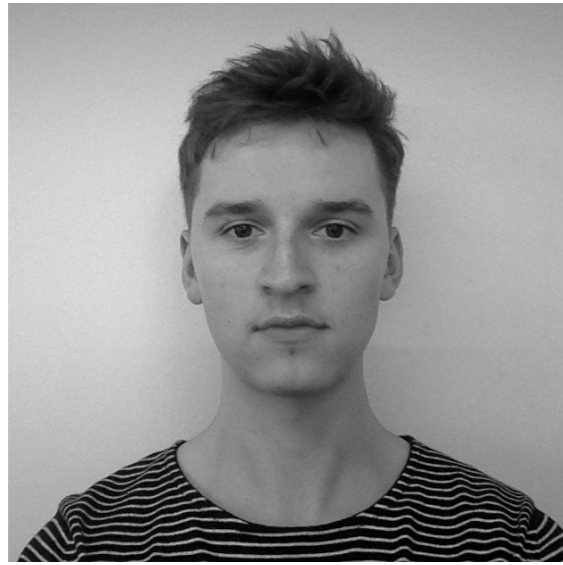


EDCOM AdVenture Team Tortoise



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES



Zebedee
Account Director



Caitlin
Planner



Emma
Creative



Jasper
Producer

Campaign Name:

‘What are you laughing at?’

Campaign Background

The objective of our campaign is to highlight the ever-present inequalities that women have to deal with on a day-to-day basis. The issues that are being addressed are the injustices that women put up with everyday, which can often seem 'small' in comparison to other larger scale wrongdoings to women in our society.

From our research we found that at the root of these more serious inequalities is the everyday sexism, things like derogatory jokes made about women, cat-calling women in the street, groping women in bars and clubs and many other regular occurrences. We believe that by highlighting these frequent events, which are usually dismissed due to their regularity, we can stop them from being ignored and overlooked.

These inequalities can be easily eradicated, unlike injustices such as the gender pay gap and domestic violence, which are due to a much more ingrained societal mind-set. The audience will easily be able to relate to the occurrences that are being addressed in this campaign, and therefore be more likely to act in a positive manner.

Our campaign uses a range of media platforms, including digital print adverts, video content, social media marketing and a microsite, which ties it all together. The history of women's rights has also been intertwined into this campaign as a way to inform the audience about previous successes, and to commend their efforts, whilst looking to the future.

Our hope for this campaign is to convince the audience that these small inequalities should not go unaddressed, and that they can help eliminate them from happening by getting engaged with women's organisations, such as the European Women's Lobby.

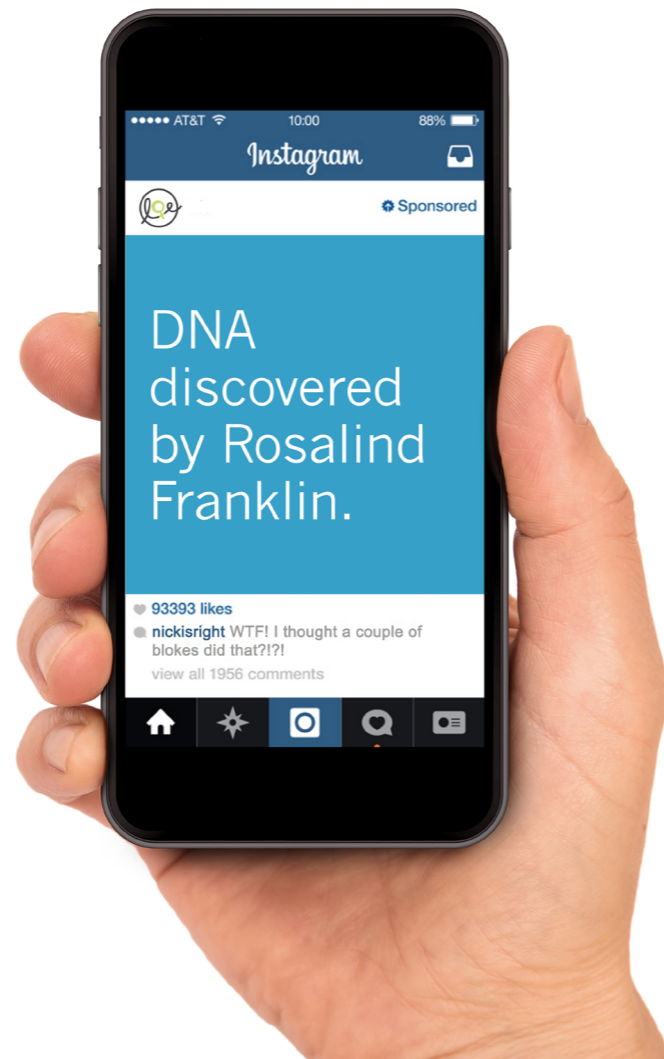
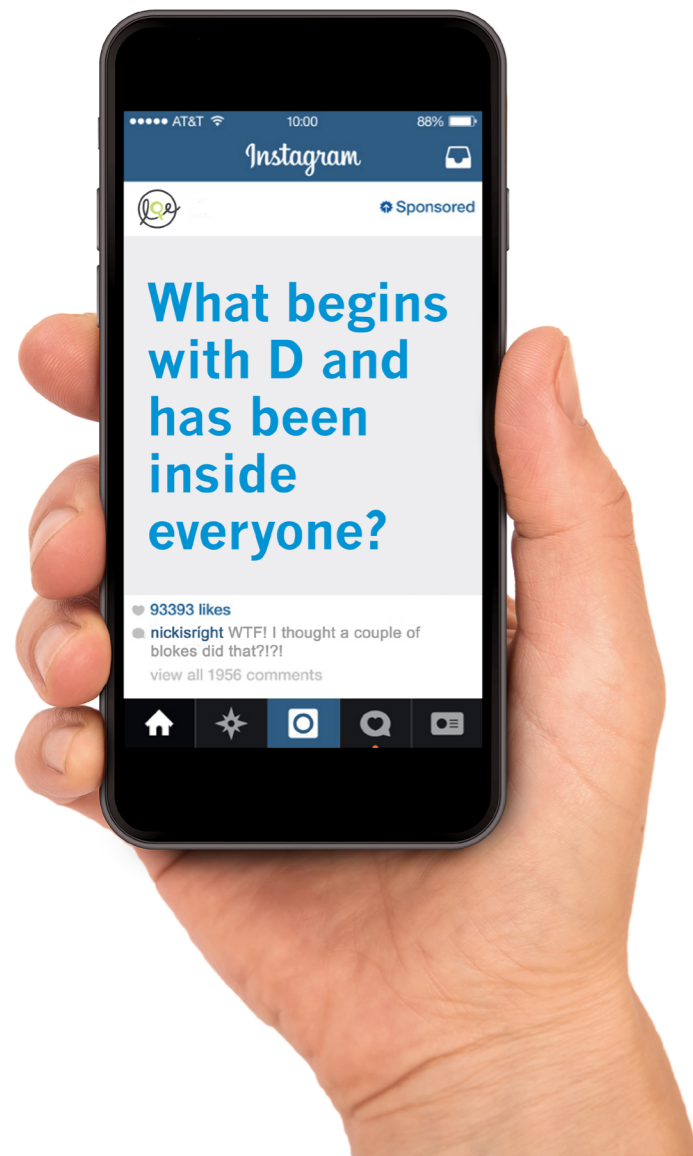
Campaign Summary

Sexist jokes have existed in society for as long as we can remember, but our campaign tells the audience that it's time to stop. By using the start of familiar jokes, but swapping the punch line for a more accurate conclusion, the audience will feel a mixture of emotions, which will help them see the seriousness of the problems being discussed.

The juxtaposition between the initial light-heartedness of the campaign with the grounding reality of the actual message forces the audience to rethink their stance on gender equality.

Creative Materials

Instagram



Digital Adshel

Why did the woman take so long to get ready?



Because she was trying to cover up her black eye.

What are **you** laughing at?



What's the best way to make your wife shut up?

Play down her achievements to show your
dominance and masculinity.

