

**EDCOM ADVENTURE**  
**THE OXYMORONS**



**AMNESTY**  
**INTERNATIONAL**





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Planner



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Account Director

# Campaign Name

Easier than you think.

## Campaign Background

Our campaign uses copy to highlight the simplicity of signing up to the iWelcome website. You do not have to take a break from your everyday routine in order to show your support for the refugee crisis; you can join the movement and continue seamlessly with your lifestyle. This is reflected through the light-hearted nature of our campaign that includes print, social media and a variety of experiential advertisements.

Our extensive research showed that the refugee crisis is often shown in European media and therefore most citizens are aware of the issue. Moreover, we found that people shy away from helping the victims as they believe they cannot relieve the problem single-handedly. Consequently, we decided to avoid an awareness style campaign, and produce a strategy that showed it is easier than you think to make a positive impact. We expect to see an increase of signatures on the iWelcome website, as well as social media engagement as our target audience are found on that platform. For example, our audience could share images of the barista uniforms on social media.

A large part of our campaign is dependent on the cooperation of brands, such as Uber, Pot Noodle and Caffé Nero. During our research, we found that these were the brands that our target audience predominantly used.

## Campaign Summary

A fast paced copy-led campaign that uses a light-hearted approach to show how you can sign up to iWelcome during everyday life. The campaign subtly changes ambient platforms, such as Pot Noodle packaging, showing the consumer they can do something life-changing during short moments.

The call to action is at the heart of every ad: "Whilst you go about your life, change someone else's". Our campaign shows the daily actions of different lifestyles to enhance the key message: great things happen when people come together.

## **Additional Information**

Unimaginable suffering occurs daily for refugees, and we are becoming immune to it. Everyday citizens are feeling powerless, and we want to change this feeling into a positive and proactive movement. One which demonstrates that every iWelcome sign up, could be life-changing.

Refugee Ai WeiWei created the film Human Flow and stated that; 'the refugee crisis isn't about refugees. It's about us.' Together, our actions can greatly improve the lives of others who need our help, and by creating a campaign that drives an audience to the iWelcome website, we hope to encourage this movement.

## Conducted Research

In order to gain a full understanding of the problem faced, we analysed a number of sources. Documentaries such as Channel 4's 'War Child' and BBC's 'The Refugee Diaries' showed us that refugee children frequently come to Europe unaccompanied. This highlighted the terrors they have to face at an age that should be filled with innocence and joyful memories.

Podcasts such as Adam Buxton's interview with Hassan Akkad gave us the insight that male refugees are often stigmatized and called 'cowards' when entering new countries without their families. In reality, the issue is much more complex, with every family having their own reason for how they are forced to deal with the crisis.

The BBC's Global News questions on the Syrian refugee crisis showed that every country shy's away from taking responsibility for the situation. TED Talks by Alexander Betts, David Miliband and Melissa Fleming gave us the insight that the refugee crisis is a "moral crisis", that shines a light on the shortcomings of civilized countries.

An Oxford Union interview with M.I.A (a refugee and rapper), demonstrated that the refugee crisis is often presented as "faceless", with stories being warped "to fit the Western narrative".

A variety of European media outlets, such as The Guardian, BBC, Sky News, Bild, Libération, and Kathimerini showed us that the refugee crisis is often portrayed in a negative light across international media. Interviews with local groups such as the residents of Misson (Doncaster) emphasized the positive attitudes shown towards refugees. However, this also highlighted that these supporters had been completely inactive because they felt powerless to help such an overwhelming issue. Our strategic process was supported by interviews conducted with advertising agency professionals, such as Anthony Smith (Creative Director at Uniform) and Mike Scott (Creative Director of Brawl)

## **Key Consumer Insight**

People are sympathetic to the refugee crisis but they feel powerless to help, therefore resulting in them being passive. The consumer has a busy lifestyle, and feels they do not have enough time to support the refugee crisis. Through showing how quick and easy it is to sign up to the iWelcome website during their busy everyday life, the campaign will increase signatures.



## **Prioritised Objectives**

The principle objective of this campaign is to convey the ease of joining the iWelcome movement and demonstrate how every signature could be life-changing for a refugee. Our campaign highlights that during everyday life even our busy target audience has spare time, and these moments could be spent doing something meaningful.

## Proposed Strategy and Tactics

The campaign will commence with the release of our print advertisements, in the form of an adshel, Spotify advert and social media posts. This will set the tone of voice for our campaign and will show the audience the ease of signing up to iWelcome website during everyday life.

We will then release the online banner advertisements that centre around popular culture, as these are references that are widely understood by our target audience and help convey the ease in a light-hearted manner.

