

Easier than you think

Whilst you go about your life, change someone else's.



The Oxymorons

Georgina Smith
Lisi Davis
Cicely Alderson
Jake Scott

Campaign background

Our campaign uses copy to highlight the simplicity of signing up to the iWelcome website. You do not have to take a break from your everyday routine in order to show your support for the refugee crisis; you can join the movement and continue seamlessly with your lifestyle. This is reflected through the light-hearted nature of our campaign that includes print, social media and a variety of experiential advertisements. Our extensive research showed that the refugee crisis is often shown in European media and therefore most citizens are aware of the issue. Moreover, we found that people shy away from helping the victims as they believe they cannot relieve the problem single-handedly. Consequently, we decided to avoid an awareness style campaign, and produce a strategy that showed it is easier than you think to make a positive impact. We expect to see an increase of signatures on the iWelcome website, as well as social media engagement as our target audience are found on that platform. For example, our audience could share images of the barista uniforms on social media. A large part of our campaign is dependent on the cooperation of brands, such as Uber, Pot Noodle and Caffé Nero. During our research, we found that these were the brands that our target audience predominantly used.

Campaign Summary

A fast paced copy-led campaign that uses a light-hearted approach to show how you can sign up to iWelcome during everyday life. The campaign subtly changes ambient platforms, such as Pot Noodle packaging, showing the consumer they can do something life-changing during short moments. The call to action is at the heart of every ad: "Whilst you go about your life, change someone else's". Our campaign shows the daily actions of different lifestyles to enhance the key message: great things happen when people come together.

Creative brief

Our strategy 'show it's easier than you think to make a positive impact' came from the insight that 'people support refugees already but think that issue is too big to tackle alone.'

Thus informing our proposition, 'It's easier than you think.'

The single-minded proposition focuses on the simplicity of signing up to the iWelcome website. It also dispels the myth that you cannot help the refugee crisis when you have a busy lifestyle. This is because even our busy target audience has small periods of time between activities during day to day life, that they could spend signing up to the movement, potentially changing a refugee's life.

Our audience should:

THINK- 'I didn't know that I could make a difference in such a simple and easy way'.

FEEL- encouraged to make a contribution to the cause.

DO- sign up to the iWelcome community and follow advice from the website.

Creative Execution

Our campaign involves specific mediums designed to target our audience whilst they have a moment of spare time. We have used specific product collaborations, such as Pot Noodle because it is an affordable and popular product chosen by our target audience.

The layout of our print ads is designed to be simple and clear so it reads as seamlessly as it fits into your routine. We have chosen a pastel colour scheme so our adverts stand out from others and do not intimidate our audience.

Prioritised Objectives

The principle objective of this campaign is to convey the ease of joining the iWelcome movement and demonstrate how every signature could be life-changing for a refugee. Our campaign highlights that during everyday life even our busy target audience has spare time, and these moments could be spent doing something meaningful.

Proposed Strategy and Tactics

The campaign will commence with the release of our print advertisements, in the form of an adshel, Spotify advert and social media posts. This will set the tone of voice for our campaign and will show the audience the ease of signing up to iWelcome website during everyday life.

Then we will release the online banner advertisements that centre around popular culture, as these are references that are widely understood by our target audience and help convey the ease in a light-hearted manner.

Whilst the print aspects of this campaign are running, we will release the ambient adverts, such as the barista T-shirt and theatre interval curtains. This will subtly interrupt our audience's everyday life, and demonstrate in real terms, the message of the print adverts.

We will then release stickers available online, so that our target audience can interact with the movement and place them in locations people can be found waiting. Through this, the audience will be actively encouraging others to join too.

The campaign expands over a range of medias to tap into our audience's lifestyle. Every time they see the adverts in a different medium it reinforces the key message, 'whilst you go about your life, change someone else's.'

Each area of the campaign is tied together by the call to action: 'search iwelcome and join the community of people supporting refugees.' in order to increase signatures on the website.

AMNESTY
INTERNATIONAL

