

# Baquette.

THE FRENCH MAGIC TOUCH



UNIVERSITÉ PARIS II  
PANTHÉON-ASSAS



EUROPEAN WOMEN'S  
LOBBY  
EUROPÉEN DES FEMMES

edcom

01.  
02.  
03.  
04.  
05.

# our team



01.

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the  
problem

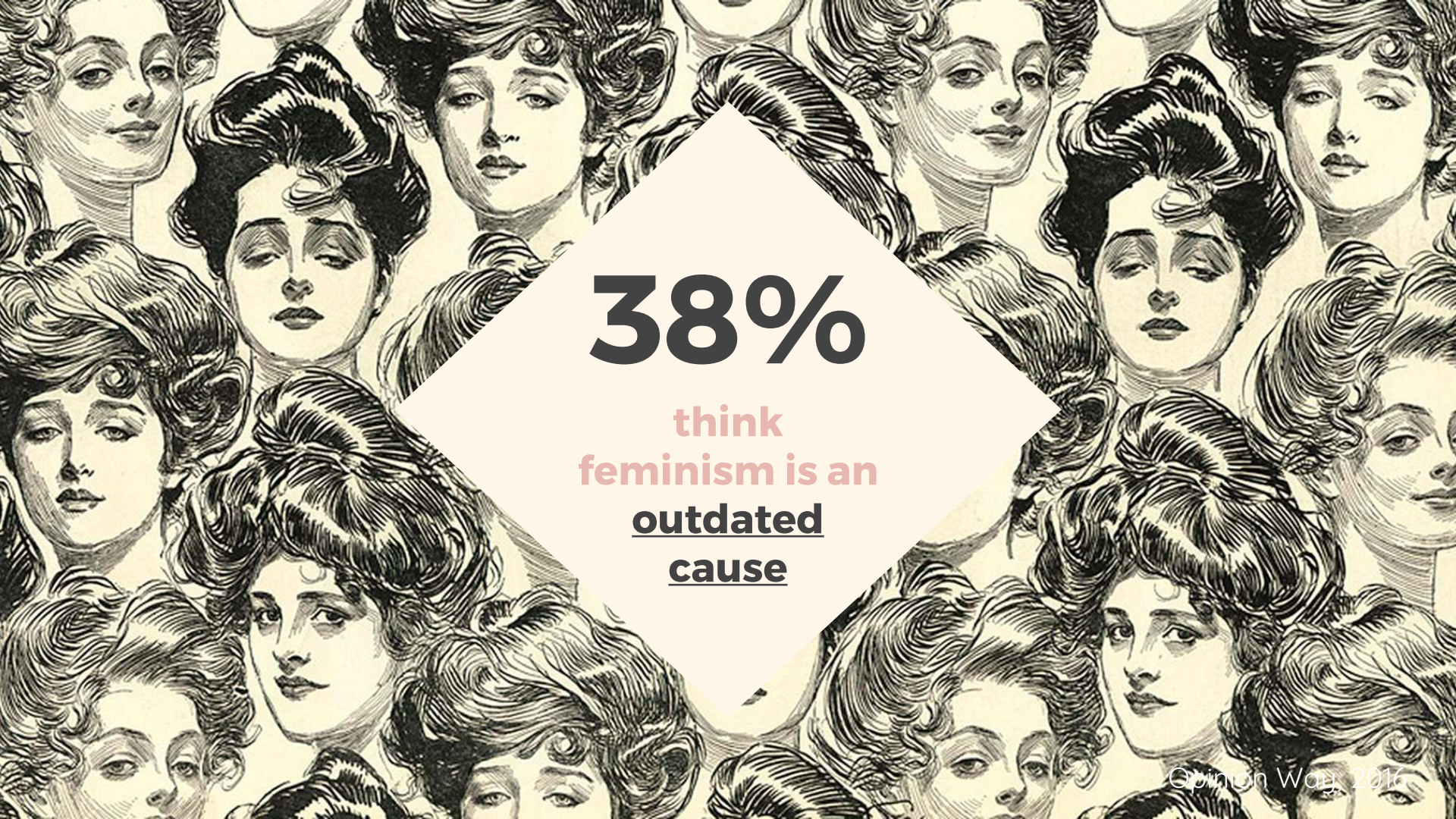
women

# 70%

of citizens  
**disapprove**  
some feminist  
movements







**38%**

**think  
feminism is an  
outdated  
cause**

MAR 1, 2017

An  
equal pay in  
**2095**

?

