



BRILAS
ILLUMINATE. INNOVATE.



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

EDCOM // ADVENTURE BRIEF
FEB 2017
INITIAL THOUGHTS AND IDEAS



ROSIE

Strategy Director



ALICE

Creative Director



ZEN

Producer



EMILY

Media Planner

BRILLAS

We are an agency that believes

if YOU SHINE
i SHINE

BRILAS

OUR APPROACH

We exist to champion
compassion as a way of life...



OUR APPROACH

We are illuminating the way for brands to desire a different path, one of kindness, joining us in creating a culture that encourages us to uplift one another.



BRILAS

[Home](#) [Our Approach](#) [Contact](#)

ILLUMINATE. INNOVATE.

Here at Brilas, our ethos is simple. We believe surrounding yourself in positivity creates brilliant things.

ABOUT US

We are an advertising agency that exists to champion compassion as a way of life

Brilas translates to *Shine*, originating from the global language Esperanto, existing in over 120 different countries. Leading us to think global while acting local.



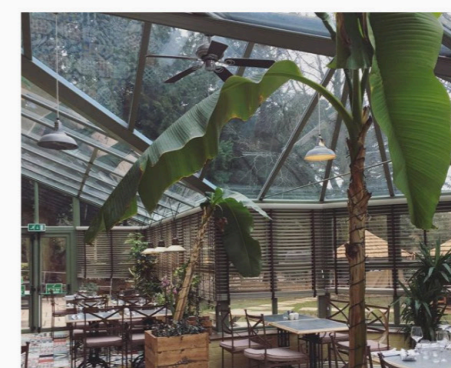
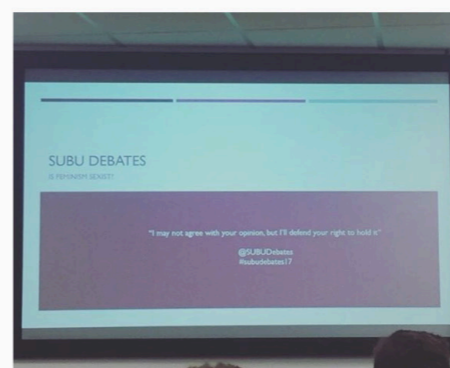
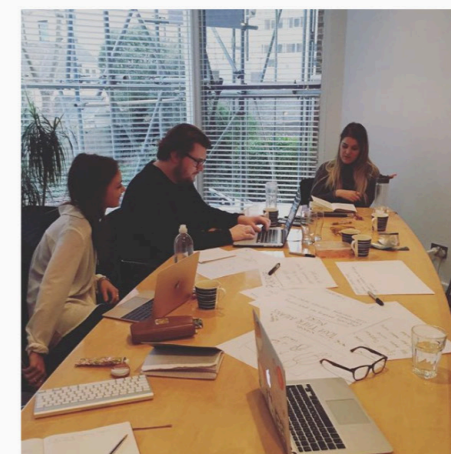
brilasagency