Whilst the print aspects of this campaign are running, we will release the ambient adverts, such as the barista T-shirt and theatre interval curtains. This will subtly interrupt our audience's everyday life, and demonstrate in real terms, the message of the print adverts.

We will then release stickers, which will be available online, so that our target audience can interact with the movement and place them in locations people can be found waiting. Through this, the audience will be actively encouraging others to join too.

The campaign expands over a range of medias to tap into our audience's lifestyle. Every time they see the adverts in a different medium it reinforces the key message, 'whilst you go about your life, change someone else's.'

Each area of the campaign is tied together by the call to action: 'search iwelcome and join the community of people supporting refugees', in order to increase signatures on the website.

## **Campaign Evaluation**

Our campaign's effectiveness will be measured by social media engagement, sticker use and the increase in iWelcome sign ups.

Social media engagements will be measured through images of products being posted and shared.

Perhaps our campaign will influence news outlooks and ultimately European governments to reflect positively on the refugee crisis, due to the increased support for the movement of people welcoming refugees.

## Creative Brief

Our strategy of 'show it's easier than you think to make a positive impact' came from the insight that 'people support refugees already but think that issue is too big to tackle alone.'

This thus informed our proposition,  
**'It's easier than you think.'**

The single-minded proposition focuses on the simplicity of signing up to the iWelcome website. It also dispels the myth that you cannot help the refugee crisis when you have a busy lifestyle. This is because even our busy target audience has small periods of time between activities during day to day life, that they could spend signing up to the movement, potentially changing a refugee's life.

Our audience should:

- THINK-** 'I didn't know that I could make a difference in such a simple and easy way'.
- FEEL-** Encouraged to make a contribution to the cause.
- DO-** Sign up to the iWelcome community and follow advice from the website.