**And of course women must earn less**



01.

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05



our  
targets



# i'm not a feminist

**Who are they ?** They are disconnected from the issue and they don't really care about it. Swimming in an ocean of information, this is not the kind of catchy news they like to search for and share to their friends.

**Why not ?** They are not against feminism, they just feel that it's the last of their concerns cause equal rights are almost achieved. They don't feel the issue in their everyday lives and they don't look for further informations.

**What do they want ?** Some positive and funny content to share !

**What do they need ?** To be shown that women's right is still a current issue





# i'm not a feminist but ...

**Who are they ?** They are quite aware of the issue, they read the news and look for qualitative content, sometimes go to some talks to know more about the subject. They know there is so much to **but** they feel uncomfortable with the status of feminist.

**Why this “but” ?** Because according to them feminism is nowadays stereotyped because of the numerous violent manifestations and the mediatic treatment of the question. It's difficult to defend equal rights without been stigmatised as “feminist” or been in “fight”.

**What do they want ?** Another way to stand for equal rights, a positive one !

**What do they need ?** A proof that feminism is not a shame



# i'm a feminist but ...

**Who are they ?** They know the issue quite deeply, they like many feminist pages, they sometime read Causette, they know some women's organizations and often participate to demonstration. **But** they are losing hope because the situation is stagnating in Europe.

**Why this "but" ?** Because it's a heavy burden and things are moving too slowly. There is so much to do but the situation sometimes seems frozen when it's not declining ... *"One step forward, two steps backward !"*

**What do they want ?** Hope, courage and good news !

**What do they need ?** Some simple means of action.

- 01.
- 02.
- 03.
- 04.
- 05.



# our objectives



**Raise awareness** **50%**  
about women's rights by over 3 months



**Improving the perception** **40%**  
of feminism by over 6 months



**Engaging citizens** **30%**  
at national or european level by over 6 months



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our  
challenge



**Open the eyes of European citizens on Women's Rights Herstory and to involve them / while they feel little concerned by the cause.**

- 01.
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- 03.
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- 05.



**our**  
**strategy**  
the wrapping technique

two wishes

HALF  
FULL

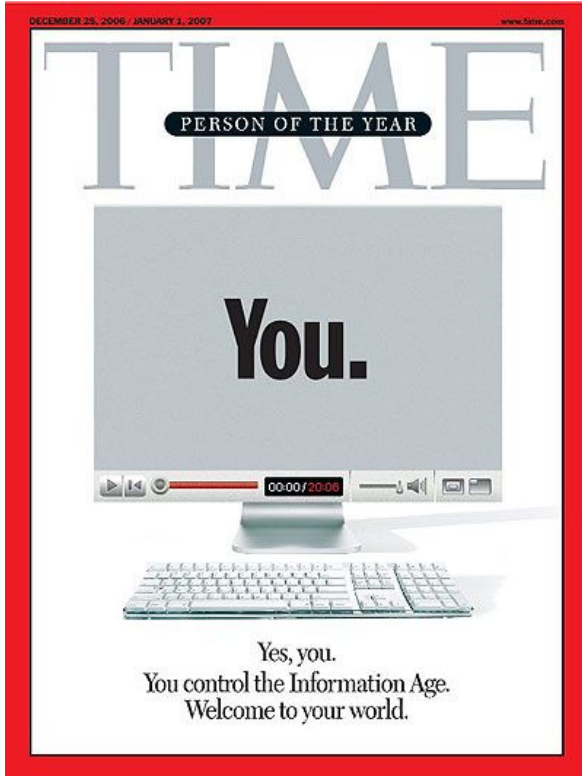


a positive  
point of view

HALF  
EMPTY



two wishes



a personal matter

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**our  
idea !**

the idea



do you really know the  
story of your **birthday** ?