Edit Profile



14 posts 1,714 followers 73 following

Brilas Illuminate. Innovate. www.brilas.co.uk



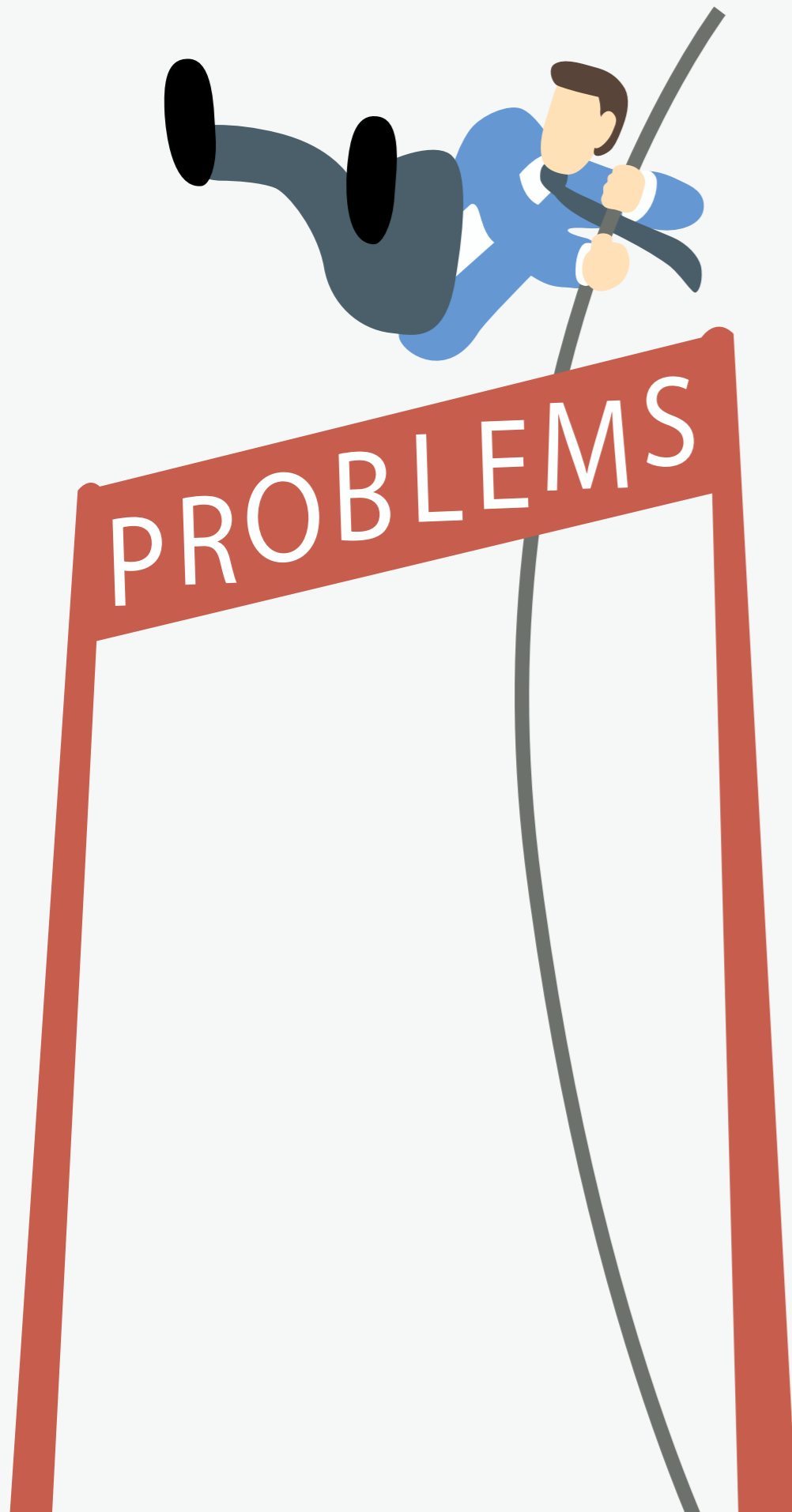
THE BRIEF

BRILAS 



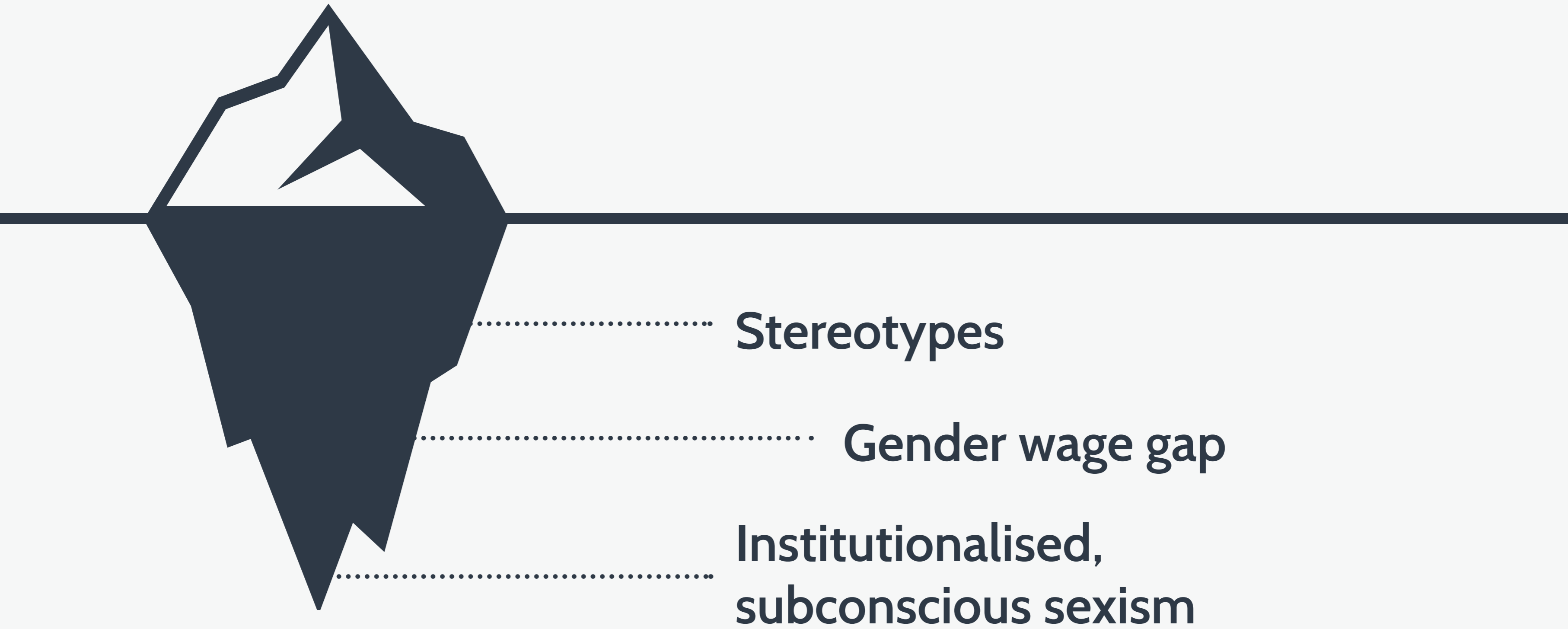
Decades of struggle and determination have led to progression, and to where we are today...

DOWLES Brothers
731 Madison St &
97 Beulah St



But now, when we're so close to true equality, the last hurdles are also the highest...

BRILAS



...and people are aware of this

52%

of Europeans believe gender inequality is a major problem in their country

*European Parliament report.
March 2012.*

“Serious”

The view that pay gaps between men and women are a “serious” problem is the majority position in all Member States but two.

*European Parliament report.
March 2012.*

94%

of Europeans agree that equality between men and women is a fundamental right.

*European Commission,
2015.*

Out of the people we interviewed, who agreed that gender inequality exists in Europe, 68% of them have not actively done anything to promote equality themselves.

Results from 105 participants who responded to our questionnaire via SurveyMonkey



CONSUMER iNSiGHT

They think and feel that the current situation is a problem, but they don't do anything about it.



“When people think about travelling to the past, they worry about accidentally changing the present, but no one in the present really thinks they can radically change the future.”

WHY?

- Because within the subject of women's rights, there are so many different topics/issues to understand and tackle.
- People don't know how to act on their beliefs.
- People may not realise what power they have to create change.

So, how can we make EWL

SHINE

A young child with light-colored hair is lying in a ball pit, surrounded by numerous grey and white plastic balls. The child is looking upwards and to the left with a thoughtful expression. The entire scene is overlaid with a semi-transparent dark blue filter.

We can't throw lots of different messages at the whole of Europe and expect them to catch on.

We need a

CONCISE

clear message, that

EDUCATES AND EMPOWERS

people on women's rights,
delivered to those most
susceptible to it.

BRILAS

AUDIENCE

THE IDLE SUPPORTER

Found all over Europe, the 'Idle Supporters' are united by their knowledge that gender inequality exists in the 21st century but they lack motivation to take action on the issue.



LUCINDA - 22 - FRANCE

- Fashion Student in Paris
- Lives with a group of like-minded females
- Media 'power user'
- Attended the woman's march in Paris
- Believes in equality, wants to get more involved in women's issues.



ALEXANDRU - 19 - ROMANIA

- Apprentice Mechanic in Bucharest
- Lives with his mother
- Surrounded by 'lads' who show little respect for women
- Aspires to live in more cultured society/The West
- Unlike his peers, he believes in equality, wants to get more involved in women's issues.

**DIFFERENT SITUATIONS
SAME AWARENESS
SAME VALUES**

So now let's give their
passion a purpose...

A little less conversation, a little more action please.



