



Profile

Team Name : GRLPWR

Campaign name

Picture This

Campaign background

With 'Picture This' we want refugee children to feel welcome in Europe. This campaign wants to achieve this by letting children between 6 and 12 years old make a drawing for refugee children. These drawings answer the question "how would you make a refugee happy?". We want to encourage as many schools as possible to join the competition. It takes place between the pupils of each school but also between the different schools of each country.

There are two prizes. The first one is for the drawing with the most votes in every school. These drawings are getting used in a work of art made by a famous artist. The second prize is one for the school who achieves the most votes in total in every country. They receive a certificate for being the most welcoming school. This school also receives drawings back from refugees as a way of saying thank you.

In addition, all drawings are collected at the national office of Amnesty International. Afterwards they are sent to children in refugee camps.

How are the winning drawings selected? People can vote on the drawings on the I welcome community page on the Amnesty International's website. We will make different categories to make it easy to find the right drawing. The countries and the provinces will be listed alphabetically. There will also be a subdivision for schools and their classes. People have to register and give their email in order to vote.

Our desired response from the campaign is that people get a positive mindset towards refugees. And that the refugees notice that we want to take action to help them, so that they feel welcome.

Campaign summary

'Picture this' is centred around a campaign where kids draw things for refugee children. They get the task to draw how they would make a refugee happy. Thereafter, in each school, one pupil wins. This kid has to collect the most votes. An artist will take care of the best drawings of each school. This person has to create a creative artwork that creates buzz and awareness. The rest of the drawings will all be sent to refugee camps and spread among the children.

Additional information

The school will scan and send the drawings from the children to Amnesty International.

Conducted Research

The values propagated by Amnesty are mutual respect, universality and indivisibility of human rights...

Amnesty is doing its best to achieve these values, also for refugees.

But what are refugees and why do they leave their country?

A refugee is a person who has fled their own country because they are at risk of serious human rights violations there. Currently there are over 21 million refugees in the world. The majority of them live in developing regions. An asylum-seeker and a migrant are not the same as a refugee. An asylum-seeker is someone who is seeking international protection abroad, but hasn't yet been recognized as a refugee. A migrant moves from one country to another, often to find work. Other reasons are: wanting to join relatives, escaping natural disasters...

Most refugees come from:

- 1) The conflict in Syria
- 2) The ongoing violence in Afghanistan and Iraq
- 3) Abuses in Eritrea

Most migrants go to:

- 1) Germany -> receives the highest number
- 2) Hungary -> The highest in proportion to its population

The poorest countries receive the biggest amount of refugees, this is unacceptable.

These refugees flee by two different routes. The Turkey-Balkan-Germany route. That's a short sea trip but a long journey over land for 7 days. Secondly there's a Libia-Italy-Germany route. That's a dangerous sea trip from 6-12 hours with a short journey over land. According to the International Organization for Migration (IOM) more than 1.001.700 flee by sea, almost 34.900 by land in 2015. The journey is really dangerous because many boats are overcrowded. Thousands of people already drowned in the Mediterranean Sea.

We found out that the global community needs to shift its thinking on assistance to refugees - with a greater emphasis on long term-planning, employment opportunities, livelihoods, self-sufficiency. The reasons for decreases in sympathy are: security/terrorism and the economic cost of taking in refugees.

We also looked at personal ideas of European citizens towards refugees:

- Two out of three agree that national governments should do more to help refugees fleeing war or persecution.
- The majority of the citizens do not express their true opinions about the refugee crises for fear of being judged.
- 39% thinks that immigration is the most important issue at the European level at the moment according to the Standard Eurobarometer.
- 80% would accept refugees in his/her country.

Key consumer insight

We focus on the fact that people are more likely to get involved when something is happening in their surroundings. Parents will be motivated to support their kid and thereby, they will also support the I welcome community website. They will do anything so that their kid can win the competition. Because of that, the surroundings of the parents such as nieces, uncles, friends, the bakery at the end of the street, ... will also get informed about the competition and encouraged to vote on the website.

