



## Profile

Team Name : MCE 4

## Campaign name

It Could Be You

## Campaign background

The issue of the refugee crisis has been shown on many occasions in the media, and the picture of a Syrian three year-old child — Alan Kurdi, found drowned on a Turkish beach in September 2015 — has highly contributed to raising awareness about the crisis.

Nevertheless, the involvement in this cause and the efforts towards the resettlement of these populations have remained insufficient. Only 30 countries run some kind of refugee resettlement programme, while 72.8% of young Europeans think their country should welcome them. The solution thus seems to rely in the engagement from individuals.

With this campaign, we wish to send a positive message to the Europeans who are aware of this tragic situation, and make them realise that they can be part of a community that takes real action when the governments do not: the I Welcome community.

The aim is for people to feel like they have a say in this situation and for them to figure out many different ways to help refugees and make them feel welcome. The campaign should help shifting the tone in the debate about refugees: from resignation and pessimism to hope and optimism. By presenting the real heroes of our society and showing how they gather for a fairer world, we aim to encourage people to take part in the I Welcome community and voice their discontent regarding the lack of action from governments. Little things can indeed make a big difference.

## Campaign summary

The 'It Could Be You' campaign seeks to convey hope and the possibility of a change. By shedding light on the small, helpful initiatives already implemented by many Europeans, we aim to show that helping refugees is easier than it seems and not that intimidating. We intend to play on the double-meaning of the slogan "It Could Be You": the refugee, but most importantly the one helping refugees. The campaign should help rally people around the idea that everybody could be a part of the I Welcome community.

## Additional information

Please note that all sources of mentioned studies and surveys can be found in our attached PDF presentation.

## Conducted Research

We started out by wondering if people were really ready to welcome refugees into their countries and into their lives. Misinformation and mistrust lead to confusion for a fair amount of Europeans. According to a survey conducted by Pew Research Center in 2016, 59% of 10 EU countries even believe that refugees could increase the likelihood of terrorism. In France, the Ifop institute demonstrated that 55% of the French population considered that there were already too many migrants in their country and that

it was not possible to welcome any more people.

However, a survey conducted by World Economic Forum in 2017 showed that 72.8% of people aged 18-35 think their country should welcome refugees. 27.3% of them would even welcome them into their own homes. But the issue is that they often do not know what to do to improve the situation.

Further research has shown that most NGO campaigns are ineffective because they convey shocking and guilt-inducing depictions of the defended cause. A study by Jennifer and David Hudson in April 2016 demonstrated that this type of campaigns can generate unintended consequences and prime emotions like repulsion that drive away potential donors and volunteers. On the contrary, the study evidences that by activating the emotion of hope, alternative types of campaigns increase the likelihood of involvement and increase respondents' sense of personal efficacy and power of action. For instance, people are more likely to engage for victims of a one-time event like an earthquake rather than for Syrian refugees; because they can see more easily the results of their donation or their volunteering in the first case than in the second one.

When feeling hopeful, people are indeed more likely to get actively involved.

## **Key consumer insight**

Most young Europeans are ready to get involved but they do not know where to start and most importantly, they do not feel like their involvement will change anything. They want to see how their commitment could genuinely improve the situation. They do not want to feel guilty, or angry. This is not how you get the most productive. They want to feel inspired, powerful and above all: hopeful.

Our campaign should trigger a sense of hope, a sense of belonging to a community. It should convey the message: "Individuals put together will make the world a better place".

## **Prioritized objectives**

This campaign seeks to touch the audience individually and offer them the opportunity to act. It also encourages a more global, positive movement:

- Change our target's vision of refugees: 40% go from an anxiety-inducing vision to a feeling of hope after 2 months of campaign
- Increase the IWelcome website traffic by 30%
- Increase the engagement rate to join the IWelcome Community by 20% in 4 weeks of campaign
- Trend on Twitter for 24 hours
- Obtain 2.5 million visits to the IWelcome website coming directly from Netflix (10% of the European subscribers)

## **Proposed strategy & tactics**

Because the refugee crisis can be such a topic of debate among Europeans, we suggest focusing on an audience that is already sensitive to the issue: young Europeans aged 18-35. Our primary target audience is the 25-30 year-olds, whom we could call "life beginners". As seen from our research, most of them are very sensitive to inequalities and injustices. They usually want to fight for noble causes but the issue is that they do not feel empowered enough.