THE iDEA

We want to tell Europe that by
WORKING TOGETHER
we can build a
BETTER SOCIETY

BRILAS

Each small action
will accumulate into a
LARGE MOVEMENT
just like the generations that have
come before us, only this time it's
EASIER THAN EVER

BRILAS



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

TOGETHER MEANS **MORE**

ÎMPREUNĂ ÎNSEAMNĂ MAI MULT

INSIEME SIGNIFICA PIÙ

JUNTOS SIGNIFICA MÁS

ENSEMBLE VAUT MIEUX

GEMEINSAMKEIT MACHT STARK

SAMEN BETEKENT MEER



SMALL ACTIONS
X LOTS OF PEOPLE
= BIG CHANGE

Together Means More is a series of **activations** across Europe, that rely on digital masses of ‘input’ to create a **real physical** change. Each activation will tackle one of the leading issues within that country, giving the public the **power to change** the scene in front of their eyes.

Together Means More will tackle the leading issues surrounding women’s rights and equality **within each** European country.

Based on heforshe.org statistics on leading issues per country, 2016

B R I L A S

OBJECTIVES

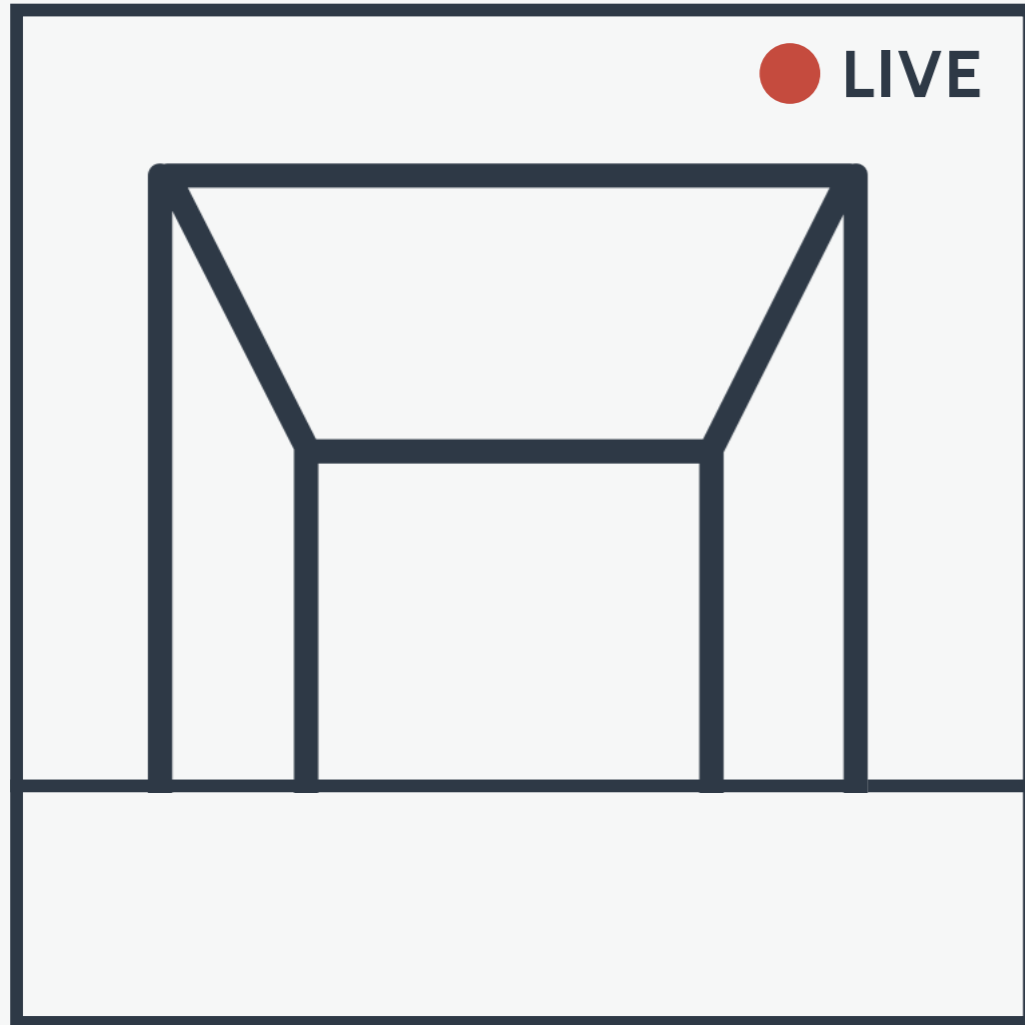
To increase awareness of the different EWL initiatives by a total of **40%** over the 3 month campaign.

To educate **30%** of the target audience during the 3 month campaign about the history of EWL, and what still needs to be done in the fight for gender equality.

Obtain **10%** uplift in 'friends' of EWL over duration of 3 month campaign.