What are **you** laughing at?



ADSHEL



Online Banner



Concept Board for Stand Up Video

Script

“My girlfriend bought a cookbook the other day called ‘Cheap and easy vegetarian cooking’. Which is perfect for her, because not only is she vegetarian...”

Laughter from the audience

“No, no, come on that’s out of order... I recommend getting a girlfriend though for many reasons, they come in handy... all you have to do is make sure they’re fed three times and day and have a constant supply of water and they’re good as gold! They’ll pretty much let you do whatever you want!”

Muffled laughter from the audience

“Well, not as much as we could get away with back in the day... Back in the good old days”

“You could get away with tying up your wife whilst she slept, and putting it in her without any repercussions. Sure she’d go on about it for a few days but there’s nothing new there.”

A little laughter from individuals in the crowd

The comedian carries on with his material

“Have you ever been in a bar and glanced to the right to see that the chick next you has some Kim Kardashian arse just there, waiting, winking at you? You try just sipping your drink but you can’t resist a grab.”

She might be angry with you but you just shrug it off, there’s always one way to make you feel better about the rejection though... That’s right gents! Call her a slut! She probably couldn’t get a shag if she tried, she’d be lucky to have you.

Silence from the crowd

The comedian awkwardly coughs to clear his throat before continuing

“Of course things are different now to the 50’s, and the sex gets very different as us men get older. Worth mentioning though, for the fellas out there, the reason the use of Viagra increases the older we get is not because of our impotence. It’s that these old women are so very ugly.”

“I really feel like I belong in the 1950’s. Marilyn Monroe for instance...The women of today could take some tips from Marilyn. Flash a bit of leg, push those knockers up, and everyone will love you. You’ll be a living icon.”

The audience is still sat in silence, and the comedian is growing with frustration

“I’m so tired of pussy footing around women’s feelings all the time. Talking of pussy footing, any tarts in this crowd that want to have a go at shoving one of my size 12’s up their fanny?”

“Come on...it’s only a joke.”

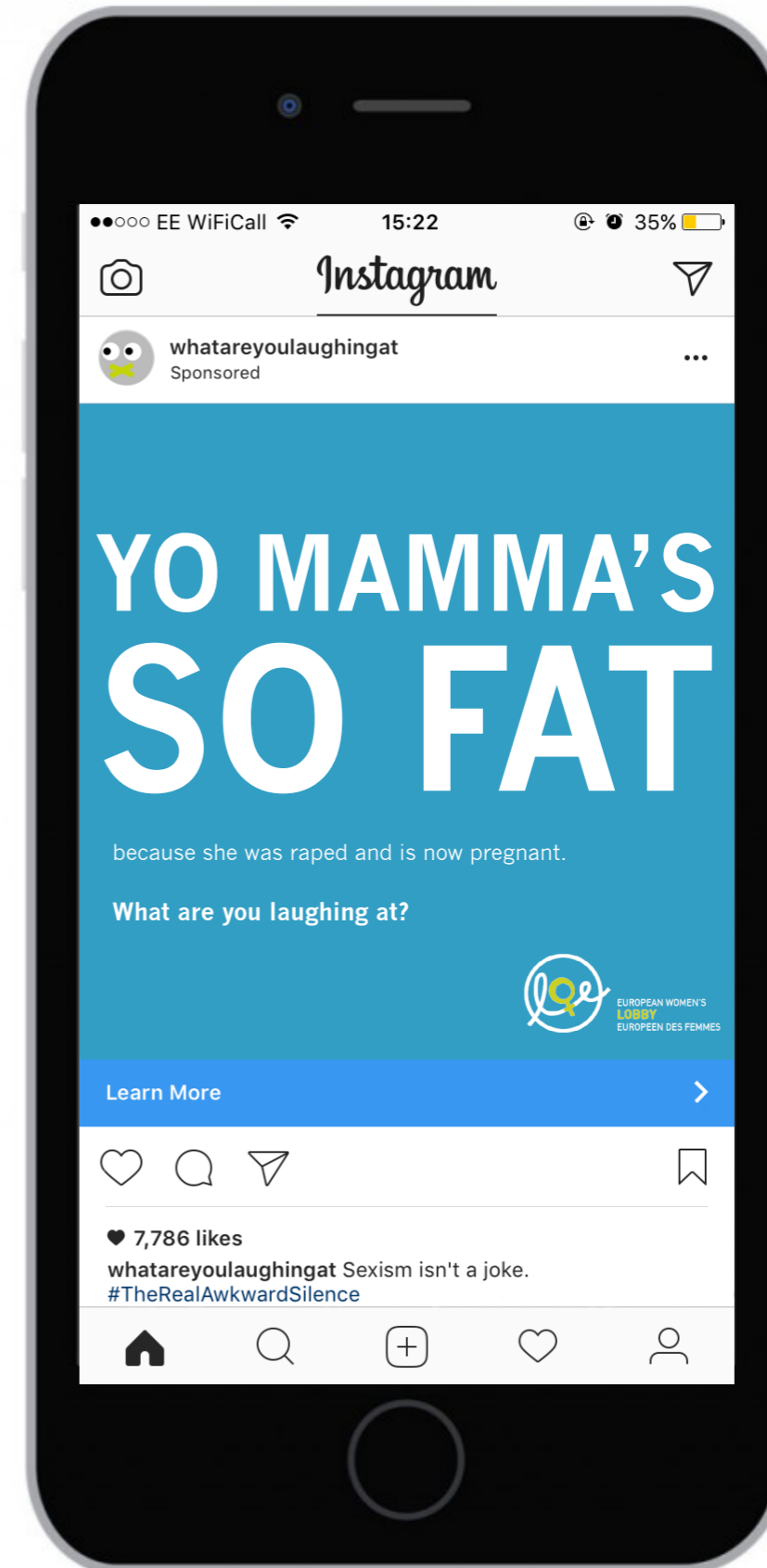
Comedian walks off in a temper and mutters something under his breathe

“Dumb uptight slags.”

Endline appears on the screen behind him: ‘Sexism isn’t a joke.’



Instagram Page



YouTube Adverts

Why did the schoolgirl cross the road?
Because she was being followed.