# **Creative *Materials***



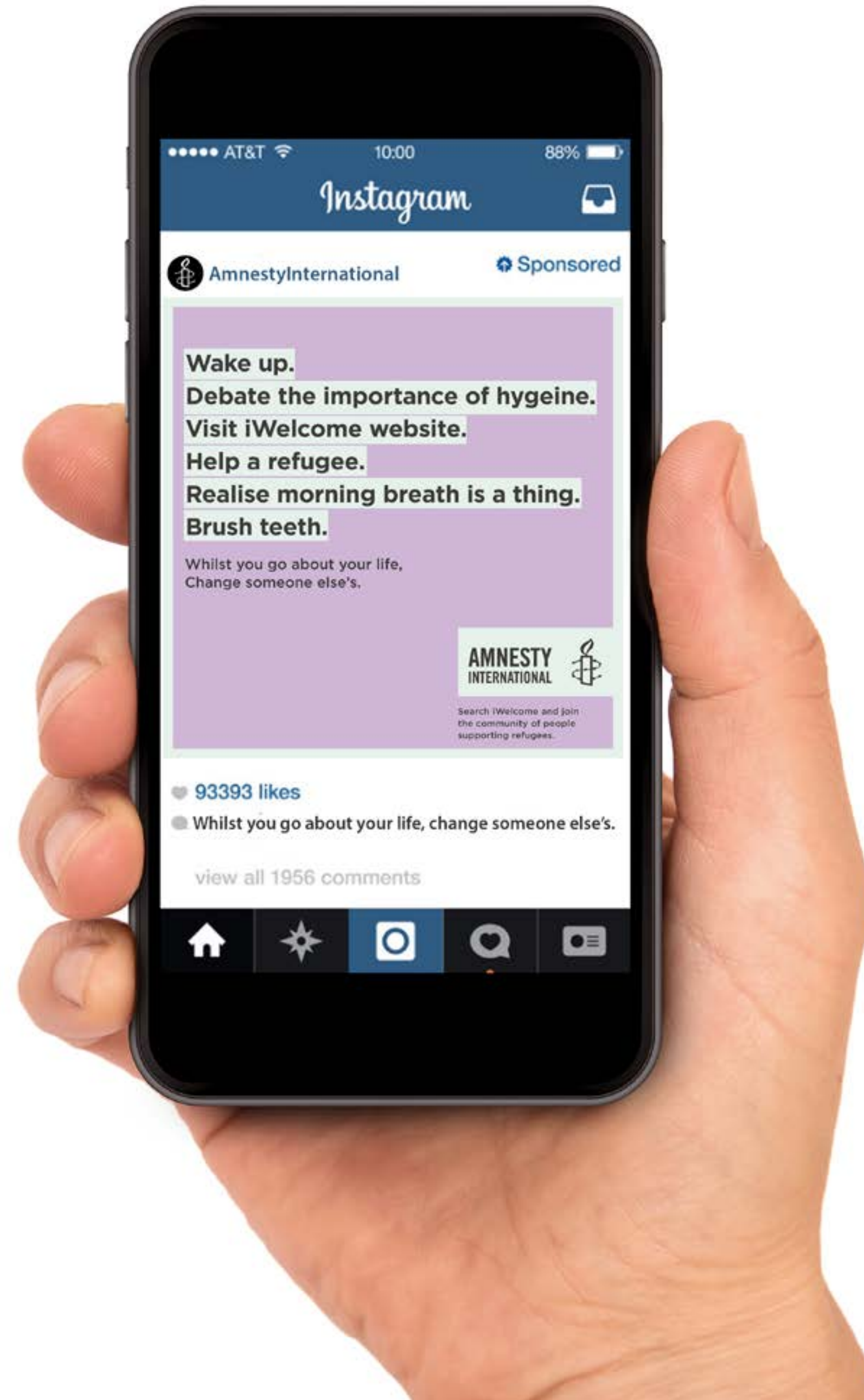
## Adshel

We have situated all adverts near the location that is relevant to their subject. By using a positive of voice tone of voice with subtle humour, it makes the advert more memorable. This is an outlook that has not been used before to encourage support for refugees.



## Campaign in Europe

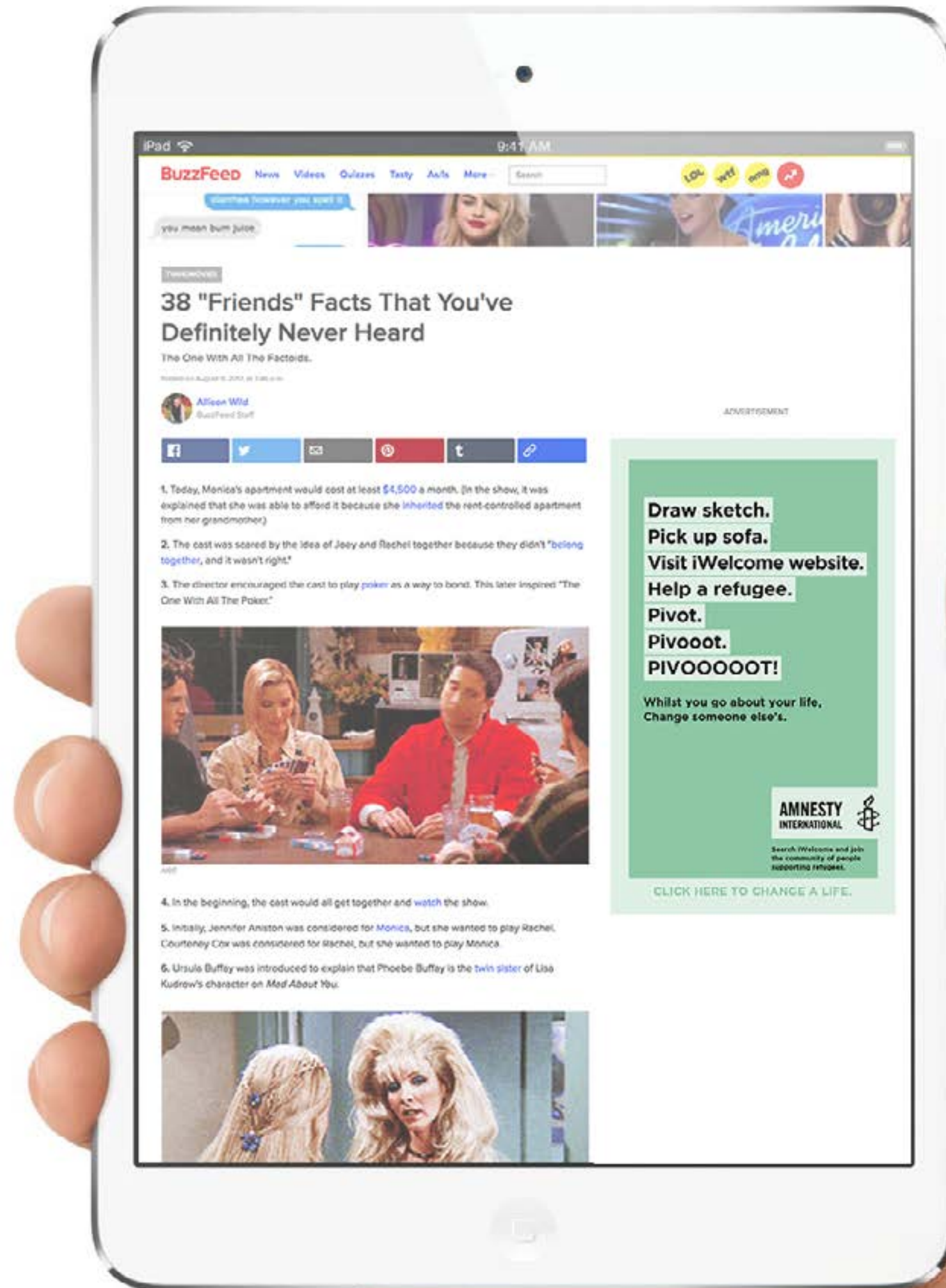
We have also considered how the campaign would work across other European countries.