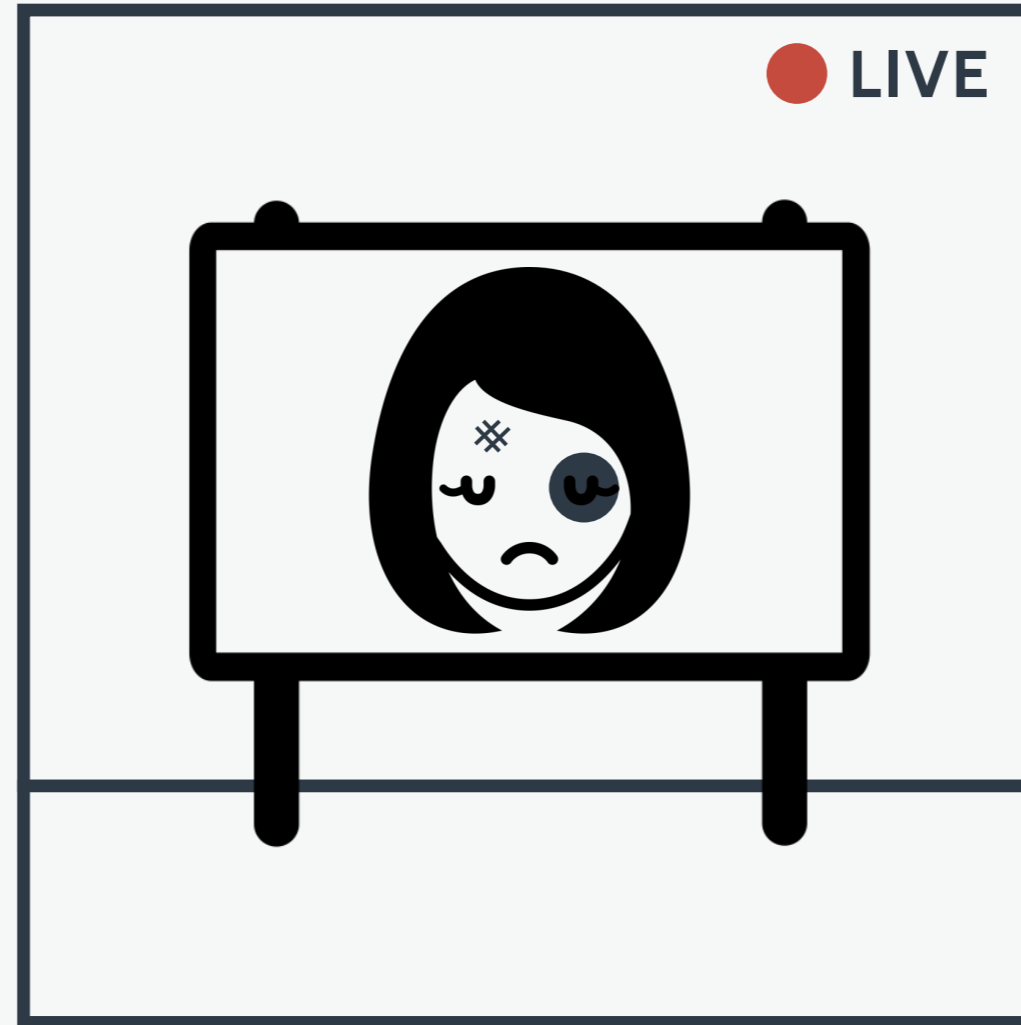
EXECUTIONS/TACTICS

FOR EXAMPLE



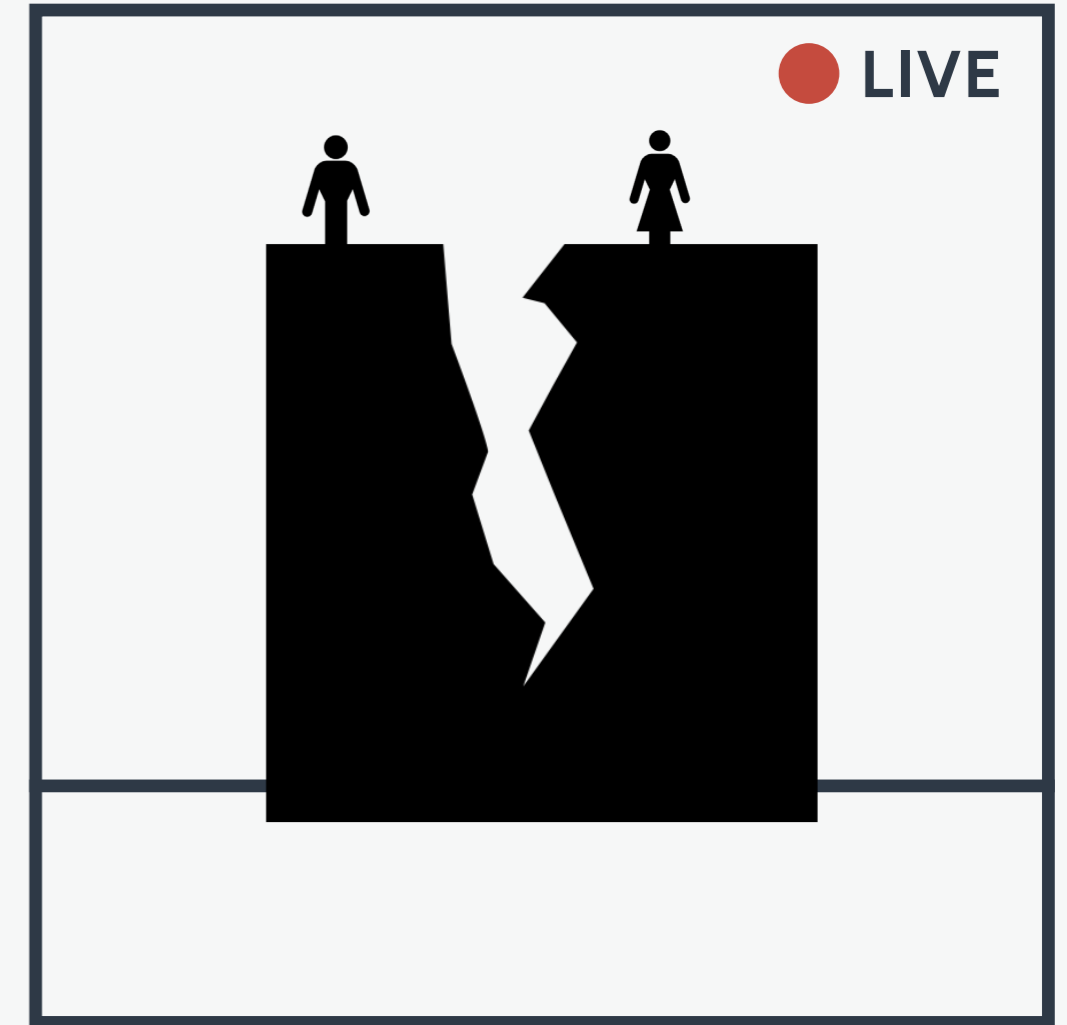
FRANCE - THE GLASS CEILING

A large glass box/ceiling will be erected, waiting to be broken...



ROMANIA - VIOLENCE

A digital billboard will display a bruised and beaten woman, waiting to be helped...



UK - THE GENDER WAGE GAP

A huge crack/ravine will appear, dividing a platform set up in a square

We launch each activation with an opportunity for the audience to put things right.