lqe EUROPEAN WOMEN'S LOBBY EUROPEEN DES FEMMES

Skip the Awkward Silence ▶

Ricky Gervais Stand Up - Out Of England 2

MrHanc69

Subscribe 5,822

1,257,734 views

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5,950 648

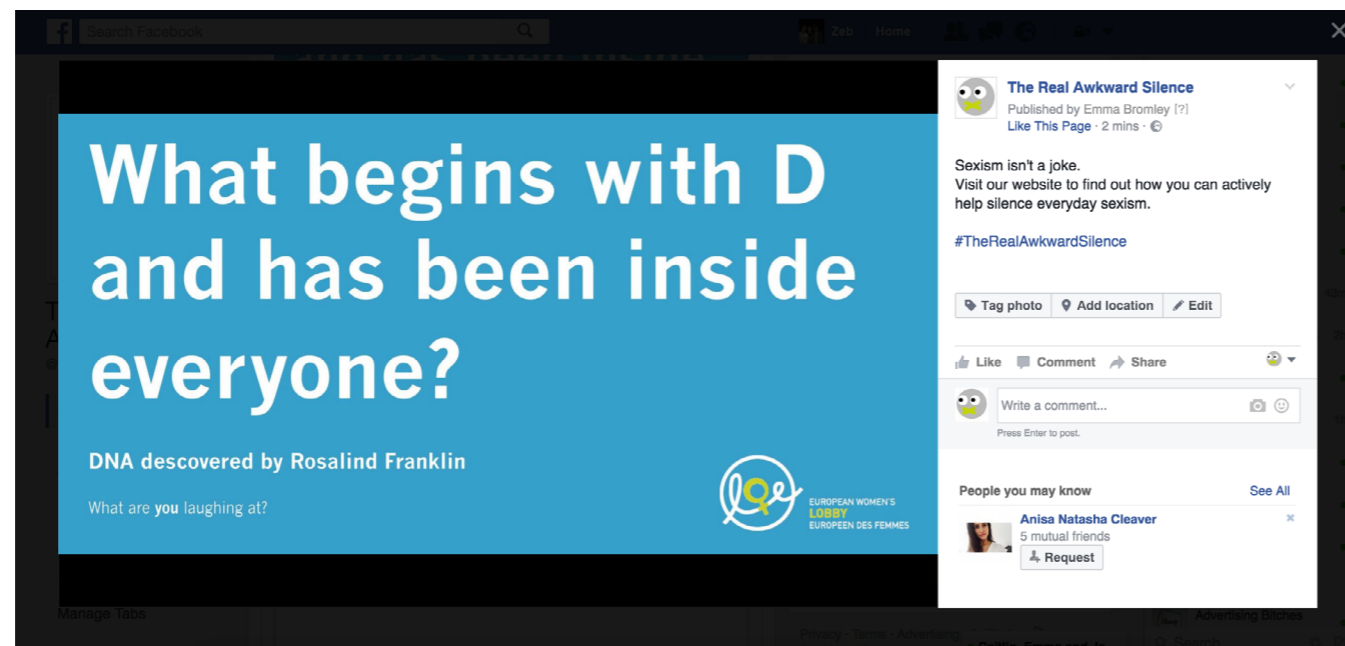
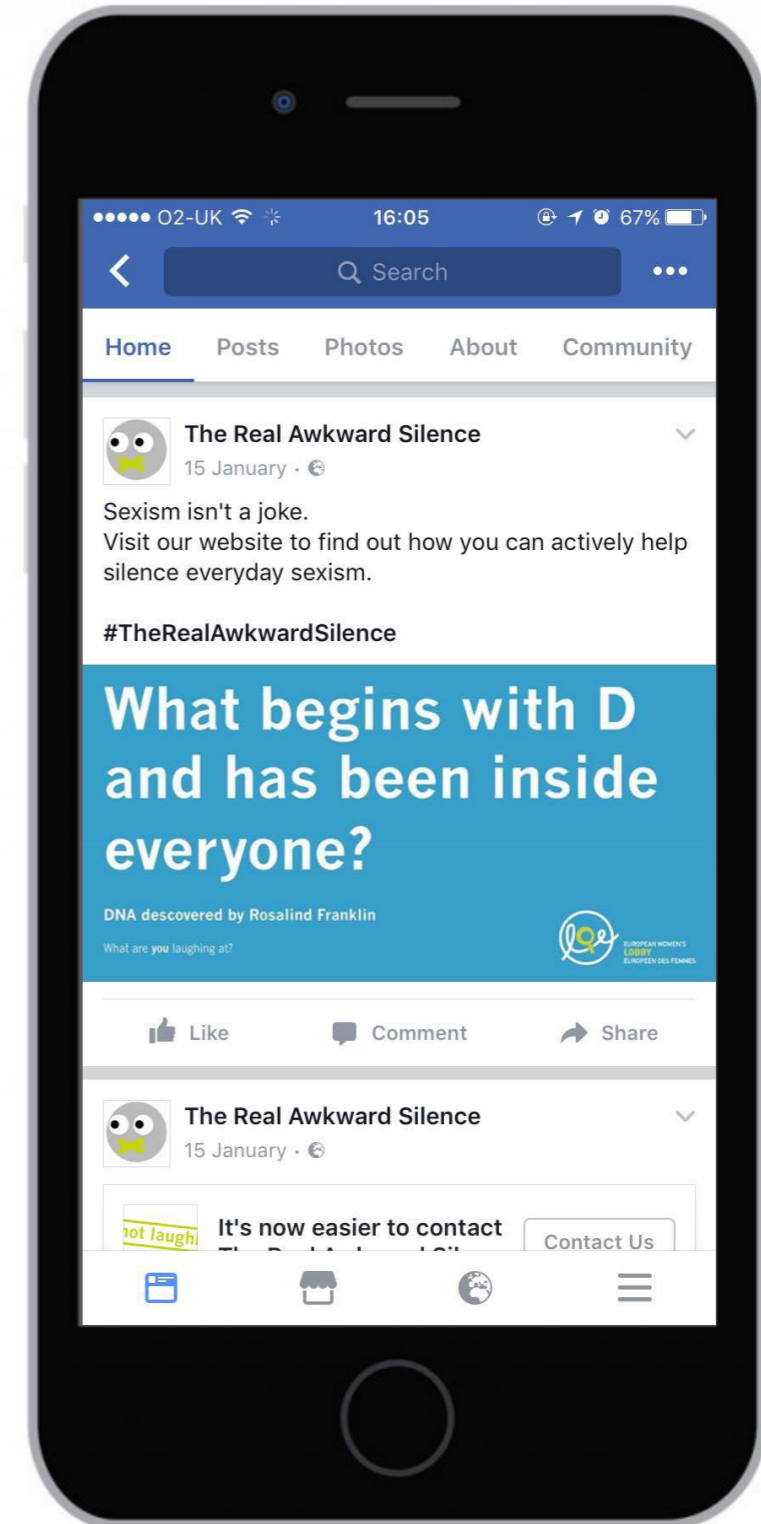
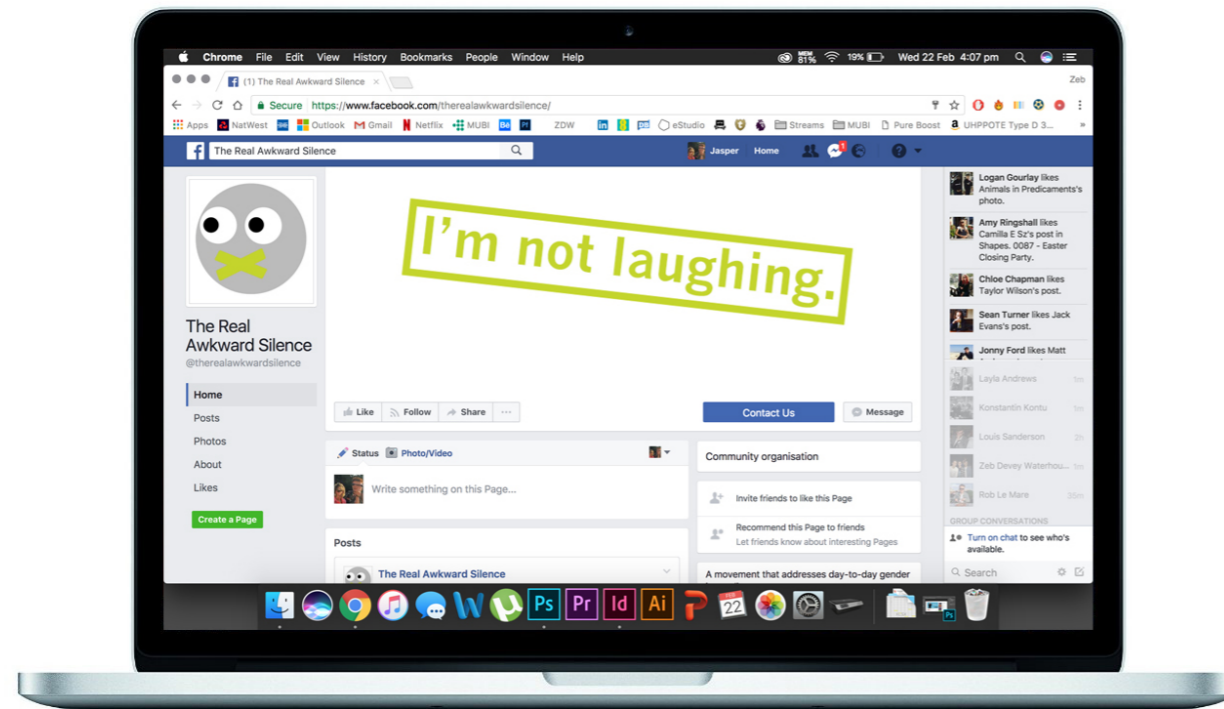
Up next

A series of YouTube adverts that have a comedian telling one of the awkwardly sexist jokes, only to stand their in silence afterwards.

