



O A 2

A G E N C Y

O A 2

AGENCY



**AL**

**ANNE**

**LEVY**



**OC**

**OLIVIA**

**CHAMAS**



**AM**

**ADELINE**

**MAMMES**



**OB**

**OPHÉLIE**

**BADER**



# PLAN

## 1. INTRODUCTION

SIGNIFICANT EVOLUTION ABOUT WOMEN'S RIGHTS

## 2. TARGET

THE FAMOUS MILLENIALS

## 3. INSIGHTS

3 BASEMENT FOR OUR CONCEPT

## 4. CONCEPT

A STRONG CONCEPT FOR A STRONG CAUSE

## 5. OBJECTIVES

## 6. KPI

## 7. MEDIA PLAN

# INTRODUCTION

# INTRODUCTION

## Significant evolutions about women's rights



1907

Married women can freely dispose of their wages



1924

Equality of school programs between girls and boys



1938

Women may enroll at the University without the permission of their husband



1946

The preamble of the Constitution lays down the principle of gender equality in all areas



1965

Women can open a bank account and engage in a professional activity without the consent of their husband



1975

Veil law authorizing abortion



2000

Equal access of men and women to electoral mandates and elective functions



2006

The minimum age for marriage is the same for both sexes

## Meanwhile...



1936



1971



1997

# INTRODUCTION

## And the result today...



Women earn **25.7%** less than men



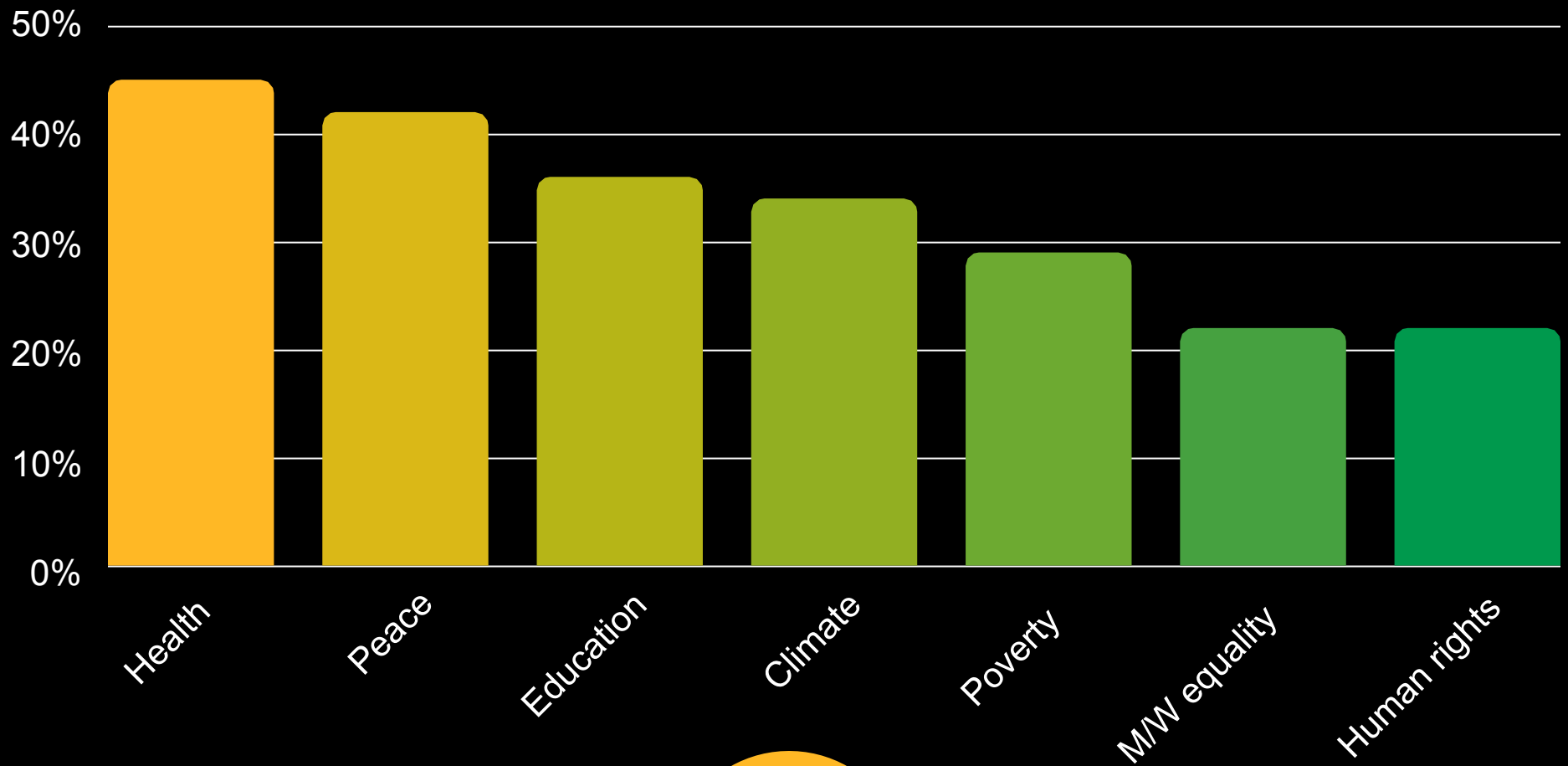
Women represent only **26.9%** of the National Assembly