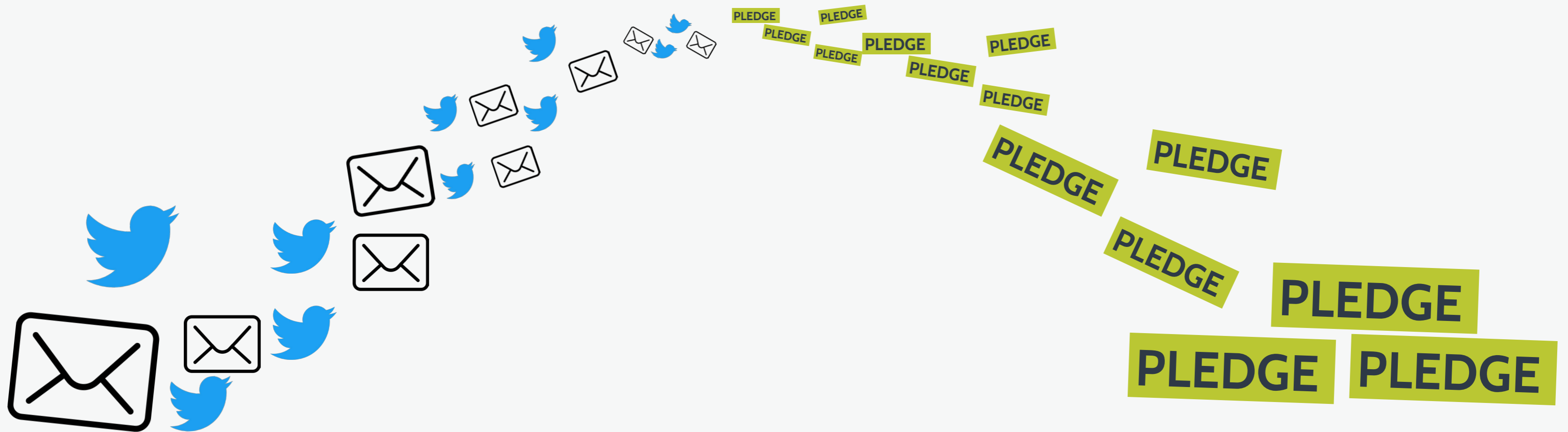
 LIVE

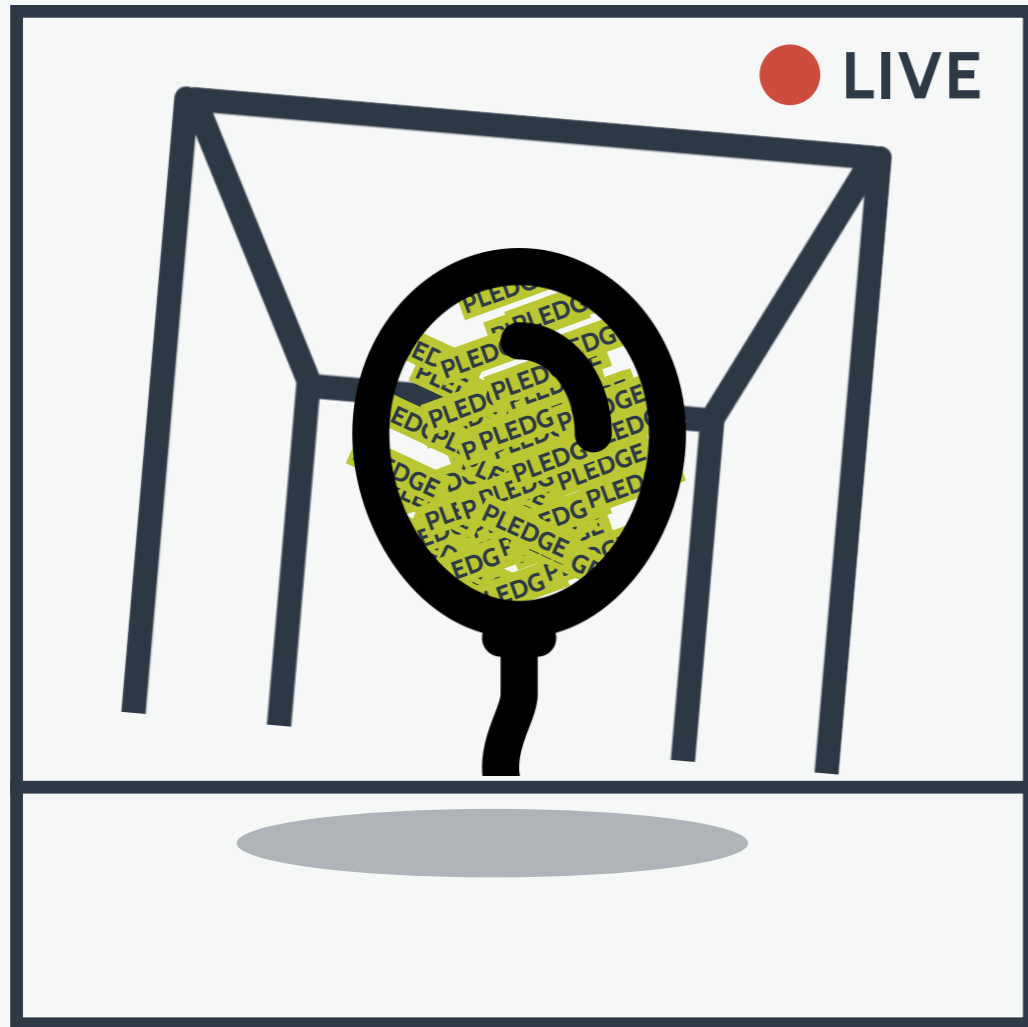
We know you know this is a problem... let's solve this together and put things right.

Pledge your support now by filling out your details or tweeting *#TogetherMeansMore*

SEND

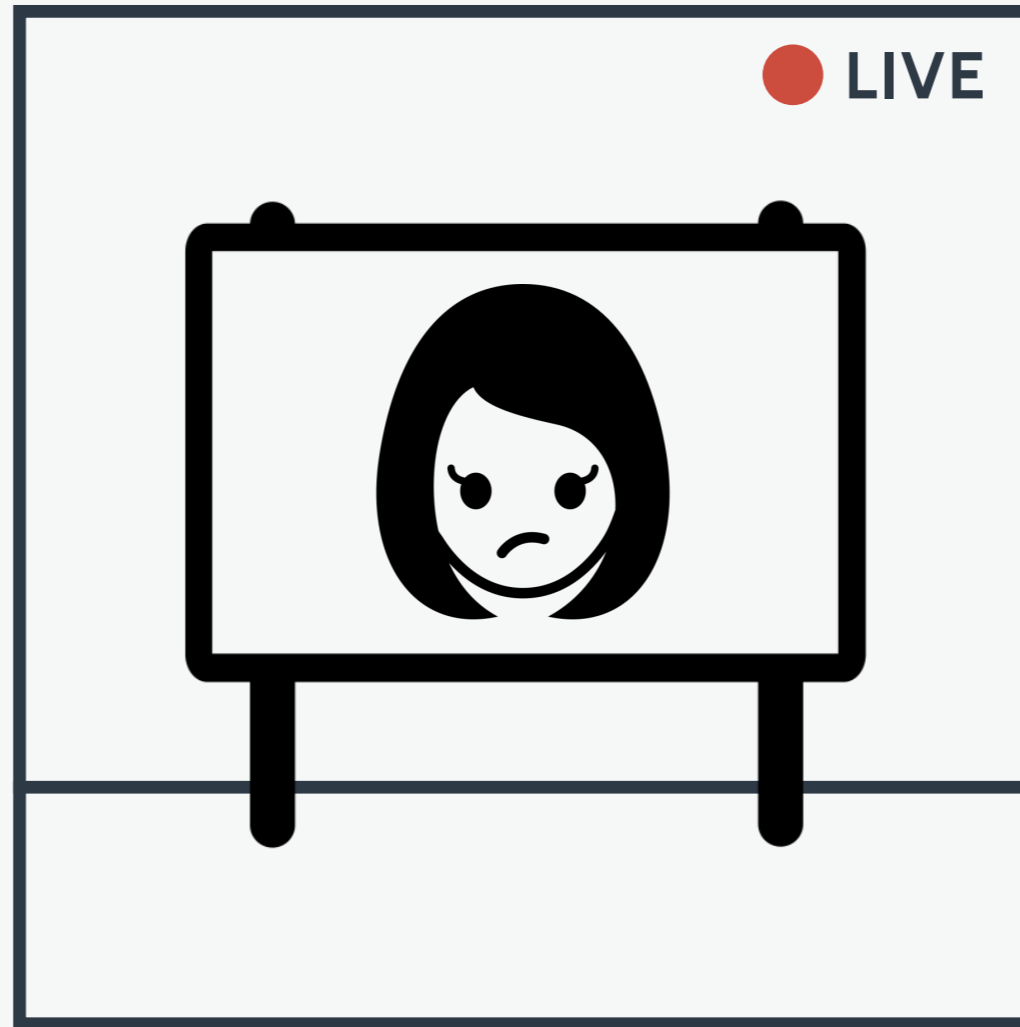
As the momentum builds and pledges come in, they are physically printed/made into real blocks that fix the problem in real-time.