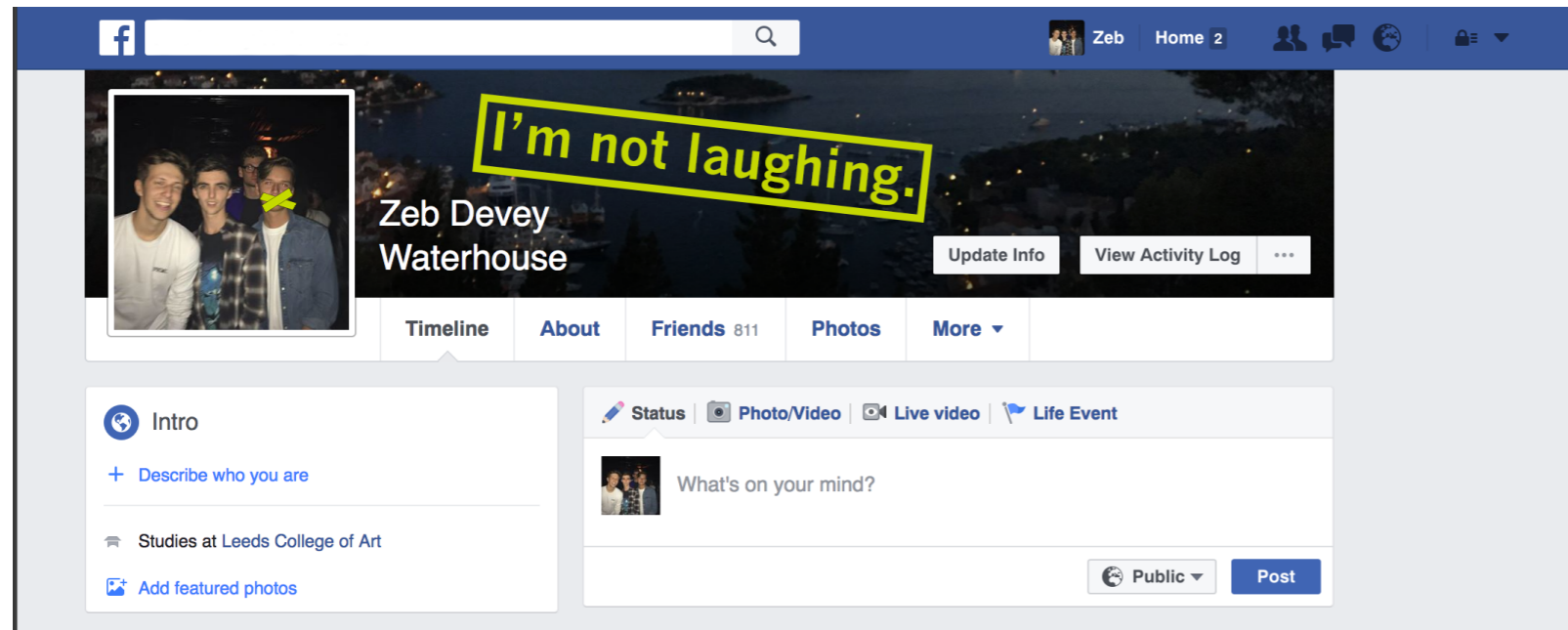
The audience can 'Skip the Awkward Silence' by pressing the button.