## Sponsored Instagram Post

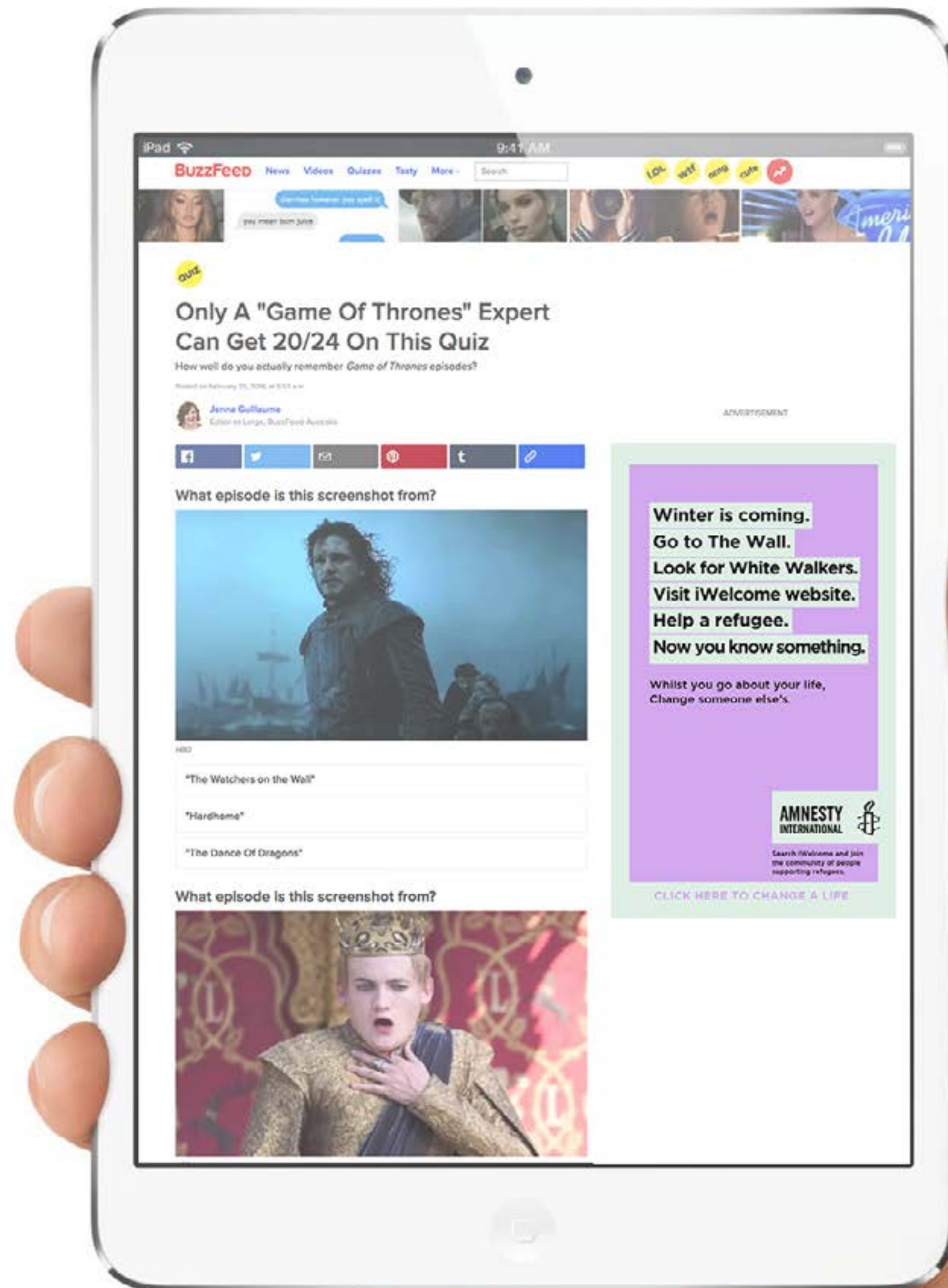
We chose to produce sponsored Instagram posts to directly target our young audience.