the idea

**the day when herstory  
became your story !**

the idea



another  
story.eu

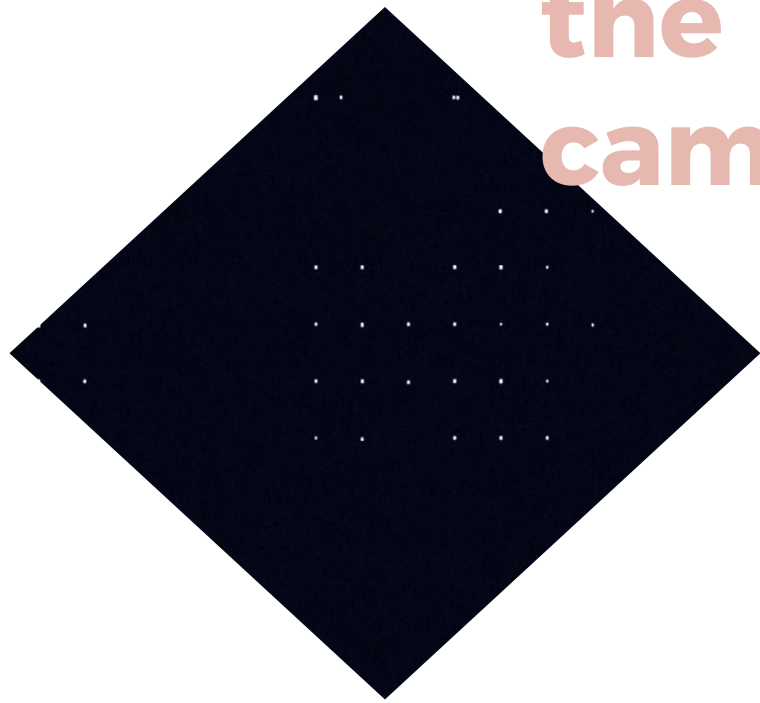
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the  
campaign