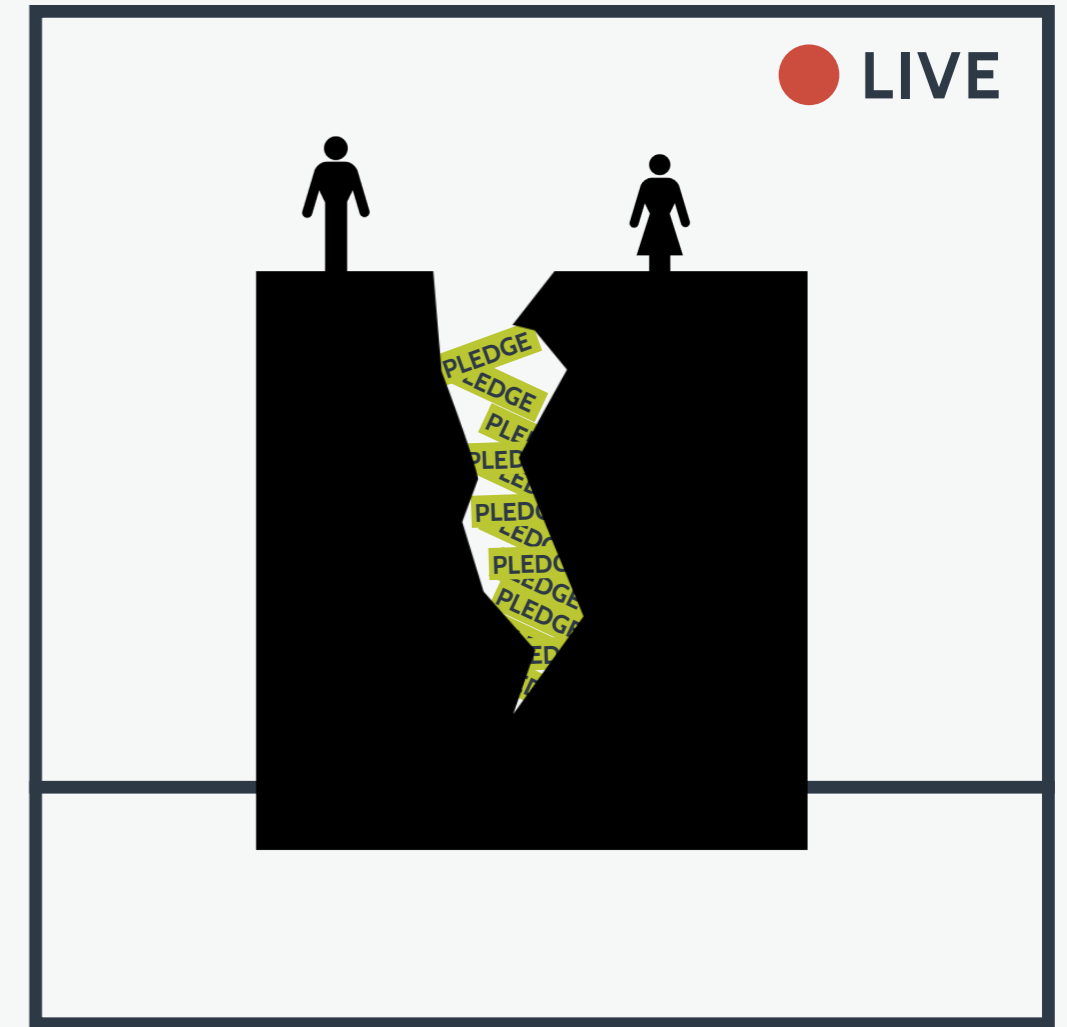
FRANCE - THE GLASS CEILING

Balloons with pledges inside of them will lift the glass ceiling into the air



ROMANIA - VIOLENCE

The bruises and wounds on the woman are healed thanks to the support of people's pledges.



UK - THE GENDER WAGE GAP

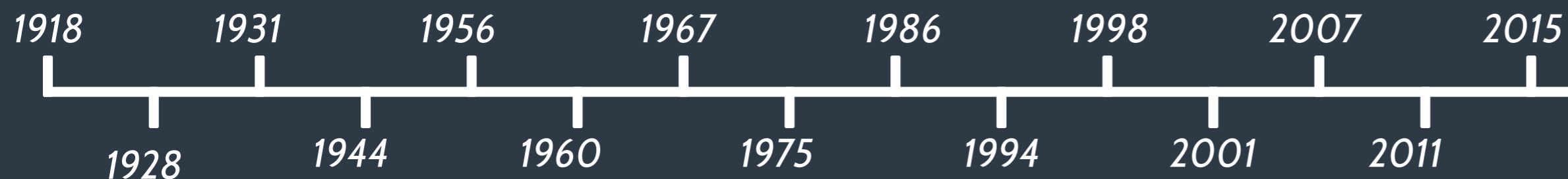
The pledges are turned into bricks that physically fill the gap between the two people.

