



Profile

Team Name : four

Campaign name

Refu-Dreams

Campaign background

Introduction and Overview:

Refu-Dreams is an innovative VR campaign that entices audiences to join the iWelcome online community. The proposition: we all have dreams that we can help each other realise. The campaign will consist of three VR stories that will give people the chance to experience life through the eyes of a refugee living in their country. A supporting social media campaign will be used to engage audiences and drive them to the VR experience and iWelcome website.

Our Approach:

This campaign will address two major key issues faced by the non-profit sector: slacktivism and crowd mentality.

These two issues are interconnected and negatively augment each other. In order to inspire a movement of people and align to the message of “great things happen when people come together”, Refu-Dreams will need to utilise crowd mentality - by showing that peers and others in the community are actively engaging - while simultaneously driving supporters from slacktivism to activism.

Expected Response:

Having had the Refu-Dream VR experience, the target audience will be able to comprehend the struggles that refugees face in their country and be able to identify with their dreams and aspirations of rebuilding a life.

They will also have witnessed the positive impact the iWelcome community has, and learned how making a physical effort themselves is essential to the cause. This will encourage people to approach the iWelcome website believing it will enable them to make a real difference.

Having visited and joined up to the iWelcome website, the supporting social communications will then help facilitate the target audience in expressing themselves through shareable social media content that will inspire others to take an active role, ultimately helping to create a community of passionate, like-minded individuals that will be actively contributing.

Campaign summary

Refu-Dreams is an innovative VR campaign that entices audiences to join the iWelcome online community. The proposition: we all have dreams that we can help each other realise. The campaign will consist of three VR stories that will give people the chance to experience life through the eyes of a refugee living in their country. A supporting social media campaign will be used to engage audiences and drive them to the VR experience and iWelcome website.

Additional information

For ethical reasons the characters and the stories represented are fictitious, yet there is opportunity for the campaign to use real refugee stories for increased impact.

The Refu-Dream stories will also be available in 360 degree youtube video format (which allows viewers to see the video from every angle just by swiping or moving their phone or tablet around) to ensure maximum reach through a slightly less immersive experience.

The campaign was created intentionally for a UK release, yet also created to be transferable across European cultures, so that it can be rolled out to other countries too.

Conducted Research

For ethical reasons our research consisted entirely of secondary research. The conducted research covered:

- 1) Preliminary research into the refugee crisis, and attending guest lectures given by relevant charities (STAR and Red Cross) - to learn how charities and people were helping refugees.
- 2) The key issues/barriers to activism and social movements - which highlighted the issues of slacktivism and crowd mentality.
- 3) Research into previous charity campaigns, both surrounding refugees and not - to identify what had been done before.
- 4) Research into millennials and their attitudes towards refugees, immigration, social and cultural barriers, and global affairs - which informed our choice of target audience and enabled us to craft our insight.
- 5) Research into the volunteering and charity giving behaviours and attitudes of millennials - which highlighted the barriers to targeting this audience and the solutions we would need to utilise to overcome them.
- 6) Further research into the refugee plight and their experiences of living in a new country - so we could effectively comprehend the refugee struggle and apply this understanding to our creative work.

References

Key sources from which we drew upon:

Amnesty, 2016. Refugees Welcome Index shows government refugee policies out of touch with public opinion [online]. International: Amnesty International. Available from: <https://www.amnesty.org/en/latest/news/2016/05/Refugees-Welcome-Index-shows-government-refugee-policies-out-of-touch/> [Accessed 3 December 2017].

Business Wire, 2017. Millennials Stand for Globalism and Want to Shape the Future [online]. US: Berkshire Hathaway. Available from: <http://www.businesswire.com/news/home/20171115005572/en/Millennials-Stand-Globalism-Shape-Future> [Accessed 6 December 2017].

Give as you Live, 2014. Generation Y & their charity giving habits [online]. UK: Give as you Live.
Statista, 2016. Millennial Population of the United Kingdom [online]. UK: Statista. Available from: <https://www.statista.com/statistics/630938/uk-millennial-population-by-age/> [Accessed 10 December 2017].

WEF, 2017. Global Shapers Annual Survey 2017 [online]. International: World Economic Forum.

Key consumer insight

Key Consumer Insight: Millennials are idealists that will fight to make their dreams a reality.

The insight was crafted from Millennials' desire for a fairer and more compassionate world - an ideal future of a world without barriers based on gender, religion, culture or nationality. And the surge of Millennial enthusiasm and activism that has added to the momentum of recent social movements and boosted political outsiders, such as Bernie Sanders and Jeremy Corbyn.