Between 2010 and 2015, **223,000** women have been sexually assaulted by their former or current partners ...

# INTRODUCTION

## THE GENDER EQUALITY IS NOT A PRIORITY



# OBJECTIVES EUROPEAN WOMEN'S LOBBY

**Make the target audience become aware** of the progress made in recent years in advancing women's rights .

**Motivate people to engage** with women's organisations at a national or European level.



**TARGET**

# TARGET



# MILLENNIALS

**15-35**

years old

**CONNECTED**

Social network, new technologies

**INFLUENCER**

In the family, in the work and in the tendance

**CONTENT PRODUCER**

Video, blog, article,

**FUTUR ADULT**

Actually studying/ employee, future manager

**KIDULT CSP-**

Studying, starting career

**URBAN**

Living near capital, with their parents/ friends/ boyfriend / first child

**TENDANCE SENSITIVE**

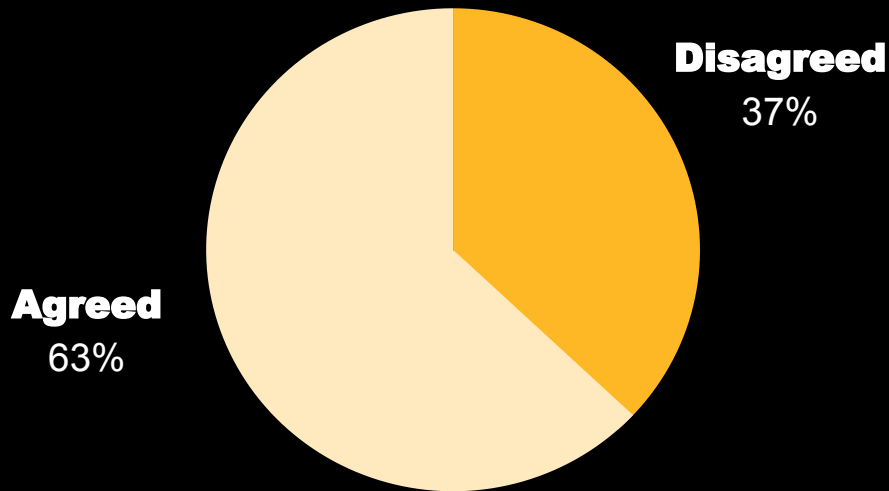
A ware about trends and mass movement

**INSIGHTS**

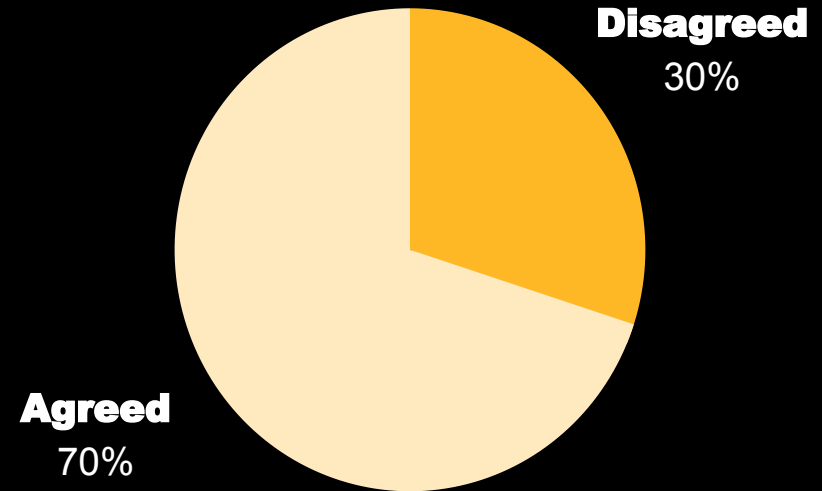
# #1 INSIGHT



**THE FEMINIST MOVEMENTS DO NOT  
MAKE ME WANT TO BE FEMINIST**



The current feminist movements do not make want to be feminist



Current feminist movements are not approved

# #2 INSIGHT

**IF I COMMIT, IT'S IN  
MY OWN TERMS**



**ASSEMBLY ISOLATING**  
**REJECTION OF THE CLASSIC METHODS**  
**FEDERATION CONVIVIALITY**  
**INDEPENDANCE**  
**MOBILITY** **LONELINESS AND DISENGAGEMENT**  
**DESYNCHRONIZATION TIME**  
**FREEDOM**  
**CONCRETE ACTIONS**  
**NOMADISM**

# #3 INSIGHT



**WHAT INTERESTS ME ? PRODUCE CONTENTS, SHARE IT AND HAVE FUN**

**400H of video**  
downloaded on Youtube



**1**  
**MINUTE**



**7 millions of SNAP**  
sent on Snapchat

**2.4 millions of photos**  
liked on Instagram



**216 millions of photos**  
liked on Facebook