The activations across Europe begin to change, and fix the problems as they are live-streamed

After people make a pledge, and participate in the campaign, they are added to a timeline of women's history, populated with important moments and changes in society. This makes them feel part of a big movement.

2017

Jane Smith, Bournemouth, England - Stood up for women's rights, becoming part of a new movement that finally put an end to gender inequality in Europe



HERSTORY TIMELINE

The livestreams and timeline will appear on a microsite, where users are encouraged to see all of the activations happening across Europe.

togethermeansmore.org/

TOGETHER MEANS **MORE**

WATCH THE CHANGE ACROSS EUROPE:



Now we have our audience

HOOKED

we need to keep up the

MOMENTUM



We want to treat the first two stages of the campaign meeting the awareness objective. Once they have a peaked interest, we can then introduce them to more about 'herstory' (video content) and EWL/Women's Organisations - encouraging them to sign up and learn about the progress women have made.



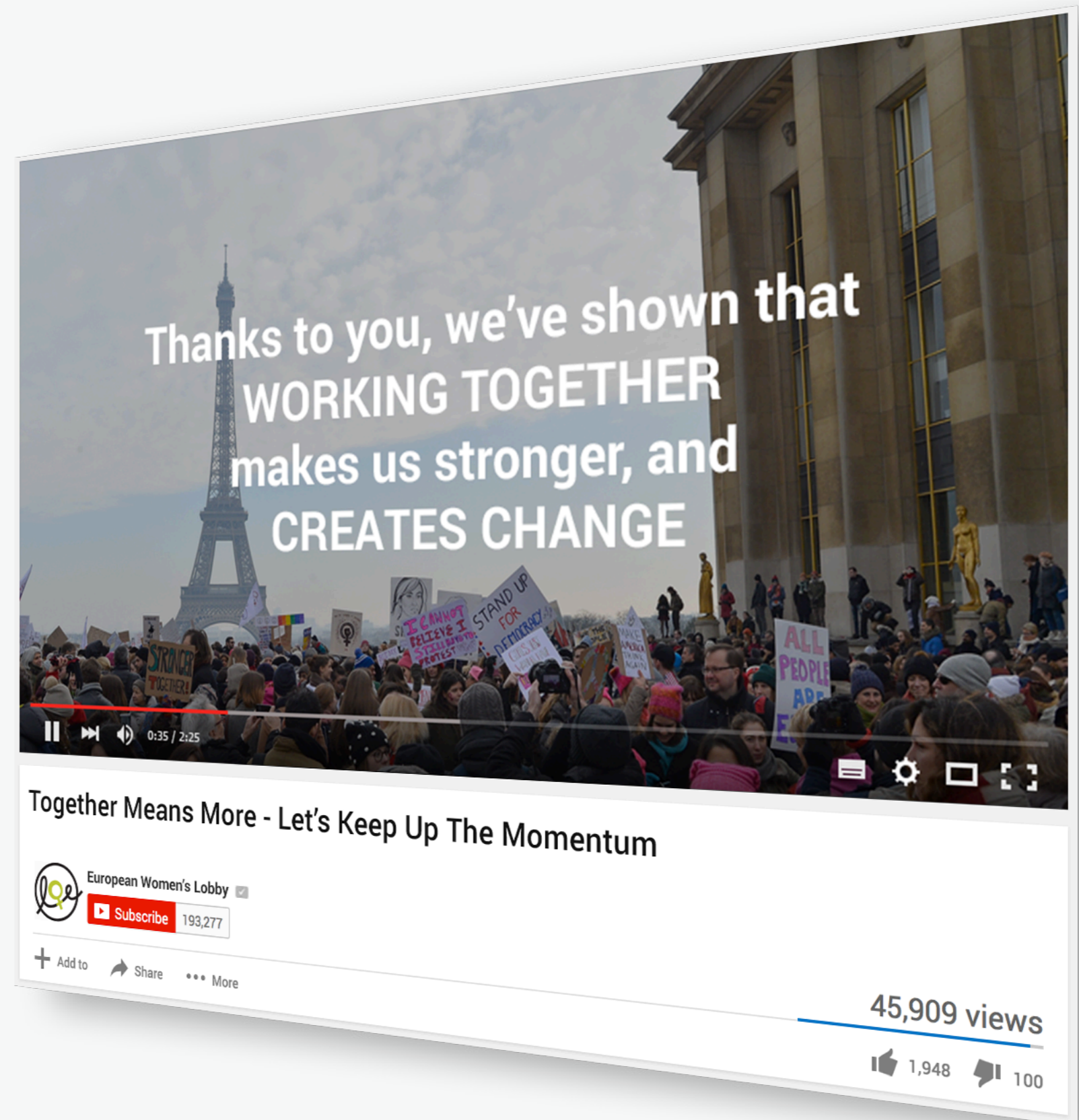
Online video content
promoting herstory



National organisations turning
pledges into signups

A follow up video will be released, showing the impact of the first stage of the campaign. This will inspire those who took part or watched the activations (the idle supporters) to carry on the momentum, and be part of a big movement, just like the generations before them.

It will highlight how easy it is to sign-up to their local women's organisation and get more involved.



MEDIA

FIRST PHASE – AWARENESS



The activations are advertised on social media, particularly Instagram and Facebook Live.

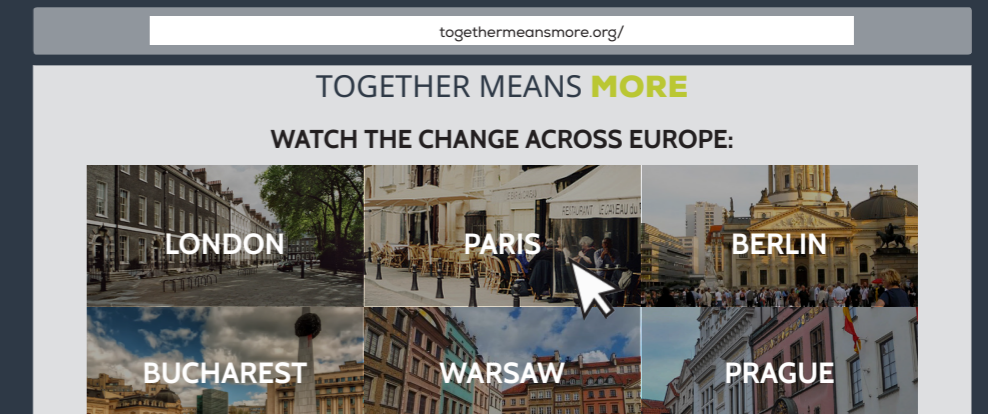
*Why? 85% of our audience use Facebook and Instagram - 75% of them are daily users**



The activations are installed in each city



Digital advertising, such as web banners and online PR will be used to direct our audience to the campaign



The audience reach the microsite, and learn more about the campaign and become part of the movement.