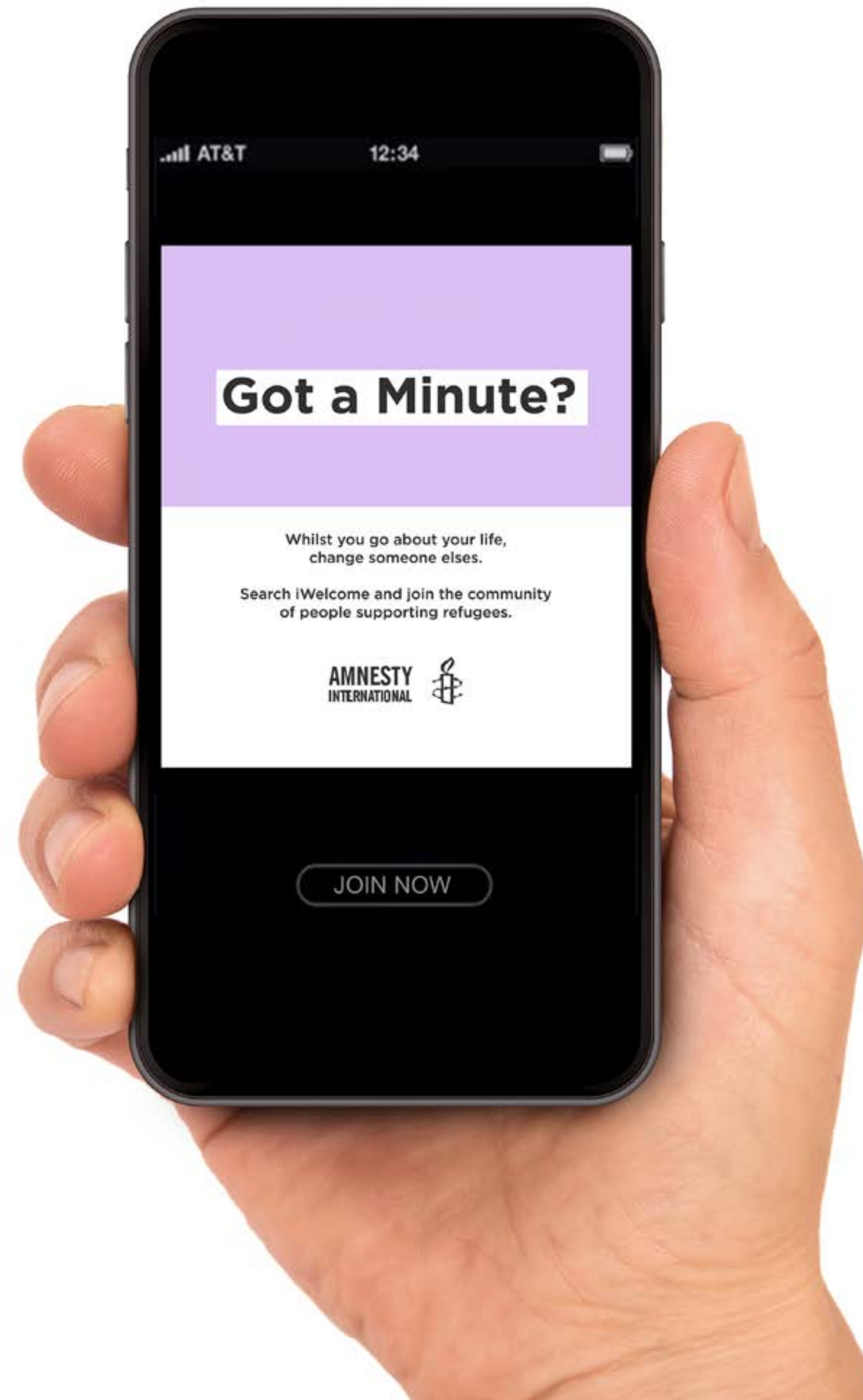
## Buzzfeed Banner- Friends

To further expand our idea, we developed copy that fit into the lives of characters from popular TV shows. It helps influence a wider target audience by including something they consider of interest. We used TV Shows that are International, so it can be interpreted the same Europe wide. Friends has recently been released on Netflix.



## Buzzfeed Banner- Game of Thrones

Game of Thrones is an ongoing TV show that is extremely popular worldwide with our target audience. We feel the humour of these adverts conveys the ease of signing up to the website, whilst being interesting and engaging.



## Spotify

We chose to advertise on Spotify instead of the radio as our audience is more likely to listen to music on the go. Plus, Spotify is already online, giving our audience easy accessibility to the iWelcome website. We felt Spotify was a good medium to use for this concept as the audience is most likely to use it as background noise, whilst going about their everyday life, much like the idea suggests.

