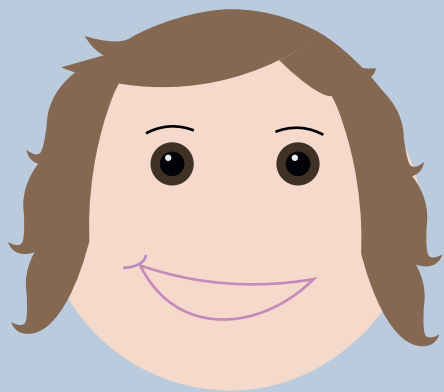


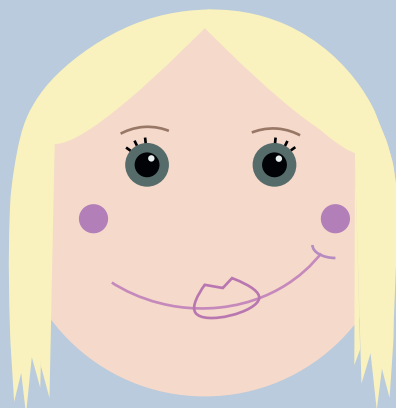
SHEROES



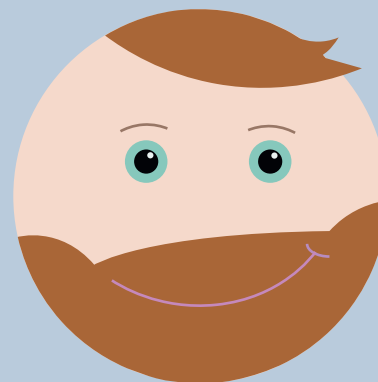
TEAM



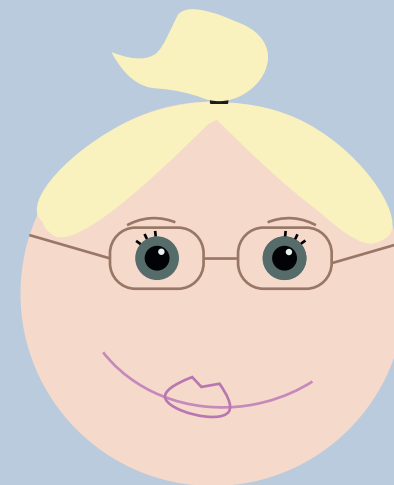
Bert



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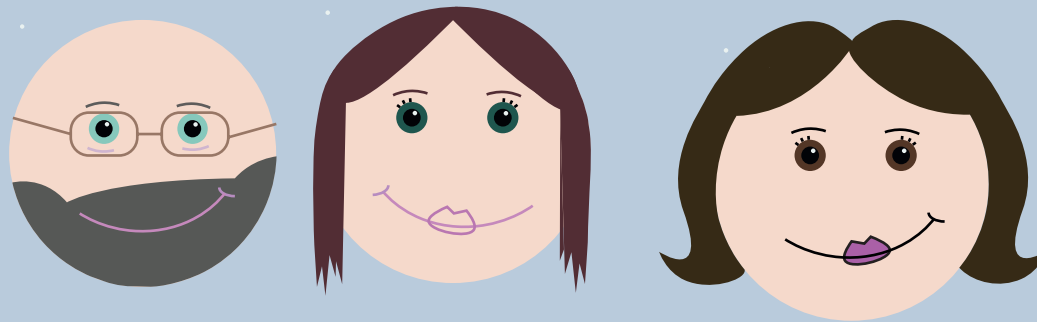


Tijl



Julie

TARGET AUDIENCE



- **Emancipated women and men of 18 years old or older**
- **The ability to show empathy**
- **Inhabitants of Europe**
- **They are active online**
- **They are socially engaged (“experiencers”)**
- **They are doers who take initiative (share content, donate...)**

TARGET AUDIENCE

Consumer insight: Attitude towards charity

- The general public puts great value into charity

(source: facts and figures UK charity sector)

Consumer insight: Attitude towards our theme

- Objectifying women has a negative impact on purchase intent
- Objectifying women has a negative impact on brand reputations
- Objectification has a less pronounced but significant negative effect on awareness, brand message, and further action among key consumer groups

(source: womennotobjects.com)

Concretely, this means our target audience is susceptible to change, considering they have a more positive attitude towards women who are not being objectified.

RESEARCH FINDINGS

Survey: people usually don't know EWL, and usually think of extreme organisations when they hear the word 'feminism'.

Herstory: show 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.



Women Not Objects: show that people have a more positive view towards women in advertising when they are not objectified.

Like A Girl: shows that using the voice of witnesses is a very effective way of influencing positive behavioral and mental change.

OBJECTIVES

Our campaign will focus on transformational positioning

1. Imply a change in mentality concerning the inequality between men and women and show our target audience how they can be part of a movement that is willing to change this.
2. Trigger a certain emotional connection that will make our audience inclined to make a donation.

Brand Attitude

We definitely need to focus on establishing a positive attitude towards the brand. A decision to make a purchase (in our case: make a donation) is more than often based on emotions.

Behavioural intention

The intent of the campaign is to inspire our viewer to take action. He or she follows the direct call to action, by making a donation or learning more about our campaign and what we stand for.

OBJECTIVES

How will we do that?



Raise awareness with **35%** over 3 months amongst our target group about gender inequality and make them realize this is happening in everyone's daily life.



Raise awareness with **35%** over 3 months amongst our target audience about EWL and member organisations. Feminism is more than extreme feminist groups.



Engagement on social media by **35%** of the target group over 3 months and by **50%** over 6 months.



Increase campaign donations by **20%** over a 6 months.

