



## Profile

Team Name : ESP4

## Campaign name

In the name of refugees

## Campaign background

The main essence of our campaign is to improve the way people perceive refugees in order to make them aware of the refugee crisis and to encourage international mobilization and intervention by states.

Thanks to our campaign we are looking forward to obtaining a real solidarity between communities and states through the IWelcome Community in order to better protect and also welcome refugees.

From our research, even the most powerful states have turned in upon their national interests to the detriment of the international solidarity. Politicians tell us they are concerned by the immigration in their countries but they don't really act. There are still many people who consider migration as a danger. Moreover, the world is getting used to the fact that the international community is unable to put an end to the massacres.

"In the name of refugees" campaign highlights the fact that we have heard a lot about refugees through the media but paradoxically, we haven't found out more about their stories and identities. The society perceives refugees as a dehumanized mass of people. Even though people want to be openminded about this issue, they are mainly misinformed. Thanks to our campaign the target audience will have a feeling of empathy and a sense of connection when discovering the fate of the refugees.

Our campaign will give people the power to make difference. They will have the opportunity to influence the public opinion by claiming the refugee's real names and stories behind them, the power to transform the society into a more welcoming place for the refugees.

Changing perception is not a fast process, we have therefore set up three main steps to bring the idea to the world:

Teasing: #NoName  
Revelation: #FindMyName  
Action: #ClaimMyName

More details in the attachments.

## Campaign summary

Our starting point is the fact the refugees are faceless.

"In the name of refugees" campaign will improve the way people perceive refugees.

How does it work?

The first thing that defines a human being is his name. We are encouraging people to give refugees

their dignity back by claiming their names.

How could we be so sure that it would work?

By claiming their names, the society confirms an individual's existence and acknowledges its responsibility towards them which proves it is ready to welcome them.

## **Additional information**

Over 65 million people have been forcibly displaced from their homes.

We imagine a mass of people trying to make their way to Europe. But this vision is out of touch with reality.

In fact, 21,2 million people have left their countries and have become refugees.

84% of refugees live in developing countries.

36 countries have violated international laws by illegally returning refugees to their native countries.

Moreover, in 2015, 90% of the lifeless bodies washed up on the beaches of Italy, Greece, Turkey have never been identified. It's like they never existed.

## **Conducted Research**

At the initial stage, our analysis began by secondary research in order to have a better understanding of the refugee crisis.

First of all, we made an analysis of Amnesty International and IWelcome Community. It included all the press releases, and internal communication (campaigns, social networks, direct mails).

Secondly, we applied the PESTLE analysis (political, economic, socio-cultural, technological, legal, and environmental) through specialized websites such as UNHCR, the Un Refugee Agency, press releases, and also reports such as "Connecting refugees", 2016, "An Economic Take on The Refugee Crisis, A Macroeconomic Assessment for the EU", 2016, "Global report 2016", 2017.

Finally, we conducted an analysis of Amnesty's competitors in order to learn different approaches of other actors regarding the refugee crisis (campaigns, social media strategies, websites, and projects). It included the research of innovative projects, new tech such as websites connecting refugees and citizens or companies, mobile apps with an access to the essential information, or games trying to arouse awareness from the citizens.

The field research:

At the same time, we have initiated the field research and met some NGOs bringing solutions to the migrant crisis such as Singa. We have attended some information meetings and learned about the refugee status, the politics of welcoming in France, socio-ethical codes of different cultures, and friendships between refugees and French people.

We had an opportunity to meet a several refugees living in France. Inna, Foday, Carlos, Mohanad, Déo, Yaser, and Mahamed. They are entrepreneurs, artists, journalists, students in Sciences Politics and have shared their stories with us.

And we also discussed with Nathanael, Alice and Guillaume, the co-founders of Singa, who explained us their vision of the integration of refugees in France and worldwide.

We also have attended the prescreening of Human Flow, a film directed by Ai Wewei followed by a discussion with the director in Paris. The event was organized with the help of Amnesty International.

## **Key consumer insight**

"I know that the current situation is a problem.

But I mostly see refugees as a mass of people and I don't feel concerned in everyday life."