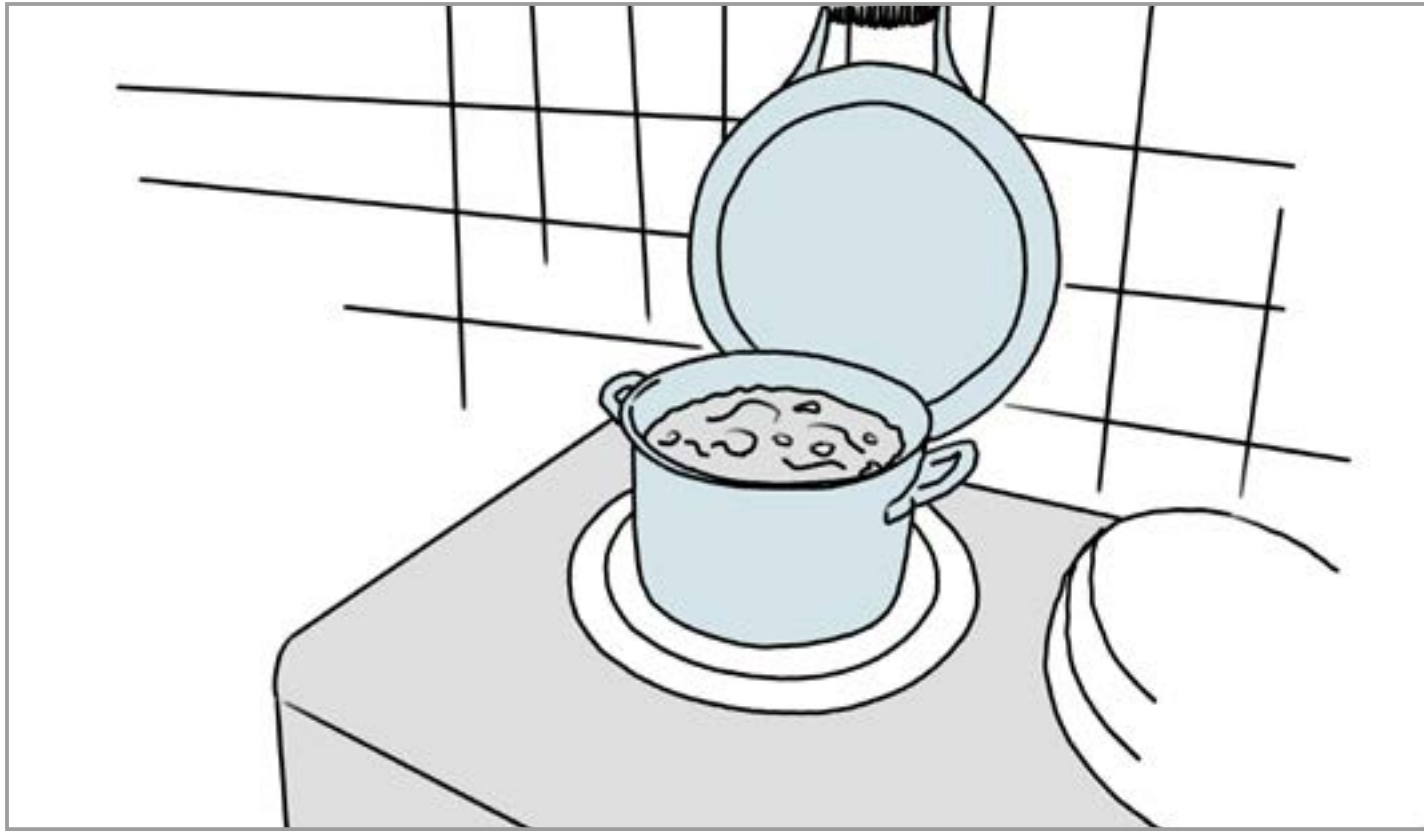
## Spotify Ad

- Fast-paced V/O:** Turn up Beyonce.  
Start the dance routine to Single Ladies.  
Hope your rugby mates don't walk in.  
Get interrupted by this ad.  
Visit iWelcome website.  
Help a refugee.  
Debate whether you should join a Beyonce dance troupe.  
Make a note to start one up.
- Slow-paced V/O:** Whilst you go about your life, change someone else's.
- Search iWelcome and join the community of people supporting refugees.

## **Social Media Video**

This videos is filmed in the same style as Shaun of the Dead, when they discuss their plan of action. They are fast paced and short to convey the ease of using the website. We have included light humour, but this does not distract from the key message.