Facebook Page

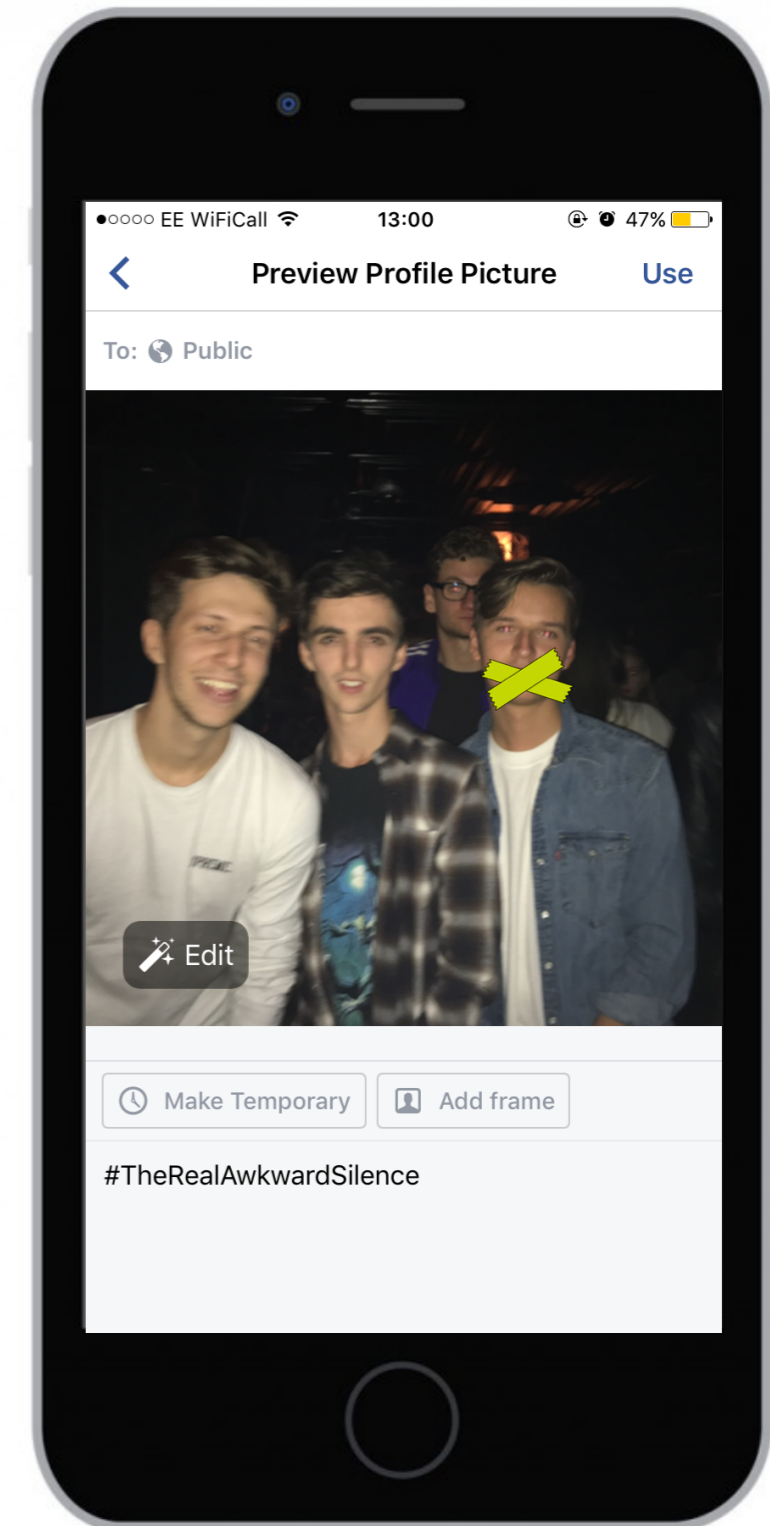


Temporary Profile Pictures and Cover Photos

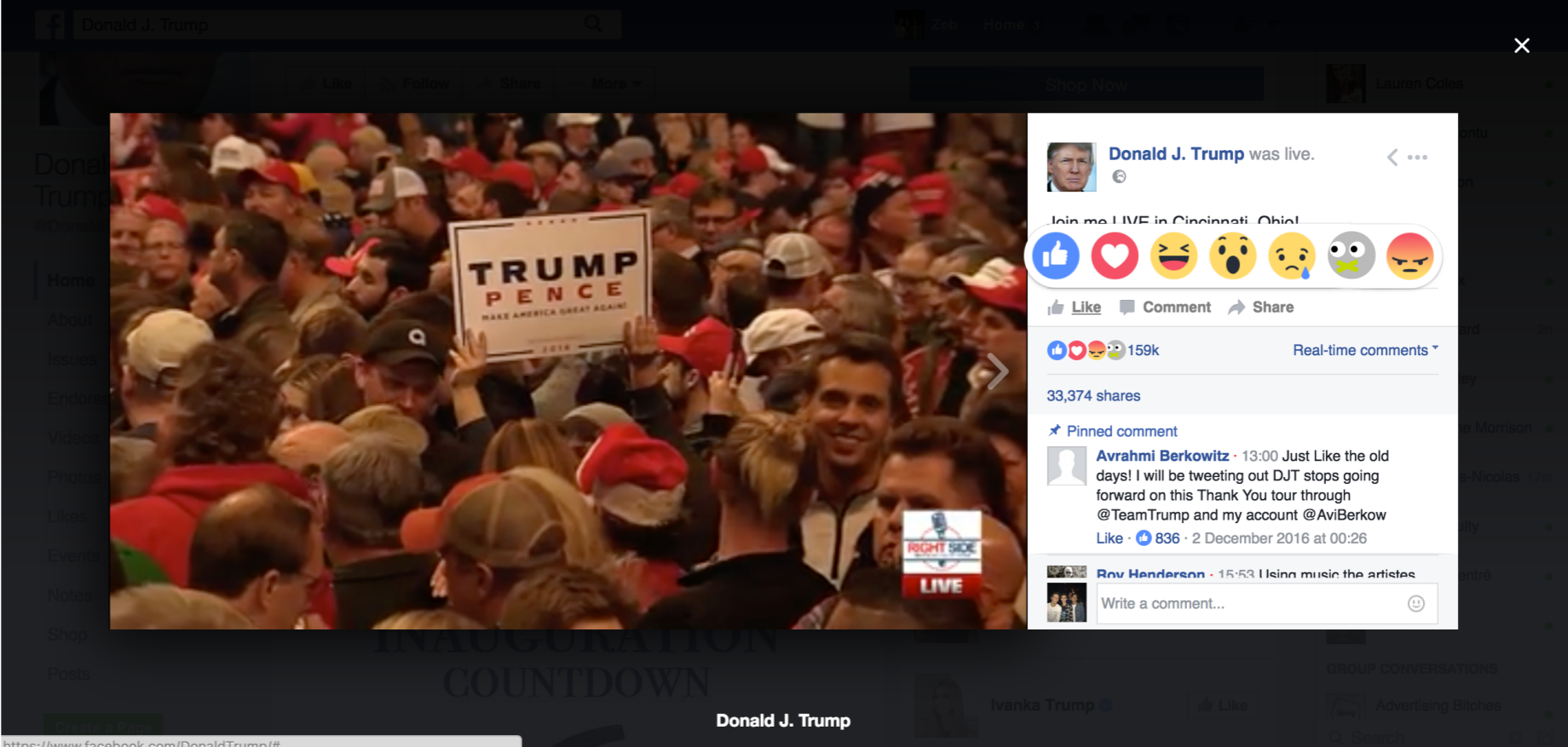
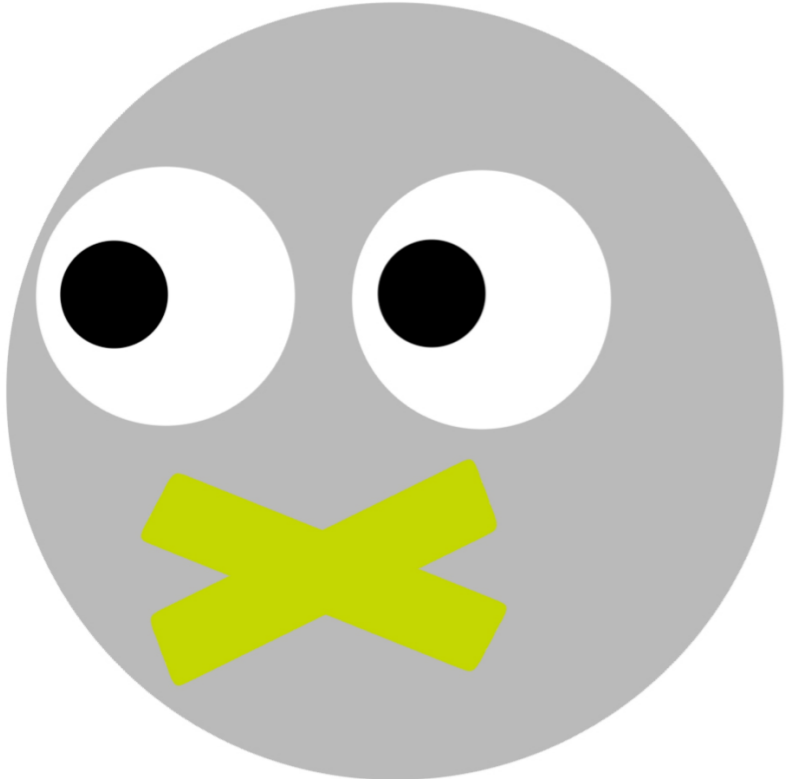


I'm not laughing.

A temporary profile picture and cover photo filter allows the audience to show their support to the campaign.



