



Profile

Team Name : SKIRT

Campaign name

TAKE OFF HIS PANTS (#TOHP)

Campaign background

The campaign TAKE OFF HIS PANTS mimics the saying 'who wears the pants', in this case on a business level. After some research, it became clear that gender inequality was mostly represented at work and in companies. Creating a campaign to raise awareness on this financial/economic issue was the most obvious decision.

Women do not get the same chances as men in the business world and are accounted for just 23.3% of board members of the largest publicly listed companies registered in the EU countries.

With our campaign we expect to reach the educated and motivated public so they create a voice towards companies and make them aware of the fact that women in companies is not something that comes from quotas, but has advantages. Those advantages should become part of the goals of the companies so they make room for more women in important positions because they want to, not because they have to.

TAKE OFF HIS PANTS has a playful and lighthearted undertone, which has a high chance of going viral and being picked up by the media. Companies will be obligated to take this topic into consideration and will be more activated.

The campaign is adapted to the country where it is launched. Europe can be divided in two sections based on economic welfare. The online and offline media that are used, will be adapted per country. We will adjust our message to the audience, but also the people on (interactive) billboards. For example, we could ask somebody like Thierry Guibert, the new CEO of Lacoste to support our campaign in France.

Prioritized objectives

To stimulate 35% of all European citizens to discuss the women's economic rights topic on social media.

25% of the European companies need to be more aware of the importance of women in a company by 2018.

20% of the European companies should have minimum 35% women in the board of directors by 2019.

If we make our target group realize that the solution for a better economy or country in general lies in more women in higher positions, they will question this towards the companies. Companies need to feel pressured.

Proposed strategy & tactics

We found out that gender inequality starts at the office and men are still over-represented. Statistics of the European Commission confirm this with research that proves that 76,7% of board members is male. With this clear insight, we wanted to have an effect on the companies, not by establishing quotas, but

by making them realize that women do have advantages. Reaching companies itself is difficult and not wide enough as a support base, so we are reaching out to them through European citizens letting them involve in our campaign.

If we convince the public, a conversation will start on social media. The press will notice our campaign thus we can start lobbying towards companies. This public is educated and between 21 and 40 years old. This target audience is young and ready for a new opinion about women at the office. They will apply for jobs at these companies and are what we like to call, a digital generation. Just like the ice bucket challenge we want to let people nominate each other to let them take their pants off.

If a passer-by wants to take off the pants of the person on the panel, he/she has to send a code to a short number (e.g. 4488) so the panel will be activated. They will receive a code which they can insert on the website. In exchange they can send real underpants, to a big company of choice in which gender equality is still a huge issue (e.g. Samsung).

Via the campaign, people will be linked directly to the website for more information. In this phase, people will be made aware. When they visit the website or search for social media, they get the opportunity to engage with the EWL and with other feminist groups.

Creative brief

The effective strength of our campaign can be found in the humoristic and activating aspects, such as participating in a simple way by taking someone's pants off. This comes along with a strong message to the target audience about the economic growth per country, and in general.

The main reason to believe for the target audience is the cooperation with the European Women's Lobby and by simplifying our action and let other people take off each other's pants, people will be more interested and activated to be part of the campaign. As we execute our campaign interactively, both online and offline, people will get more involved and will tell their friends and family. With this word-of-mouth we will reach a big and multifarious audience. The audience will have a feeling of acting together to make their economies grow and strive for more women on the work floor and in boards.

Creative execution

The campaign starts with an interactive panel which is used to take off the pants of a famous businessman. The screen changes into a statement adapted to the country where the panel is located. Afterwards, people will be asked to vote if they want those benefits.

A website will be used to show HerStory and to motivate people to join the lobby. By using booths in public places, more votes are collected to pressure companies. By using homemade videos of people taking off each other's pants, we will gain viral attention and more strength during our campaign.

Media plan

The campaign starts with interactive panels in public places and in front of companies. The panel is linked to a website with information.

To create a conversation and reach a lot of people, we're generating a buzz online with #TOHP, people will be asked to post a clip or boomerang where their pants are taken off by someone else. The offline campaign continues with booths in public places where people can take off the pants of a model in exchange for a vote.

All votes are collected to pressure companies with the help of media.

Key consumer insight

Europe can be divided in two groups: the ones who are economically unstable and the ones who already have a strong economy but are still in need of profound equality on the business level which will

lead to more diversity and extra perspectives in the process.

If there are more women in higher functions in companies, the economy and creativity of a country will grow which leads to more profit for companies and more welfare for the citizens. € 1 260 100 000 000 could be added to global GDP each year by advancing gender equality.

Suitable measures for assessing the proposed campaign's success

Our campaign can be measured on social media with Facebook shares & likes, Instagram likes, retweets and videos placed on social media.

The amount of votes on the #TOHP-panels and in the booths are presented on the website. Via the website and our SMS system we can count the number of applications with the code and the number of people who click through to the website of the European Women's Lobby. Our campaign will offline be placed in public places, we are planning on measuring the generated traffic on passers-by.

Additional information

The panels have a system to gain information from our target group. Passers-by who interact with the panels receive a special code by text. When they enter that code on the website, they also have to fill in their name and email address. In this way, we can link the phone number to the other information.

Campaign summary

TAKE OFF HIS PANTS will raise awareness in companies to hire women in higher positions, without quota. To achieve that, our campaign addresses to European citizens and shows them an advantage of women in higher positions. #TOHP stands for the saying 'who wears the pants?' We use this to show who is in charge at companies, which in 2016 were mostly men (76,7%). By taking it off, it makes clear that more women should be in charge and be even more present on the work floor.

Media

- [Interactive Panel.pdf](#)
- [Normal Panel.pdf](#)
- [Website.pdf](#)
- [Introduction video.mp4](#)
- [Challenge Example.mp4](#)
- [Facebook.jpg](#)
- [Instagram.pdf](#)
- [Twitter.jpg](#)
- [Email.jpg](#)
- [Booth.jpg](#)
- [Logo.jpg](#)