## **Prioritized objectives**

A three-phase plan to improve the way people perceive refugees over a period of 4 months:

1st: rouse the public's interest

During the first phase we will involve the community of Amnesty International. This operation will be mainly measured by the number of participants.

2d: raise awareness

The second phase revealing the campaign to the world will be mainly focused on the IWelcome Community platform. The communication will be measured by the website KPIs (here below).

3d: action

The last phase will make people react.

More generally, our campaign will be evaluated by social media and press reactions.

## **Proposed strategy & tactics**

Our research unveiled 3 types of behavioral attitudes:

- "I don't feel concerned..."

This category of people is disconnected from the issue. It does not concern them in their daily lives. With the overload of information in the media, the migrant crisis disappears in the background.

Our strategy is to create buzz-content using billboards and social networks in order to make them reflect on the issue. The target audience will have a feeling of empathy and a sense of connection when discovering the fate of the refugees.

- "I don't feel concerned but..."

This category of people is influenced by the opinion of their entourage, making it difficult for them to state their personal attitude openly.

They are not against welcoming the refugees but they don't think that it should be a national priority.

The platform will make them aware that the refugee crisis deserves as much attention as other issues. Via social media and the website, as well as during the ClaimMyName operation, our campaign will give these people a chance to be heard. With the feeling of being part of a majority, the target audience will be more inclined to express themselves more freely.

- "I feel concerned but..."

They are very conscious of the problem and often involved with NGOs focusing on the migrant crisis. Some of them are members of the IWelcome Community.

However, with the stagnating and worsening situation in Europe, they are losing hope.

We will offer them an opportunity to act by simple and effective means such as guerilla operations, the website's CTA, and the ClaimMyName operation.

The emergence of a new movement should restore the target's hope and their willingness to once again be involved and to become an opinion-leader in their communities and amongst peers.

## **Campaign Evaluation**

In terms of KPIs:

Street operation: number of people who participated in the street operation, number of RT, number of hashtag and publications posted.

Website: unique website visitors; pages viewed per session; average time on page; top landing pages; online search queries; number of click to CTA buttons; number of donations and signature collected;

More generally, our campaign will be mainly evaluated by the number of hashtags on social media and press releases.

The campaign will enable us to collect citizens information including age, nationality, email addresses through the website and thanks to the photo booth during the festivals.

## **Creative brief**

Our concept: every face deserves a name

Every refugee deserves to be considered as a unique individual in order to be considered by society. They are forcibly displaced from their native countries in order to find a secure place; everything that matters to them is gone; they are searching for the meaning of their lives; the only thing that they have is their birth names.

The first thing that defines a human being is the name.

Our campaign will give the opportunity to all citizens all over the world to give refugees their dignity back by claiming their names and stories behind them.

This campaign will also allow all citizens to reconsider the refugees as individuals as well by meeting them and share moments together.

The campaign will respond to the target's needs such as:

- finding a way to contribute to the society and to have a feeling that they themselves are helping to make the world a better place.
- obtaining personalized, interactive and simple content to share.

## **Creative execution**

The Billboard pictures will show the diversity of ethnicities, ages and faces. Each picture will feature a different background in order to individualize portraits.

Our campaign will be available on the IWelcome website which has a portrait gallery and a search bar in order to personalize the target's experience and to facilitate the identification of each individual.

Depending on the background and personality of each refugee, we suggest assigning different types of CTAs. The CTAs will send the user to NGOs near their home in order to meet and communicate with refugees.

## **Media plan**

Our media ecosystem is made of 3 major steps with the website at its center:

- Teasing #NoName:

Direct mail, guerilla marketing (in European capitals), social media

- Revelation #FindMyName:

Launching of the campaign on the website (gallery of portraits), movie revealing the concept shared on social networks, sponsoring on Facebook and Instagram, event communication

- Perpetuation and action #ClaimMyName:

Teasing of the event during the UN Summit on social media, guerilla operation (projection of movies on the buildings). partnership with the NYT. partnership with Netflix

You will find more details in the attachments.

## **Media**

- [1 Presentation Agency LINK.pdf](#)
- [2 Concept Explanation.mp4](#)
- [3 Phase Revelation Concept Movie.mp4](#)
- [4 Platform IWelcome Community.mp4](#)