Facebook Reaction Emoticon



Like



Love



Haha



Yay



Wow



Sad



Awkward
Silence

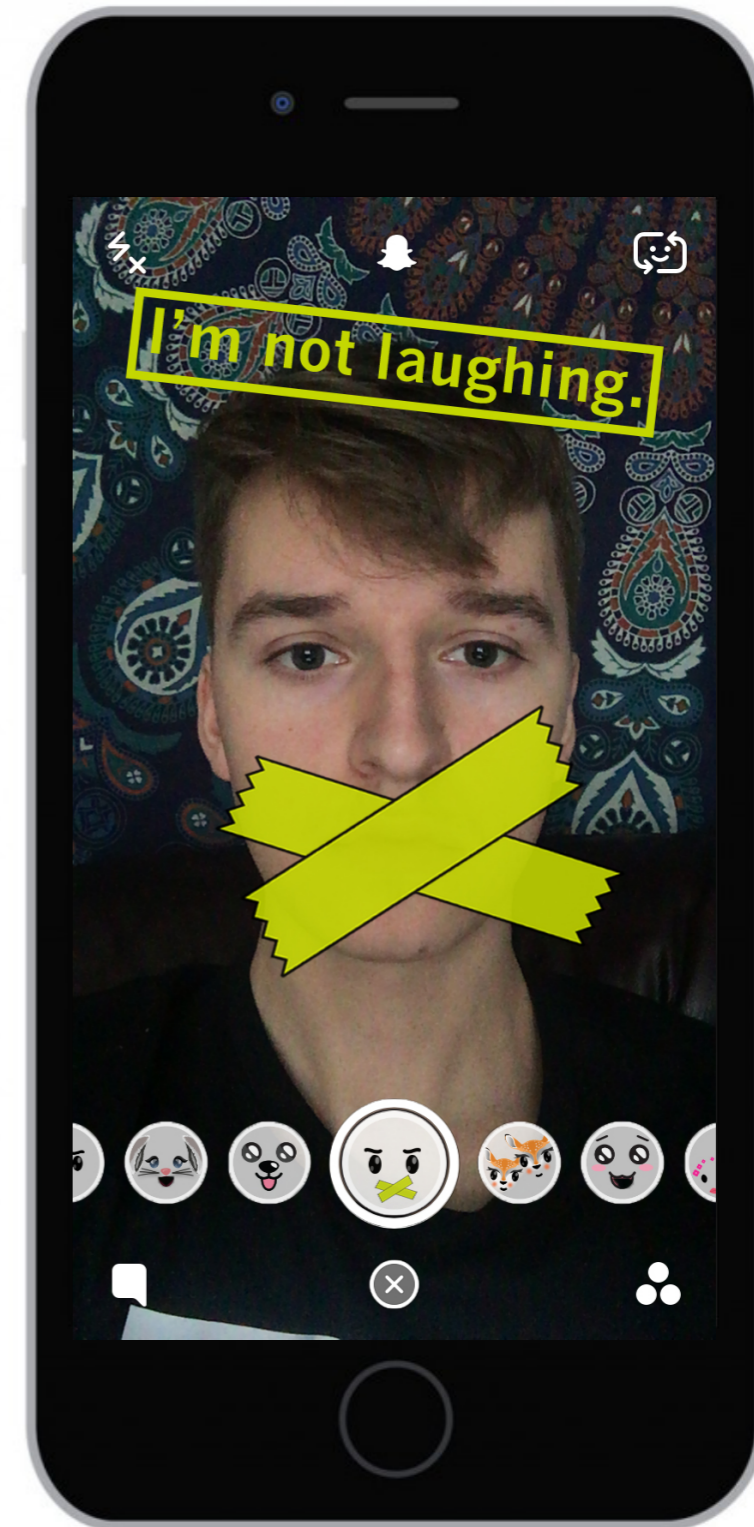
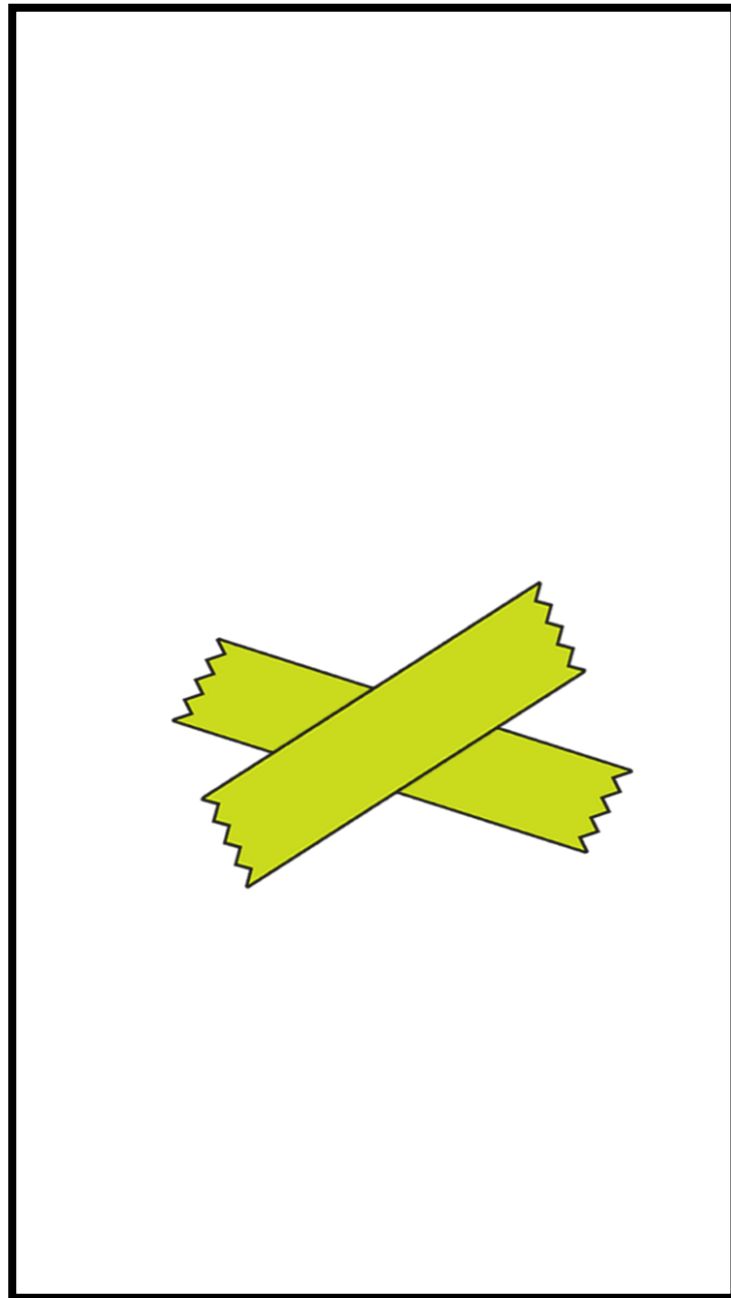