**570 000 GIF**  
seen from GIPHY



**THE FEMINIST MOVEMENTS DO NOT  
MAKE ME WANT TO BE FEMINIST**



**IF I ENLIST, IT'S IN  
MY OWN TERMS**



**WHAT INTERESTS ME ? PRODUCE  
CONTENTS, SHARE IT AND HAVE FUN**

**HOW TO INCREASE AWARENESS AND  
INVOLVEMENT IN WOMEN STRUGGLE?**



# SOLUTIONS

# 1

**SHOWING HOW MUCH  
PROGRESS HAS BEEN  
DONE UNTIL TO DAY  
AND MAKE PEOPLE  
WANT TO CONTINUE .**

# 2

**TAKING A STEP BACK IN  
THE WAY TO  
COMMUNICATE ABOUT  
THE SUBJECT : A NOT  
DRAMATIC, ACCUSING OF  
IMPERATIVE MESSAGE**

# 3

**USING TARGET'S  
CODES AND USES :  
SOCIAL, CONNECTED  
AND . . FUN !**



**CONCEPT**



**THE IDEA**

**HOW  
STRONG  
ARE YOU ?**

# THE CONCEPT

#1

**SHOW HOW  
ICONIC FEMINIST  
WAS STRONG  
AND ASK PEOPLE  
TO TAKE UP THE  
CHALLENGE**

#2

**PEOPLE SHARE  
AND SHOW HOW  
STRONG THEY  
ARE :  
#HERSTORY  
CHALLENGE**

#3

**REVEAL:  
YOU ALL ARE  
REALLY STRONG.  
SO . . JOIN US  
AND BE STRONG  
TOGETHER**



# HOW STRONG ARE YOU ?



**THE FEMINIST MOVEMENTS DO NOT MAKE ME WANT TO BE FEMINIST**

*A challenge about strength is a simple concept which concerns everyone and which is different from traditional feminism actions: it is less provocative, funnier and has more impact !*

**IF I COMMIT, IT'S IN MY OWN TERMS**



*The concept of commitment changed: contribution is more important than commitment. Sharing, liking and participating to events is as much of a contribution as a donation.*



**WHAT INTERESTS ME ? PRODUCE CONTENTS, SHARE IT AND HAVE FUN**

*The concept is in perfect adequation with new trends : digital, fun, viral, federation, impactful.*



# THE CONCEPT

**#1**

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1975 : Simone Veil was strong  
AND YOU, HOW STRONG ARE YOU ?