* Pew Research - Global Social Media Statistics 2017

FIRST PHASE - EXAMPLES OF DIGITAL ADVERTISING

LET'S MAKE HISTORY TOGETHER
Watch our livestream now and become part of a movement.

WATCH NOW - LIVE

EUROPEAN WOMEN'S LOBBY
EUROPEEN DES FEMMES

BECOME PART OF SOMETHING MORE - RIGHT NOW
Watch our livestream now and help make a difference to women

WATCH NOW - LIVE

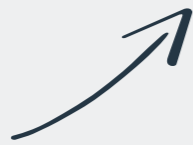
EUROPEAN WOMEN'S LOBBY
EUROPEEN DES FEMMES

SOMETHING BIG IS HAPPENING IN BERLIN AND YOU CAN BE PART OF IT - RIGHT NOW

WATCH NOW - LIVE

EUROPEAN WOMEN'S LOBBY
EUROPEEN DES FEMMES

Banner advertising tailored to each country and the audience.



News organisations seed the livestreams via social media



LIVE 11.3k

Deutsche Welle is live now.
7 mins · 🌐

HAPPENING NOW: There's something wrong with this scene in Berlin right now - fix it here: bit.ly/268w47

181k Views

Like Comment Share

10k

2,500 shares 1.5k comments

SECOND PHASE – EDUCATION AND MOTIVATION



The activations are completed successfully



Email data and information is collected from those who were involved in phase one.



The online video promoting Herstory will encourage our audience to carry on the movement and join up to women's organisations.



Further PR from online newspapers highlights the success of the first phase.



The EWL website will draw in the audience and direct them to sign up and become a 'friend'.



SECOND PHASE – EXAMPLES OF DIGITAL ADVERTISING

Cookie Policy | Feedback Like 9.4M Follow @Femail DailyMail Saturday, Mar 11th 2017 3PM 13°C 6PM 9°C 5-Day Forecast

MailOnline femail

Home | News | U.S. | Sport | TV&Showbiz | Australia **Femail** | Health | Science | Money | Video | Travel | Fashion Finder

Latest Headlines | **Femail** | Fashion Finder | Food | Beauty | Gardening | Blogs | Baby Blog | Discounts Login

Together Means More: European Women's Lobby pulls off Europe-wide livestreaming campaign that proves small actions can make a big difference.

By [JENNY WOOD FOR THE DAILY MAIL](#)
PUBLISHED: 22:00, 10 March 2017 | UPDATED: 09:41, 11 March 2017

Share **52** shares **186** View comments

DON'T MISS

▶ [Khan't help but stare! Busty Chloe puts on unbelievably eye-popping display in plunging baby doll dress as she and Katie Salmon head to Akon gig in Dubai](#)

Online newspapers and journalists seeded with post-activation stories



Why? Sites like the Mail Online gain over 200m monthly readers, and over 50% of our target audience read online news regularly.

NewsWorks 2015.

PAID MEDIA

ANTICIPATION

BUILDING

MOMENTUM

ACTIVATIONS

LIVE STREAM

SF DIGITAL

SOCIAL

MICROSITE

REVEAL PURPOSE OF
CAMPAIGN



REAL CHANGE
ACTIVATION



OWNED / EARNED MEDIA

ANTICIPATION

BUILDING

MOMENTUM

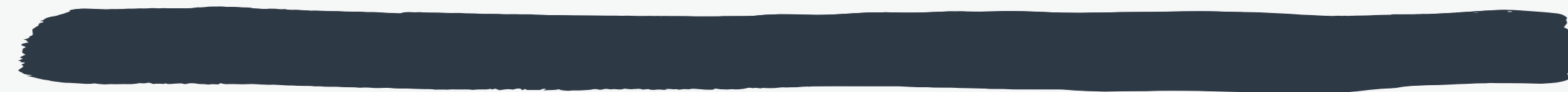
EWL WEBSITE



PR / PRESS



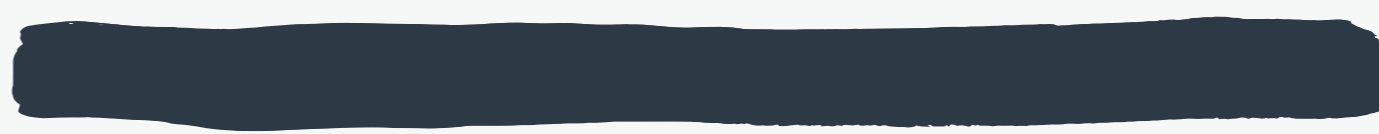
WO SPONSORS



HERSTORY



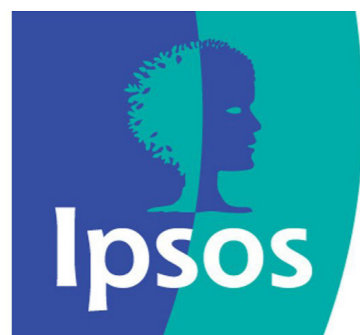
PLEDGE
CONVERSION



MEASUREMENT



Because the nature of our campaign is primarily digital, it means there is a wealth of measurement and analytical tools available, to evaluate the effectiveness of the campaign.



SIGN UP

Phase 1.

Data can be collected such as online reach, engagement, impressions and click-throughs. Using tools such as AdWords will also allow us to track where and when the campaign was most effective, meaning we can measure this with our objectives. We can also conduct online surveys, measuring the awareness of the EWL at pre, concurrent, and post-campaign stages.

Phase 2.

To reach our other objectives, we can again conduct surveys that measure the education level surrounding the history of EWL and women's rights. It will also be clear to see the number of sign-ups via the EWL website and therefore reach the final objective of the campaign.

ADDITIONAL NOTES

Costs - While the budget was not included in the brief, it should be noted that feasibility and modularity were a key focus when creating this campaign. Due to the modular nature of having different activations in each country, the campaign can accommodate for small budgets (fewer countries involved) as well as larger ones.

MARKET: 'Idle supporters' throughout Europe

MESSAGE: Together means more

MEDIA: Digital actions with topical physical reactions

MEASUREMENT: 'Pledges', analytics, pre, concurrent & post awareness testing.

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