Reference Video: <https://www.youtube.com/watch?v=JpQNw46Sl24>



Fast Paced voiceover

V/O: Start cooking romantic dinner. Forget to buy Chicken.



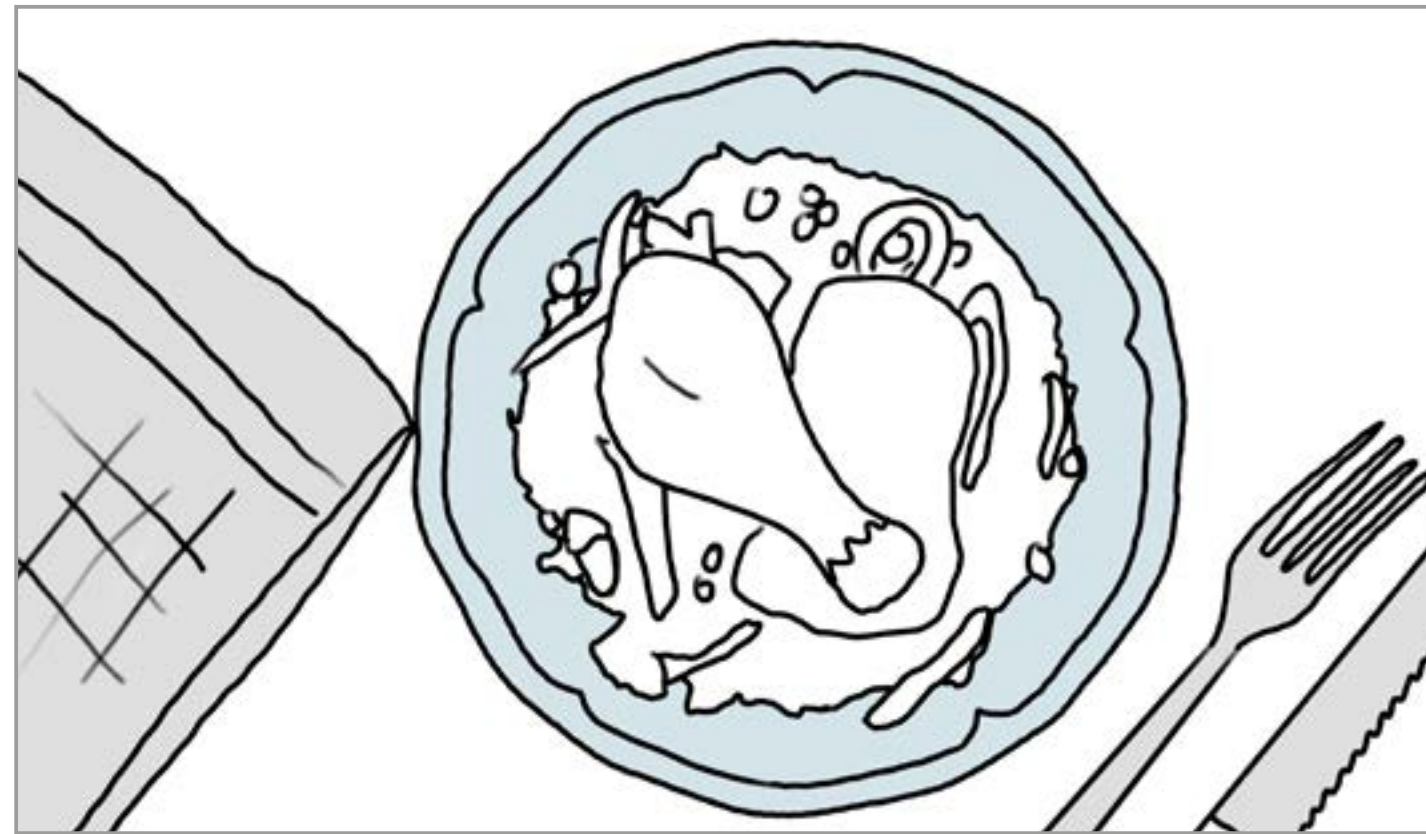
V/O: Go to shops. Get Chicken. Get stuck in queue.



V/O: Visit iWelcome website.