#HERSTORYCHALLENGE: SHOW US YOUR STRENGTH



Herstory Challenge



#herstorychallenge



Herstorychallenge

# #1 POSTER CAMPAIGN

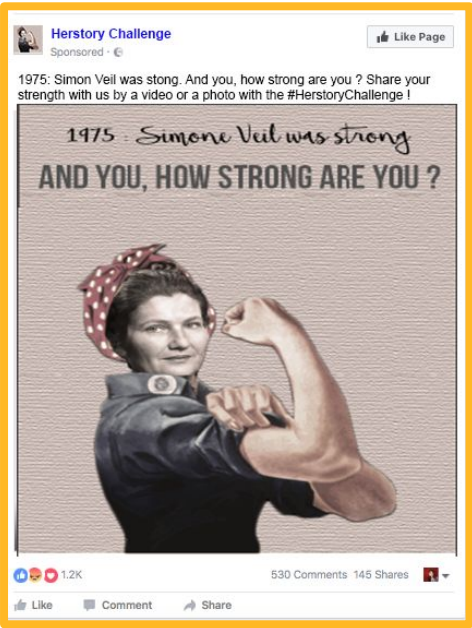
→ Objectives

Demonstrate the strength of the women behind all the progress made so far for women's freedom

Campaign declined with the great female icons fighting for the cause of women



# POSTER CAMPAIGN



# THE CONCEPT

#1

**SHOW HOW  
ICONIC FEMINIST  
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# #2 CHALLENGE



→ **Objectives:** Mobilize and encourage Internet users to contribute to the cause of women through a video / photo challenge on social networks

**MENTAL STRENGTH** **LUDIC** **CONTRIBUTE**  
**PHYSICAL STRENGTH**  
**SOLIDARITY CHALLENGE**



# THE CONCEPT

**#1**

**SHOW HOW  
ICONIC FEMINIST  
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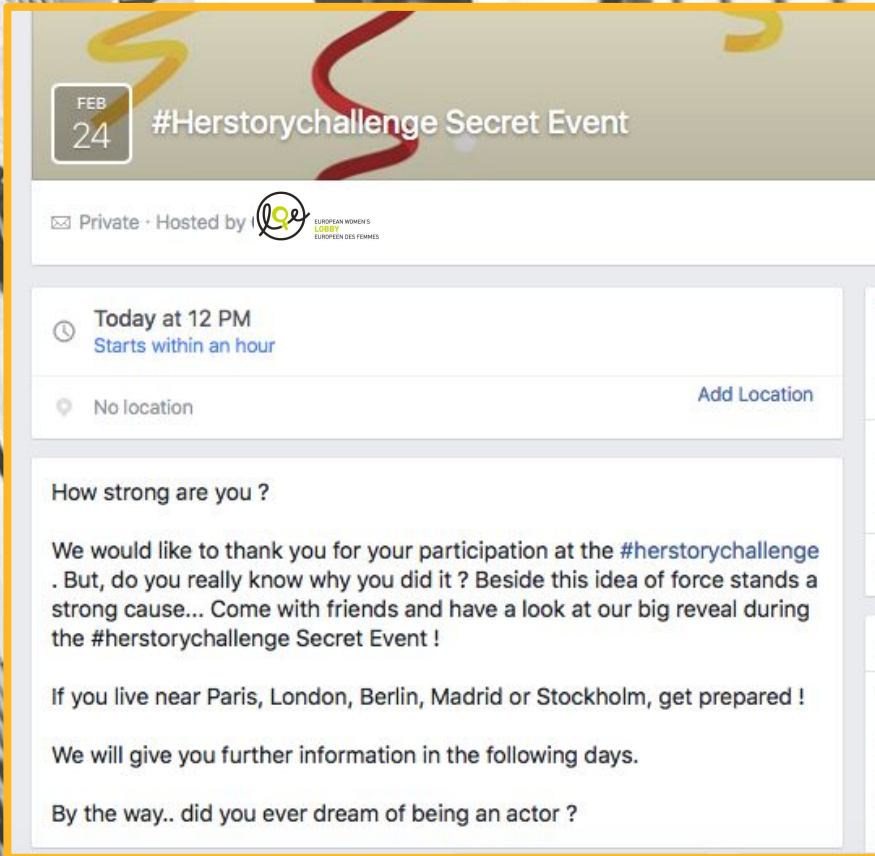
**#2**

