Profile

Team Name : Kankers

Campaign name

Buffering Society

Campaign background

Based on the idea that the reality of inequality between women and men has been recognized as a structural issue, that needs not only legislation change and specific measures, but also a real shift in mentalities in order to be overcome.

Women's rights are actually human's rights. If these rights are denied, the whole society suffers. By joining a women's organization you are not making women a favor, but you are contributing to the whole society's progress, including yourself.

Women complain that they have to face stereotypes everyday, but ignore that they are a big part of society and they are also stereotyping themselves - they are becoming the minority of 51%.

Based on the Nash equilibrium theory (1838), for society to evolve, it shouldn't concern only individuals, but us as an entity. We believe that the next step towards progress is not only to close the gap between genders, but also to take a closer look at the wounds inside the female gender.

Only when women made their voices heard, they had the privilege to change something. Right now too many women choose to hide their problems in order to look stronger, which makes the progress buffer.

Prioritized objectives

- Make people accept the existence of gender inequalities and encourage them to concentrate on solving this persisting problem of the society by joining women's associations

- Convince people that, even though it may not seem so, gender inequalities are affecting both men and women, therefore the entire society

- Raise awareness among European citizens of herstory and the progress made until today

Proposed strategy & tactics

Our core target is represented by both women and men, between ages of 25 and 35, with medium to high income, living in European urban areas, with a higher education. We address those who are interested in the cause, but who adopted a neutral attitude.
We structured our campaign in 2 steps. The first step is a teasing campaign in which we want to trigger our audience's curiosity and raise awareness using billboards. The second step is an awareness campaign which will highlight herstory, its contribution to society and engage the audience, by passing on the responsibility for society's progress.

How will the audience be reached?
We will focus on digital channels, considering it the most efficient way to get a positive response from our target. Our starting point is social media, where we will start Facebook Leads and Caroussel

Campaigns. For the search engines we'll use Retargeting Campaign and Google Distribution Network, to have a great overlay.
Our campaign website will in fact work as a platform incorporated in the European Female Lobby's official website. It will work as an ideals-based community. The platform will include podcasts with influential people who stand for the cause, a section with all the tweets using the campaign's #BufferingSociety, and one section with information about herstory and its contribution to our society.

To motivate people to get involved in women's organizations, we'll use celebrities supporting the cause as role models. For it to become a trending topic, we'll ask singers to have a disruptive buffering moment during concerts to bring awareness to #BufferingSociety.

Why buffering?
Considering that our campaign is based on digital media, buffering is an annoying everyday reality, and taking it to a higher level regarding our society has a frightening effect.

Creative brief

SMP: A buffering progress means a damaged society.

The idea of an unchanged perception about women's rights over the years will empower citizens to make their voices heard. Buffering itself is an annoying element of our everyday life, but brought in a new perspective, it brings a huge awareness to this real problem. *

Reason to believe: If you are neutral in situations of inequality, you have chosen the side of the oppressor.

Creative execution

Imagine the progress of gender equality as a movie, more specifically, a buffering one. So, you just stay there and wait for the movie to continue playing. Most of the time you cannot do much about it yourself. Well, in this case, it is about more than a poor internet connection. It is all in the hands of the people to break the buffering and to continue the gender equality initiatives, in order to make the movie of evolution run smoothly on any screen.

Media plan

We'll have a 2 weeks teasing campaign on digital media using ads and push notifications with the message "Your society is running slow" (including Social Media, Search Engines and YouTube), and on out-of-home advertising (including activations using Augmented Reality).

The awareness campaign will last one month using digital media and concert events.
The campaign will be the trigger of a movement, so the effects will last even when the actual campaign will be over.

Key consumer insight

Women are more competitive with each other, because society labeled them as the weak gender. As a consequence, they tend to cover up their problems caused by the persisting inequalities. Many women choose to have a passive attitude and act as if they ignore the issue: it doesn't exist and it doesn't affect them. This lead to a gap inside the gender.
In reality, this silence is our real weakness, which keeps society's progress buffering.

Suitable measures for assessing the proposed campaign's success

One objective of the communication initiative is to motivate people to engage with women's

organisations at national and European levels. Consequently, the campaign's efficiency can be measured by the changes in the number of people who became members of women's associations. Considering the fact that the main channel is digital, important information like Reach and Engagement can be easily accessed.

Additional information

So how did we get here?

The Nash Equilibrum Theory tought us that:
1. It is impossible for someone to succeed individualy in the absence of community success
2. The essential part that makes it possible to pursue the collective good is the movement and quality of information.

So we adjusted the theory to the today's society and used the buffering element as an analogy to a running low progress.

Campaign summary

We belive that because of the persisting inequalities between genders our society is wounded. The first step we have to take, in order for the healing process to begin, is to accept that we have to make a change and speak up for this cause.

Silence means buffering. Make your voice heard and be the leader of society's progress.

Media

- Campaign Microsite.wmv
- Campaign Quiz.wmv
- Campaign Video.wmv
- Facebook Page.png
- Key Visual 1.png
- Key Visual 2.png
- Online Teasing 1.png
- Online Teasing 2.png
- Online Teasing 3.png
- Outdoor Augmented Reality.gif
- Outdoor Augmented Reality 2.gif
- Twitter Page.png