Angry

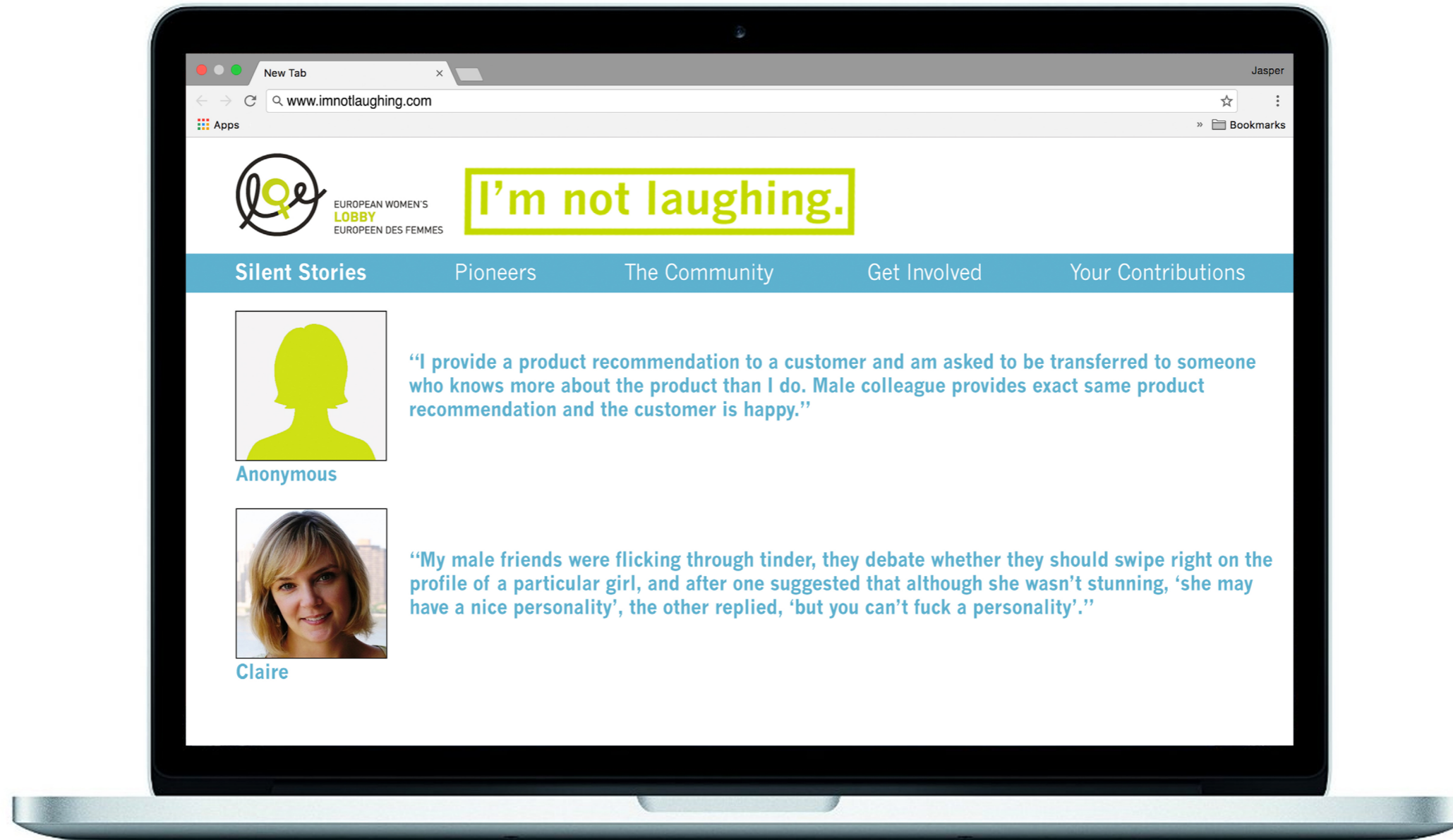
Apple Emoji

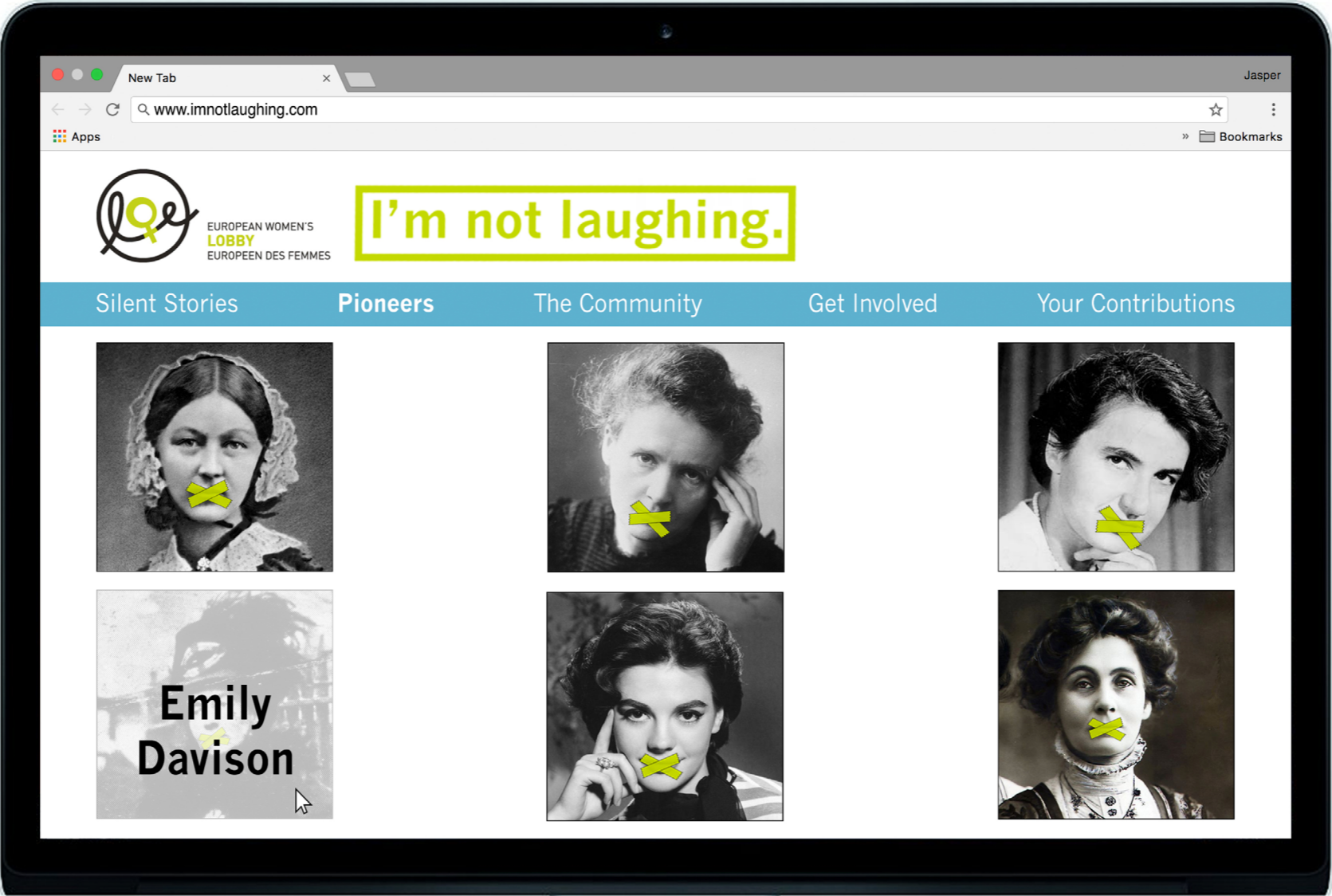


Snapchat Filter



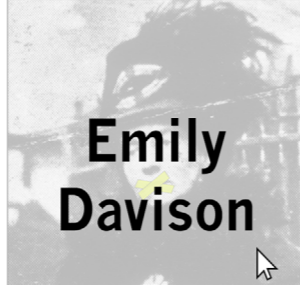
Microsite





I'm not laughing.

Silent Stories Pioneers The Community Get Involved Your Contributions





EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

I'm not laughing.

Silent Stories

Pioneers

The Community

Get Involved

Your Contributions

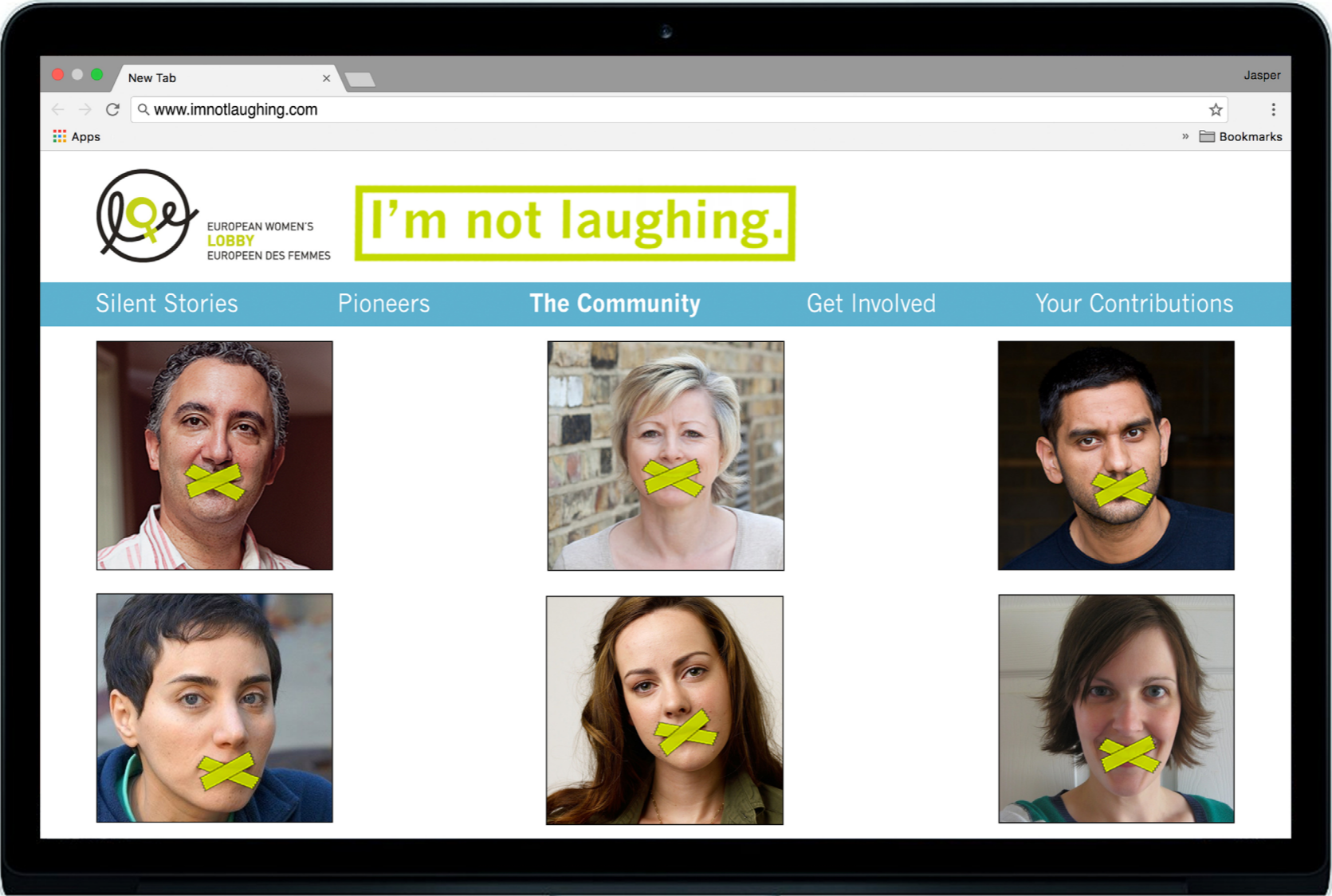


Emily Davison 1872 - 1913

**Why did the woman cross the track?
To throw herself in front of the kings horse.**

Emily Wilding Davison was a suffragette who fought for women's suffrage in Britain in the early 20th century. She was known for extreme tactics that resulted in her arrest on nine occasions. She protested by means of hunger strikes, and was force-fed 49 times while incarcerated. In her most famous moment of protest, Davison stepped in front of King George V's horse on June the 4th, 1913 resulting in death.