**PEOPLE SHARE  
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**#3**

**REVEAL:  
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# #3 REVEAL



FEB 24 #Herstorychallenge Secret Event

Private · Hosted by  EUROPEAN WOMEN'S LOBBY / EUROPÄISCHES FEMINALE

Today at 12 PM  
Starts within an hour

No location [Add Location](#)

How strong are you ?

We would like to thank you for your participation at the #herstorychallenge . But, do you really know why you did it ? Beside this idea of force stands a strong cause... Come with friends and have a look at our big reveal during the #herstorychallenge Secret Event !

If you live near Paris, London, Berlin, Madrid or Stockholm, get prepared !

We will give you further information in the following days.

By the way.. did you ever dream of being an actor ?

The event will take place, **simultaneously** in



Paris



Madrid



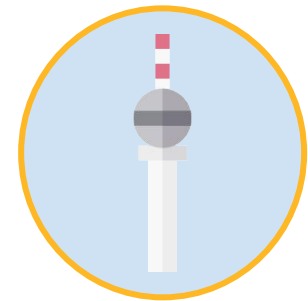
London



Rome



Stockholm



Berlin

Inviting every participant at the challenge to the **#herstorychallenge Secret Event**

# REVEAL

A friendly and convivial event on the afternoon, where people can meet each other and discuss with local associations...



Mental strength

Physical strength

Cultural strength

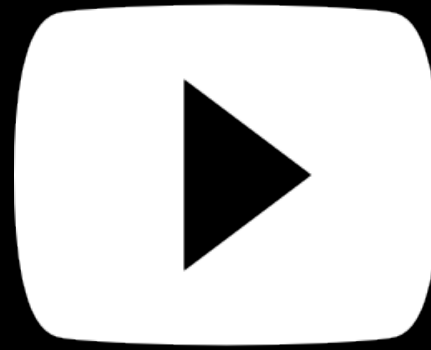
Culinary strength

Artistic strength

...Try to improve their strength in workshop/stand, whatever wish one !

# REVEAL

But especially ... Be witness of the reveal video, in live with the 6 countries !



*See the video in "Creative Material"*



# OBJECTIVES

# Objectives through this advertising campaign\*



## Notoriety Objectives

- Increase the awareness to women's advocacy issues



## Behavioral Objectives

- Increase contact and information by at least 20% with an association.
- Receiving at least 500,000 videos / photos (approximately 80,000 / large capital) during the #herstorychallenge.
- Bring together at least 300,000 people simultaneously in different capitals for the reveal event



## Objectives Information

- To inform / reassure on the simplicity of contribution: increase by at least 40% the contribution in favor of an association

KPI





# KPI



## Notoriety Objectives

- Rate of memorization of the campaign
- Rate of awareness of women's cause issues

## Behavioral Objectives

Video challenge on social networks, number of:

- Videos/photos realized by the Net surfers
- Shares and likes on videos/photos made
- With each video/photo of the challenge



“Reveal” event, number of:

- Persons present at the event and the visualization of the reveal
- Sharing of the video of "reveal"



Global campaign, number of:

- Persons engaged in associations after the campaign
- Followers / fans of the associations on social networks



# MEDIA PLAN





# Many thanks you for your attention!

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