Prioritized objectives

Our diagnosis of the European situation towards refugees highlighted a lack of awareness and positive perception. We would like to achieve following objectives:

- Raise awareness about the fact that we should welcome refugees by 10% over 3 months among our target audience
- Improving the perception of the refugees by 20% over 6 months among our target audience
- 1/4 of the primary schools in each country joining the competition
- Receiving on average 5 e-mail addresses per pupil who made a drawing

Proposed strategy & tactics

We decided to focus on people between the age of 18 and 34 years old because young people are more positive towards refugees compared to older people. We based our choice on following arguments:

- Young people between 15 and 25 years old are willingly to support good causes
- 72,6% of the European people between 18 and 35 years old welcome refugees into their country
- People between 18 and 34 years old are known as persuadables which means that they are capable of being persuaded

But then why did we create a campaign involving children? We want to make clear that this is not our target audience. The children take part in the contest and because of that, parents will want their child to win. The children are between 6 and 12 years old, so their parents are still at a young age. This is the reason why we reach target audience so well. They will encourage people in their surroundings to vote as well. Because it will be a great honor if their child could win the competition at school.

Within this process, we reach our target audience perfectly. First of all, the parents and secondly, their network. This could be a niece but the bakery at the end of the street as well.

Campaign Evaluation

First of all, we will measure the impact of our campaign by looking at the total of schools entering the competition. Secondly, we will focus on the amount of e-mail addresses, added since the launch of the campaign.

This way, we get an overview of the amount of people who took action or became aware of the refugee crisis.

Creative brief

Our campaign is designed to give children the opportunity to make refugees happy, to show them that they are welcome. It will also help to make people aware of the terrifying circumstances where the refugees live in. And to show them that these refugees are also children who want to play like their children. Hopefully this will encourage them to change their mindset towards refugees.

Our strategy is to anticipate the fact that parents will do everything for their children. The chance that their child wins the contest is real, because in every school someone wins. To make sure that their kid wins, they will ask friends, family, neighbours and so on to vote. The power of their love will be stronger than the fact that they don't want to give private information. People are also willing to do more when the topic is personal. By using their children we make a distant topic, like refugees, personal.

Creative execution

Start: We start the campaign by sending a letter to several schools in Europe. The letter clarifies the campaign and encourages schools to participate. We design the letter in the corporate identity of Amnesty.

Middle: The website is easy to find and accessible for the target audience. The drawings will be displayed on the page and you can vote for them by giving your email address. We also use social media to generate more awareness around the campaign.

End: At the end of our campaign we work with an artist. He creates works of art with the winning drawings.

Media plan

1) Direct marketing

Before the launch Amnesty will send two letters to the schools. The first one is for the schools. It will explain what the campaign is about and what they have to do to participate.

The second letter is for the parents. Its purpose is to inform and encourage them to gain a lot of votes.

2) Website

We will use the I welcome community as a platform for the contest. All the drawings will be displayed on this channel and it's also the place where people can vote on them.

3) Word of mouth

Word of mouth is the center of our media plan. We count on the parents and family to spread the word about the campaign and to persuade other people. In this way we will reach a lot of people and increase awareness as well as action.

4) Digital marketing: social media

We will be active on social media (Facebook, Instagram and Twitter). The posts will be created to inform people about the campaign. These messages also keep the campaign alive.

5) Local news

The local media will report on the actions of the schools. It will increase public awareness.

Media

- [soc med 1.pdf](#)
- [soc med 2.pdf](#)
- [soc med 3.pdf](#)
- [29134149_1586265271443319_1431382068_n.jpg](#)
- [Brief-naar-ouders-2.pdf](#)
- [Brief-naar-school-2.pdf](#)
- [28939449_10210966166450323_714291442_o.png](#)
- [28944143_10210966166490324_13724405_o.png](#)
- [28943181_10210966166610327_244939926_o.png](#)
- [29003617_10211363415577900_1055305280_n.jpg](#)
- [Amnesty Presentation.pdf](#)