website

# the heart of the campaign

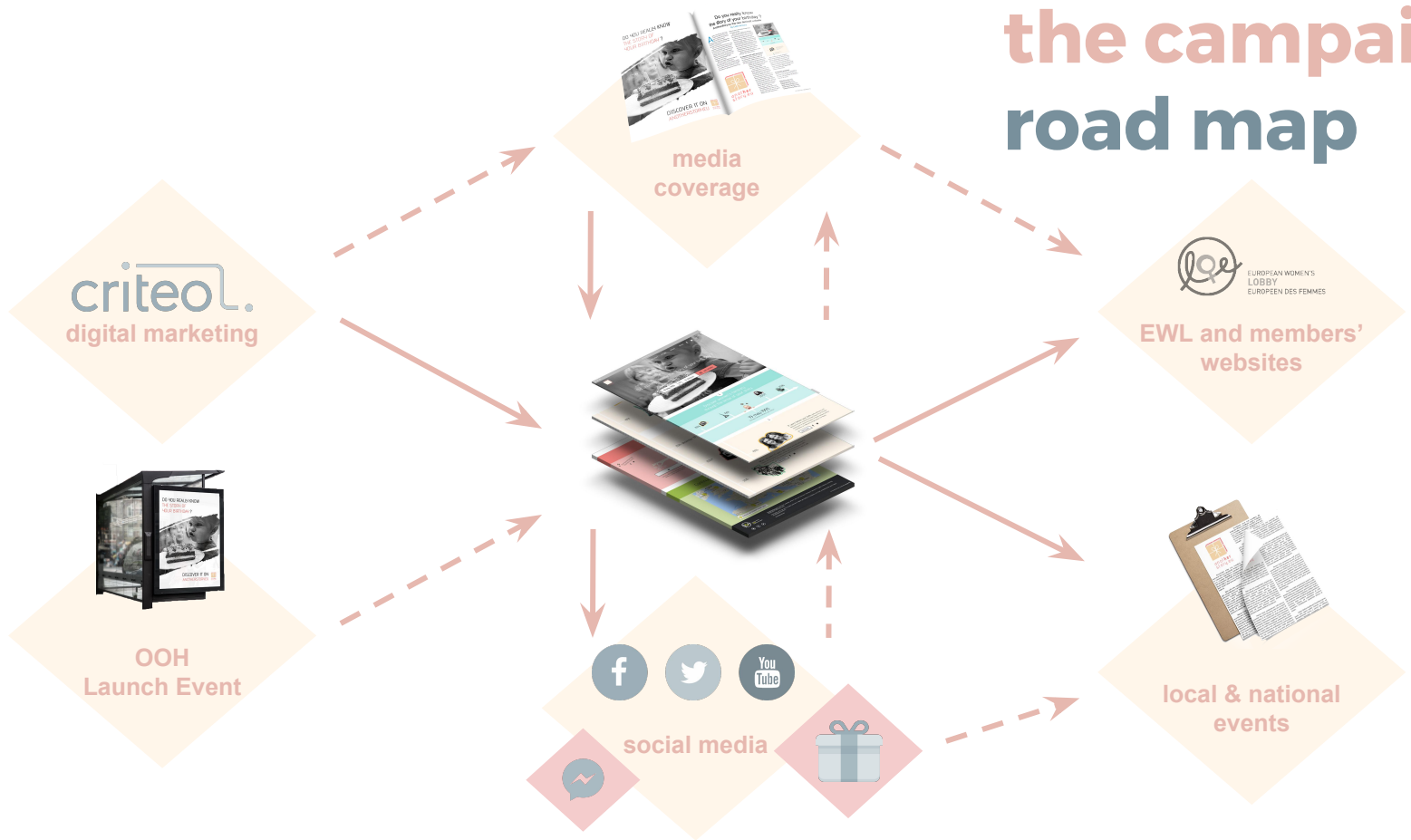


[Click to discover  
a mock up](#)

A **website** where herstory  
becomes concretely your story



# the campaign road map



# campaign launch

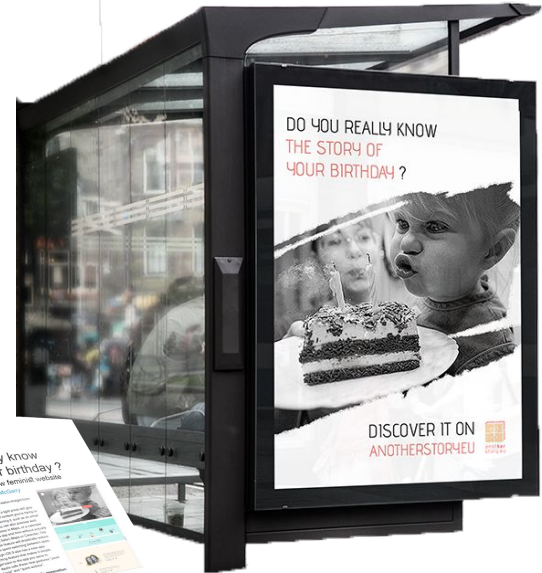
## create a media buzz

Launch event

PR campaign

Display advertising

Real Time Bidding



# social media make people talk

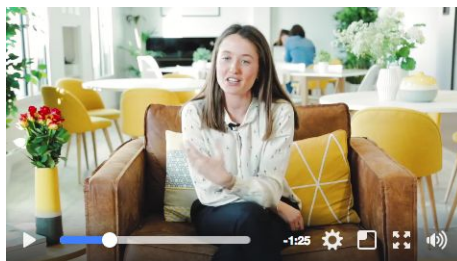


**Darya Polkova**  
1 hour ago

#anotherstory  
In 1976, Betty Williams and Mairead Corrigan, two Irish women received Nobel Peace Prize. Herstory is my story!

8.2k Likes 335 Comments 217 Shares

Like Comment Share



**Hannah Von D**  
1 hour ago

#anotherstory, when herstory becomes my story!  
Discover your story on [www.anotherstory.eu](http://www.anotherstory.eu)

8.2k Likes 335 Comments 217 Shares

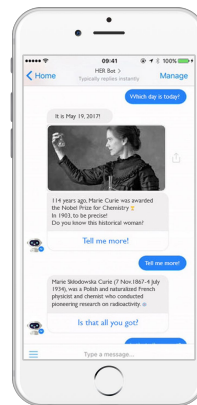
Like Comment Share

Tweets Tweets & replies Photos & videos

**Beatrice Fourandi** @bfourandi · 1h  
#anotherstory 24 years ago, Tansu Ciller, the first and only woman as PM in #Turkey was elected. Herstory is my story!

5 42

View photo



Community management

Paid advertising

Influencers strategy

Buzz

“HER” - Chatbot

# local & national communication federate the community

Communication Kit

Workshops

Mapping



01.

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**another way  
to tell the story**

our gift

# in a nutshell



An innovative and  
positive point of view  
on the subject



An interactive website  
driving engagement



An ambitious objective  
that we can achieve !

*Baquette.*  
thanks you



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