Prioritized objectives

1) Demonstrate to the TA that they must do more than just proclaim support, and that in order to make a real difference they must undertake a more active role - by showing and emphasising how crucial making a physical effort is in making refugees welcome.

2) Demonstrate to the TA that “great things happen when people come together” and that social and political change is made from the ground up - by showing the positive impact of different individual and group contributions to the movement.

NOTE: OBJECTIVES HAVE BEEN SET TO TACKLE/UTILISE SLACKITVISM AND CROWD MENTALITY.

Proposed strategy & tactics

Target Audience: UK Millennials

Millennials are the ideal target audience as they are already empathetic toward the refugee plight, and their passion for the causes they believe in make them more likely to volunteer, attend and organise events than any other generation.

Attitudes and Behaviours:

-They prefer to donate time over money and feel they need to “give more of themselves” to the causes they believe in over just funding the organisations behind them.

-72.6% would welcome refugees to their country (49.6% to their neighbourhood)

-57% see themselves as global citizens rather than citizens of any country

-40% believe individuals, governments and the UN have a shared responsibility to create a world without borders

-40% say their ideal future would have an end to racism and barriers based on gender, religion, culture or nationality

-80% want a say on matters of global and national importance

Communication Barriers and Solutions to Engaging Millennials:

Barriers:

-They reject traditional forms of charity giving and communication and instead require an on-going, 'always on' relationship that creates a community of passionate, like-minded individuals that allows them to contribute socially – both on and offline.

-Their enthusiasm is dependent on their need to express their individuality through practices that resemble sharing, rather than giving.

-Causes that lack a sense of close proximity with them can struggle to draw attention and form an emotional and valued relationship.

Solutions:

-We will share stories about the efforts of real people that will encourage them to share via social media.

-This will consist of stories about successful projects and how volunteers are helping in specific, localised areas.

-Social media posts will also encourage them to publish stories about their own efforts.

(SEE CONDUCTED RESEARCH SECTION FOR REFERENCES)

Campaign Evaluation

KPIs:

- 1.Number of visits to the iWelcome page
- 2.Number of new sign-ups to iWelcome
- 3.Number of VR video views through headsets
- 4.Number of 360 degree video views
- 5.Number of people who are publishing stories of their own iWelcome efforts
- 6.Number of UK politicians publicly proclaiming to support Refu-dreams/iWelcome

As the campaign tackles slacktivism, effectiveness will ultimately be measured by how many people are actively getting involved rather than by likes and shares. However, likes and shares will influence social media tactics in order to maintain media traction.

Creative brief

Target Audience: UK Millennials

The Proposition: We all have dreams that we can help each other realise

The proposition aligns itself to the iWelcome key message: "great things happen when people come together". It will also resonate powerfully with the target audience, as it reflects their fight to make their own dreams a reality (see insight), and their desire for a fairer and more compassionate world.

One of our key inspirations for the proposition was John Lennon's 'Imagine' - most notably, "you may say I'm a dreamer, but I'm not the only one".

Creative execution

Refu-Dreams allows viewers to experience life through the eyes of a UK refugee in three, 2-4 minute VR stories, each consisting of a series of events often experienced by real refugees. Each narrative will emphasise to the audience that refugees are the same as them, sharing similar dreams and aspirations.

Narrative structure of the stories:

Beginning: Establishes the difficulties faced while struggling to rebuild their lives.

Middle: Exposes the major barriers that prevent the characters from fulfilling their dreams and aspirations.

End: Demonstrates how the iWelcome movement and its members are helping the characters to overcome those barriers.

Media plan

Refu-Dream VR and 360 Degree Video Experience - both available on YouTube

Free Amnesty International branded cardboard VR kits, which can house the consumer's phone, will be rolled out to reach those who do not own premium headsets. Each kit will have a QR code and NFC button which takes them to the relevant YouTube video for that headset's story, ensuring the giveaway converts to exposures.

Tactics:

- Give out headset kits on the high street to increase reach
- Use refugee charity groups and events to host and promote the experience locally
- Invite politicians and social influencers to try the experience to gain political and social influence

The 360 degree youtube video format (which allows viewers to see the video from every angle just by swiping or moving their phone), will enable viewers to have the experience without use of a headset, ensuring maximum reach.

Supporting Social Media Tactics:

- Post content to promote Refu-Dreams experience and iWelcome

(the following utilise the previously mentioned communication solutions)

- Post content about the efforts of real people.
- Post content about successful projects and how volunteers are helping in specific, localised areas.
- Encourage iWelcomers to publish stories about their own efforts.

Media

- [RefuDreams.pdf](#)