millennials who are open to feminist issues such as equality and social progress, who are digital natives and can thus be reached by a wide and diverse range of media. Furthermore, success with this specific group will increase the campaign's larger impact as millennials are not only the key agents of social change but also one of the most sought-after cohort in marketing.

#HerStory will promote the European Women's Lobby as an organisation, but will also raise attention for the main work areas of EWL, namely: violence against women, sexual health & reproductive rights, economy, migration, and politics.

Prioritized objectives

#HerStory wants to bring women's rights issues to the top of the political agenda. It inspires young women to speak up, equipping them with knowledge and much needed arguments in a post-truth environment. Raising awareness for feminist issues and the achievements of feminist progress, as well as mobilizing the target group to get involved with EWL organizations, are the main subjects.

Additionally, #HerStory supports EWL member institutions by integrating them into the campaign.

#HerStory serves as a spark and platform for future political action, providing EWL with the public attention to set and lead the future political agenda.

Proposed strategy & tactics

#HerStory is social and mobile first: the campaign will be launched with the release the web video series. Altogether five episodes will introduce the audience to the campaign's core issues.

Hence the chatbot, Facebook and Instagram representation will create an audience for the messages of #HerStory and the future agenda of EWL. Key to success is the smooth interplay between all platforms and channels, enabling synergies across different social networks. Multiple use of the created

content is increasing the cost efficiency for the produced material.

An integral part are the #HerStory Now! events. These are panel discussions or talks, held by EWL members on a national level, featuring social media influencers. With events like these, #HerStory will touch the real lives of the audience as the fictional series is linked to current debates - either through live participations or by live video stream. #HerStory Now! opens up debates on current issues and provides a platform for interactive discussion. A special live event kit will be provided for EWL members. By letting them organise the events, a deeper integration of the Pan-European network is attained. Plus, EWL members can benefit from #HerStory and its attention on social media as well. The social media buzz and locally held events will also grab the attention of traditional media. Thus #HerStory spills over to more traditional channels, that are usually harder to reach, especially with the limited budget of a non-profit organisation.

The main goal of #HerStory is a circle of shareable content - infused by the agenda-setting web series, kept alive by the chatbot and a constant stream of social buzz, created by #HerStory Now! live events and dedicated influencers.

Creative brief

The #HerStory web video series is the central tool of the campaign. Other social media outlets like Instagram will feed of that content. It will also be the narrative basis for the chatbot feature. Millennials will listen when it is personal. Therefore a strong, creative and true-to-life narrative is needed to grab the attention of the key target group.

#HerStory revolves around Fida, Agatha, Briony, Marie-Louise and Lily. All episodes begin with a short sequence of the group riding the metro. Each episode will cover a different issue - seen through the lense of the political and societal situations in different EU member states. Altogether five episodes will tell personal stories of the characters, embedded in broader discourses: migration & flight, sexuality, politics, economy, and violence against women and girl power.

At the end of each episode the main character turns around and breaks the fourth wall, facing the camera, asking in her native language: "Do you want to hear my story?".

This is the basis for the chatbot experience: the audience gets the chance to talk to their favourite character on Facebook Messenger, supported by a single EWL chatbot that can interact as four different characters.

Creative execution

It's about content - and the looks. Modern, fresh and powerful aesthetics are the key to success. The web series is shot in a semi-professional look, giving it the veneer of accessibility. Each episode will take five up to five minutes - a duration that fills short study breaks or a commute. All material is mobile-first, as the huge majority of social media users prefer their smartphones over computers.

A consistent colour coding is used for easy recognisability. Alongside with supportive information on setting up the #HerStory Now! live events, a stylesheet is provided for EWL member institutions.

Media plan

Core of the campaign is the fictional web series that can be enjoyed on YouTube, the leading social media platform for moving image content. Feminist policy and the everyday life of women in Europe, wrapped in an appealing storyline, will be the basis of a show that provides information on feminist issues.

For further outreach, extracts from the show, statements of national influencers, as well as information on current debates and historical feminist achievements, are released on Instagram.

All is integrated on a Facebook page. Applying the latest chatbot technology, the shows characters can be contacted on Facebook Messenger.

Key consumer insight

The European Women's Lobby is the largest umbrella organization for a wide range of groups & campaigns, advocating for women's/human rights and gender equality in Europe. EWL covers a plethora of different issues, ranging from immigration and voting rights, to reproductive rights, economics, and gender mainstreaming.

The communication of the intersectional approach of EWL needs a diversity of voices and balanced, strong arguments. #HerStory is taking up that challenge by addressing this wide range of topics in a web series that is appealing and informative alike, capturing attention by using a wide spectrum of social media tools.

Suitable measures for assessing the proposed campaign's success

How can a campaign be measured that wants to frame feminist societal progress for the next decades? A variety of parameters have to be taken into account: clicks & likes on social networks are one part of that. Engagement with the national live events, as well as actual commitment infused by #HerStory, have to be considered as well. In this context, the expertise of EWL members can be taken up by a questionnaire for campaign alignment or improvements for future campaigns. Mainstream media coverage, vital to reach an audience outside our key target group, can be measured by marketing research.

Additional information

N/A

Campaign summary

#HerStory is a social media based campaign that is build around a web video series focusing on the lives of five fictional characters young women can relate to.

Between their aspiration of writing their own life stories and everyday sexism, between the achievements of their feminist forerunners and today's challenges, the friends of #HerStory will inform about European feminist policy. Accompanied by a chatbot and national live events, their stories and issues will become accessible for an audience across Europe.

Media

- [Part A.pdf](#)
- [Part B.pdf](#)
- [HerStory Event Concept.pdf](#)