The idea of the campaign is thus to promote initiatives made by individuals all around Europe and the world. Because we believe that every piece of marketing has a hero, we suggest putting the potential future member of the I Welcome community at the core of the campaign, as one of the "ordinary heroes" of our society. We all have the same busy lives, the same everyday problems but it is by getting together that we can achieve great things. We intend to shed light on ordinary people actively helping refugees, in order to show the audience how easy it could be for them to get involved in the

Community.

The campaign also relies on the aspect of sharing and belonging to a group, a life-changing movement: the I Welcome community. 94% of our target audience has at least one social media account. We expect the hashtag of the campaign and the partnership with digital influencers to contribute to its massive sharing on social media.

To touch our audience even more effectively, and because we do not want the campaign to appear as “just another NGO campaign”, we suggest a partnership with the worldwide-distributed streaming platform, Netflix. With an average of 27 million subscribers in Europe, we expect the campaign to be seen by a large number of young Europeans.

## Campaign Evaluation

The success of our campaign will be measured through several factors:

- Traffic and clicks on the I Welcome website and the Amnesty International website
- Shares and likes on social networks
- Trending topic on Twitter
- Traffic to the I Welcome website coming directly from Netflix
- Press coverage of the campaign and of the partnership with Netflix
- Measure European's vision of refugees by testing pre-campaign, during and post-campaign

## Creative brief

Research: Conducted research indicated that 72.6% of people aged 18-35 would welcome refugees into their countries. However, a study conducted by David Hudson demonstrated that NGO campaigns which trigger feelings of guilt and sadness are usually not effective. Whereas, if you show the actual results of people's involvement, the viewers feel like they could really have a role to play.

Audience: "I would like to see how my involvement with refugees could genuinely make things change. I would like to see that there is hope".

Proposition: Amnesty shows the audience that it could be them: not only the refugee, but most importantly the one helping refugees. It is about showing how small initiatives made by ordinary people who take just a tiny bit of their time to help refugees are very helpful.

Focus of the campaign: Encouraging the audience to think that, even at their own level, they can always do something that will make refugees feel more welcome. By giving the audience the opportunity to see easy initiatives and visible changes, they will feel empowered and motivated to find out more about the I Welcome campaign, get involved, and spread the word via their social media.

## Creative execution

The overall meaning of the campaign is "Don't be scared to take part in the process of helping refugees. It will be effective. People are already helping: It Could Be You" The campaign –especially through the video spot – encourages the audience to become one of these “ordinary heroes”. The colours of the video are bright; the voices are dynamic and encouraging. It seeks to show that the situation is not unchangeable, by using a tone of hope and positivity. We wish to gather people around the idea that if others can help, then why not you?

## Media plan

1. Create excitement and generate curiosity: a press release announces the campaign and a form of one-off partnership between Amnesty and Netflix. Netflix offers an additional window of visibility, compared to an exclusively social-networks-oriented campaign.
2. Be inspiring: put the volunteer at the center of the campaign to show the audience that helping

refugees should not be intimidating.

3. Share, share and share: use the voices of European digital influencers to make the campaign become viral and encourage the audience to share their own ideas with the hashtag #ItCouldBeYou on social media.

4. Where the magic happens: use the massive publicity of the streaming platform Netflix to reinforce the virality on social media.

5. Make it last: our video spot is the first of a series of short videos, all released throughout the month following the start of the campaign. Each video would show different ways used by the members of the I Welcome community to welcome refugees in Europe.

6. Gentle reminders: to maintain the campaign's effectiveness, show the initiatives made to help refugees at events like photography exhibitions (e.g.Paris Photo), or on the road with the I Welcome bus.

## **Media**

- [TeamCoquelicot.pdf](#)
- [ItCouldBeYou.mp4](#)