CHALLENGE

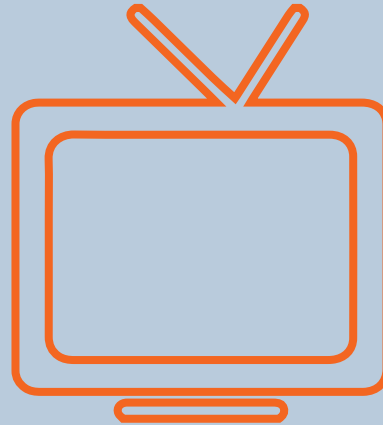


It is paramount our campaign distinguishes itself as reasoned, sober, down to earth, yet emotionally engaging and is **not associated with extreme organisations** like Pussy Riot or INCITE!

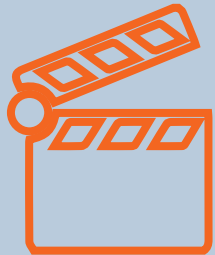


Why should our audience believe us? Because we will use real life examples of women who, despite the social disadvantages they've been given by mother nature, **achieved greatness**. We're talking about real women: people who are our friends, sisters, daughters, cousins, who play a significant part in our lives.

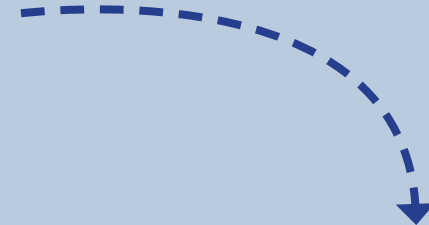
IDEA



Our campaign will revolve around video content.

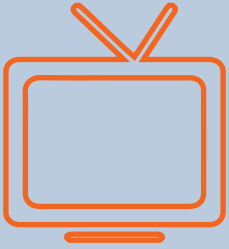


The main component of the video will consist out of interviews.



This video content will be used as promotional content which will be launched online.

IDEA



The video will focus on an interviewer. She will interview multiple (young) women who have either outstanding respectable professions or who perform a prominently male job. Either way, they are successful in life. This to show that, **despite the sexism present in our society, women shouldn't be held back by this or think they are any less.**

This video will be 1 minute and 30 seconds long. This It is a montage of all the best responses, made up out of motivational and engaging responses, with a call to action in the end by our interviewer:

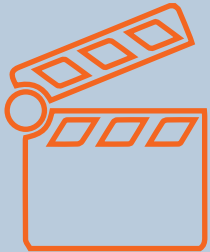
"Your sister has the potential to be the next big entrepreneur this world has never seen. Your daughter might be the next olympic medalist who will honor your legacy. **Let us not make them think they are any less.**

Who are you 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"

Say no to discrimination; make a donation!"



IDEA



Our interviewer isn't just any interviewer:

- A British or Irish girl
- About 10 years old
- Dressed professionally (like an interviewer or news anchor)
- Very witty and smart

She will be the face of the campaign as our 'mascot' (**Existing example: Kid president**). **The honest and unapologetic personality of a child will resonate well with the nature of this campaign.**

Questions posed by our interviewer

- Do you notice any differences in the way people interact with you, compared to your male colleagues?
- Did you notice any differences between you and your male peers while building your career?
- Did you ever have the feeling like someone didn't take you seriously because of the fact you were a woman in a predominantly male environment?
- Was there any point in your life you were made fun of or picked on for being a woman?
- How did you deal with this? Did it fuel your motivation to do better, or did it weaken your resolve?
- How would you react to someone who told you, you weren't fit to perform your job because you are a woman?
- Do you have a message for girls who feel less valuable compared to boys, because of their gender?

QUESTION:

Did you ever have the feeling like someone didn't take you seriously because of the fact you were a woman in a predominantly male environment?

*"It is frustrating for many women to make themselves heard through the gender-filter that simply doesn't hear the female voice as a tone of leadership. That's why I worked extra hard to prove everyone in the company wrong. And now? **Now I run the company.**"*



QUIRKINESS OF OUR INTERVIEWER:

COMPARABLE TO KID PRESIDENT

HOW TO
CHANGE
the WORLD
(a work in progress)

<https://www.youtube.com/watch?v=l-gQLqv9f4o>

IDEA



Own website

- We will have a website dedicated to this campaign.
- The main page will consist out of a small introduction, with our main promotional video.
- There will be a clear donating button on the main page.
- There will be a seperate section on the website for the full interviews.

Social Media

- Our Facebook will be used to spread the main video, and content on certain campaign moments.
- The end of the video will have a clear call to action:

Who are you 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”.

Influencers

- Ask influencers to help us spread the word.
- These influencers have a large following online, for example:
 - Kurkdroog (Belgium)
 - PewdiePie (Sweden)

MEDIAPLAN

PHASE 1

- Build & launch of our website.
- Build up our social media components (Facebook).
- Launch of our video content on our website.



PHASE 2

- Sharing the promotional video throughout our social media (#donthatedonate).
- Day of launch: international women's day, 8th of March.
- Involve the influencers: ask them to share our campaign and talk about the issue of gender-inequality.



PHASE 3

- Receive donated amounts of money.
- Communicate the progress of the campaign with our followers, and how the money is being spent.



MEDIA PLAN

PHASE 4

Use campaign moments, e.g.:

1. Intern. Day Of Democracy
2. Intern. Day For Tolerance
3. Intern. Day for Elimination of Violence Against Women
4. Human Rights Day
5. Intern. Day of women in science

This will be initiated by sharing:

1. Our full interviews
2. New influencers
3. Shero Stories by our audience



PHASE 5

- Through a tracking code (Analytics) we can determine which channels are most efficient.
- This way we can see which channels lead to the maximum amount of conversions and how we can make these channels even better.



SHEROES