What are you laughing at?



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

I'm not laughing.

Silent Stories

Pioneers

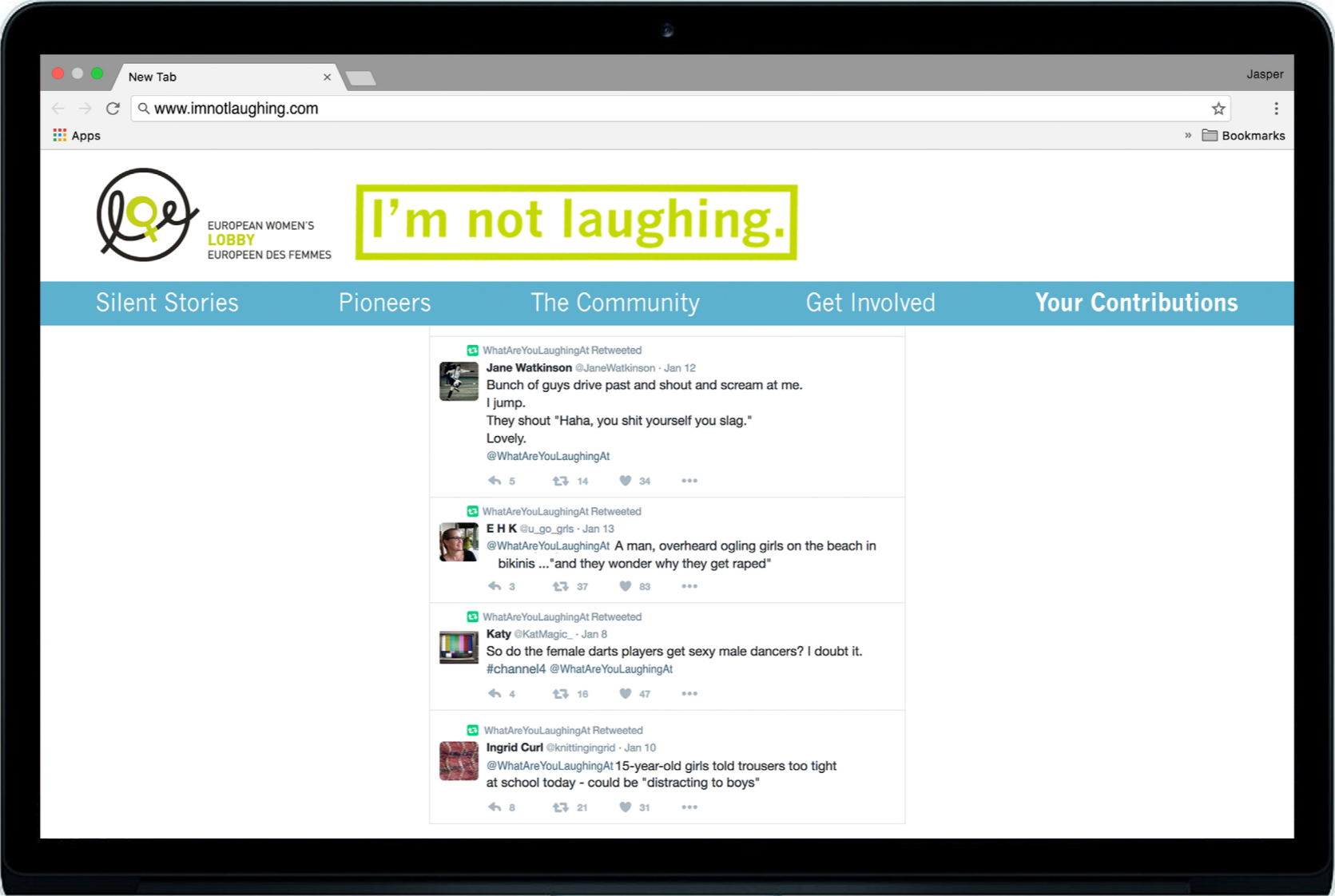
The Community

Get Involved

Your Contributions







Creative Brief

Our campaign is designed to tell women that they don't have to put up with the 'small' injustices or jokes that they have had to deal with their entire life. It will also help to make men aware of these everyday occurrences that most women have accepted as their reality, and hopefully encourage them to change their mind-set towards the promotion of gender equality.

This strategy to tackle gender inequality will be effective due to the fact that the messages will resonate with every single audience member. They will feel a stronger and more personal connection to the campaign because the events and incidents that are referred to in the campaign are so common and frequent.

Audiences react more to messages that they can relate to, meaning a campaign that addresses aspects of gender inequality that everyone can associate with their life will have a better chance of inducing positive change.

Creative Execution

Our campaign involves a series of different creative mediums that are designed to have the maximum impact on the target audience. The colour palette used follows that of the European Women's Lobby, and runs throughout each medium of the campaign.

The designs of each of the digital print executions are intended to enhance the juxtaposition of the message, and the effect of the video content is also designed to draw the audience in, before revealing the real message.

Media Plan

Alongside the print and video elements of the campaign, we wish to spread the word and increase the support behind the message via several social media platforms. With websites such as Facebook, Twitter, Instagram and Snapchat, we have offered consumers a chance to easily promote the movement themselves and feel involved.

We have also targeted users that frequently indulge in comedic and satirical videos online with YouTube adverts and sponsored Facebook and Instagram posts. Aspects of the campaign such as the Facebook reaction emoticon and iPhone emoji, allow the campaign to spread via online word of mouth.

Key Consumer Insight

Our key insight is that it's easy to laugh about sexism rather than address it, but for society to move forward in the way it treats women, the jokes need to stop.

Prioritised Objectives

The principal objective of this campaign is to improve the day-to-day life of being a female by illuminating injustices that women deal with on a daily basis, showing men that are unaware of the extent this issue, that they are the ones that need to stop making light of the situation.

Proposed Strategy & Tactics

The campaign will commence with the release of several digital print adverts, over a variety of social media websites and outdoor mediums. These adverts will originally seem like sexist jokes, but will subsequently give a strong message of equality, with some giving nods to past pioneers of gender equality, such as Marie Curie and Emily Davidson.

Whilst the campaign message is being spread via online platforms, a live comedy event that follows a similar theme to that of the print adverts will be filmed and released. The video of this stunt will also be shared by the social media pages, with the underlying message of the campaign beginning to surface in different social circles online.

YouTube adverts that will run before comedy videos will be used to reinforce the message to a specific audience that would benefit from being addressed.

Once the campaign has reached the height of its awareness, our chosen target audience of European citizens will be given the chance to participate with the movement. Temporary filters for Facebook profile pictures and cover photos will be available, as well as a 'Reaction Emoticon' that refers to the awkward silence that occurs after a sexist joke.

This reference to 'the real awkward silence' of overlooked gender inequality will then become a theme of the social media marketing. As well as the afore-mentioned collaboration with Facebook, Snapchat filters, Twitter hash tags and Instagram posts will give the audience a chance to have their say on the matters that have been discussed in the campaign.

Each of the different areas of the campaign will be tied together by a microsite, with the fundamental message of commending the history of women's rights activists, as well as offering and encouraging the audience's ability to get involved themselves.

Assessment Measures

The data of social media interactions will allow us to oversee how large the reach of the campaign has grown. Aspects of the adverts such as the hash tags and filters show us how many people feel as if this campaign is something that they would like to be a part of, and help us measure the effects of the promotions.

An increased involvement of local communities in gender equality promoting movements will show us how much impact our campaign has had on the day-to-day lives of women.

Additional Information

We have chosen to use social media as the principal vehicle for this campaign as we believe that it is the most effective way of presenting a message to a broad target audience. It allows the audience to participate in the campaign as well as observe it, therefore producing an experience with more impact.

Thank you

It's been a privilege working on a brief of this stature, and we really hope to make a difference.