



## Profile

Team Name : The Advocados

## Campaign name

They have no choice

## Campaign background

Our campaign aims to raise awareness on the refugee crisis, and the reasons refugees take on this dangerous journey. Many countries citizens are not willing to welcome refugees for a variety of reasons, creating even more barriers in the refugees' search for safety.

By highlighting the issue from a different point of view, we're creating an approachable campaign. Using inviting imagery and ambiguous headlines our campaign differentiates itself from others, which are easy to ignore.

Our research identified a common misconception amongst citizens of these European countries which are that 'economic migrants and refugees are the same'. This misunderstanding creates hostility towards refugees as EU citizens believe they are merely 'traveling' to the EU to claim benefits and not fleeing from war. Therefore, the key message of our campaign is that refugees have no choice.

The audience we are tackling are people who are misinformed and therefore reluctant to welcome refugees into their communities. We believe that these are the people who are preventing the movement currently, and will prevent change in the future; regardless of positive attitudes that may exist. By educating our audience we are able to change mind sets and start a movement.

Our campaign will consist of two phases. The first phase lures in our audience, and the second phase surprise and educates them. By using a range of media, such social media posts, video content, email marketing and influencing online engagement we are able to target a wide range of people who may have the same pre-conceptions. This common belief is not tied to one age group but is a widespread problem.

Our goal is to educate by showing the reality and therefore promote iWelcome as a force for change through sign-ups.

(Please see presentation)

## Campaign summary

Refugees are forced to flee due to war. By creating a holiday-esque advert scattered with remnants of the refugee struggle, we contrast the audiences' interests with a real-life problem.

This puts a mirror to the audience through the dual meaning of the copy. What may be a 'getaway' to them, is different to refugees.

The strapline summarises our key message of the refugee reality; coupled with the direct link to the iWelcome sign-up page we aim to make signing up easy. (please see presentation)

## Additional information

N/A

## **Conducted Research**

First and foremost we looked into Amnesty International's work, publications and values, giving us a clear understanding of what they stand for and how we can reflect this in our work. We put ourselves in the mind of our audience by going through the sign-up process and taking in the experience. This showed us the emotional reward that comes with supporting causes, even with minimal effort (such as online sign-ups). With that we also saw a potential for an easier process of signing up, possibly through Facebook.

We conducted research on the current refugee crisis, looking at articles online, documentaries, podcasts and even 'homemade' propaganda videos on Youtube. This gave an insight into both negative and positive information. Our research validated why people may have negative opinions on refugees as the term was often confused and misused in fabricated radical footage.

Lastly, we spoke to a variety of people, not telling about the brief, simply asking their opinions on the topic. Again, the results were the same, the terms refugees and migrants were confused and many stated that "they would just steal our jobs".

(please see presentation)

## **Key consumer insight**

Many people don't know the difference between migrants and refugees which confuses their opinion whether to welcome them or not.  
(please see presentation)

## **Prioritized objectives**

Our objective is to educate the misinformed by illustrating the difference between their beliefs and the reality of the refugees, therefore driving sign ups to iWelcome.

(please see presentation)

## **Proposed strategy & tactics**

Our audience enjoys traveling, contrastingly refugees don't. These contrasting interpretations intrigue our audience when seeing the campaign. We show the refugee crisis from a different perspective.

Phase 1 draws in the audience, which may otherwise be resistant, by collaborating with the airline "Ryanair". Utilising Ryanair's Facebook page, a "getaway-giveaway" is hosted, promising the "winner" a "life changing trip across Europe". This fake giveaway will also be promoted through an ambient piece and leaflets, gaining further engagement; meanwhile not mentioning refugees. All audiences are driven to the Ryanair Facebook page through the giveaway, where, after sufficient build-up, the "reveal" video is posted.

This video sets the scene for the travel themed refugee adverts to come. We're evoking empathy by bringing the issue closer to the audience. An interactive call-to-action drives viewers to sign up in the moment of surprise. It is directly linked to the sign-up process, cutting down time and effort to sign up. This video ends phase 1, setting the stage for phase 2.

Digital print adverts follow, mirroring this message through idyllic holiday scenery, dual meaning headlines and a hard-hitting tagline.

Instagram video adverts will be released targeting audiences where they spend a lot of time and are open to watching content.

To further reinforce the message offline and online, we are sending direct mail and emails making sure the message is seen and sign-ups are driven in-home as well.

Finally, twitter posts by Amnesty will be circulating our message with the hashtag #iWelcomeRefugees. Sparking conversation, shares and driving awareness. We aim to be engaging, creating a real movement, not just a short-lived trend.

The audience can support the campaign by changing their Facebook cover photos to one provided by Amnesty, re-iterating the message of the campaign and creating a movement within their communities.

## **Campaign Evaluation**

Our campaign aims to have high impact not only on the online community but society as a whole. Movements can start with one person speaking up and others joining. Effectiveness of our campaign can be measured by shares, likes and the use of our hashtag. An increase in sign-ups can also determine success of the campaign as well as the reach it had. In the long term, a change of societal attitude and an increase in refugee safety in all EU countries may show the overall success not only of our campaign but also the iWelcome movement.

## **Creative brief**

### Insights

Many people don't know the difference between migrants and refugees.  
The majority of misunderstandings and negativity on refugees, comes from right-wing supporters and the misinformed.  
People become desensitised to negative news broadcastings.

### Target Audience

The audience are people that are misinformed due to their environment, news outlets that may confuse them by only portraying a fraction of the refugee crisis and blurring the definitions between refugees and migrants.  
They are not racists they are just confused.  
They are active on social media.  
Age 18+

### The Challenge

Convince people to welcome refugees into the EU

### The Objective

To get them to sign up to the iWelcome website.

### Tone of Voice

Holiday themed.  
Strategy

To inform the audience on what a refugee actually is and to undo the confusion that has arisen.  
Proposition

Know the difference

(Please see presentation)

## **Creative execution**

The campaign will feature mainly online as this is where the majority of the audience receive their news in regard to opinion-moulding information. By sharing the giveaway on Facebook, it will influence more shares as it is easy and natural for the audience to do so and is already part of their behaviour. We felt it important to target a variety of different age groups as we identified it is the negative perceptions that they have in common. Therefore, we used a variety of different mobile mediums such as email marketing, digital prints and YouTube.

## **Media plan**

The campaign is predominantly social media driven in order to spread the message as quickly and far as possible. This is particularly evident through Phase 1 as it aims to lure the audience in with the promise of a holiday and encourage them to share to create buzz and at this point the true message will be revealed, thus taking them by surprise. The ambient works to spread this message further recognising that social media will not be able to target every person needed. This sharing theme echoes throughout through the use of cover photos reinforcing the aim to turn this into a movement for Amnesty.

## **Media**

- [TeamAdvocados.pdf](#)