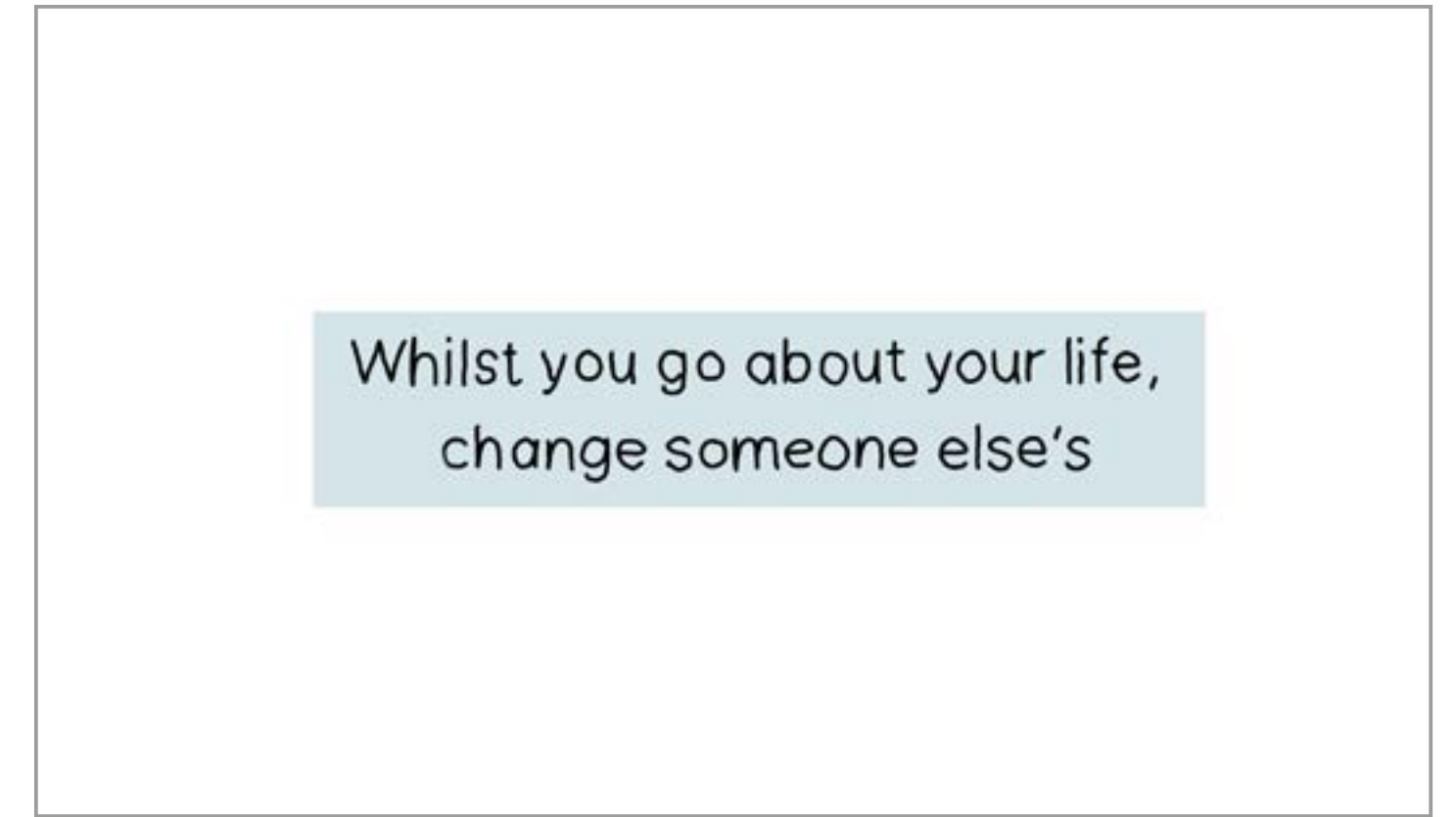


V/O: Help a refugee.



V/O: Cook Chicken. Forget Date is a vegetarian.

A plate with the chicken dish is taken away and replaced with just a carrot on a plate.



Slow Paced voiceover

V/O: Whilst you go about your life, change someone else's.

Search iWelcome and join the community of people supporting refugees.

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### IT'S NOT ROCKET SCIENCE



- 1 RIP OFF LID. Whip out the sachet. Add boiling water to fill level. Leave alone for 2 mins.
- 2 STIR. Leave for another 2 mins.
- 3 Visit Iwelcome website. Help a refugee.
- 4 STIR AGAIN. Find sachet, add contents.
- 5 GRAB FORK and dig in.

Make sure you eat it while it's hot. Do not reheat.

#### NUTRITION INFORMATION

Typical Values As Prepared Per 100g	Per Pot*	
ENERGY	532kJ/126kcal	1621kJ/386kcal
PROTEIN	2.5g	7.6g
CARBOHYDRATE	18.7g	56.9g
of which Sugars	1.2g	3.7g
FAT	4.7g	14.2g
of which Saturates	2.2g	6.6g
FIBRE	0.9g	2.7g

#### NONE OF THAT ARTIFICIAL COLOURS OR PRESERVATIVES STUFF

QUALITY  
If it's in perfect condition, happy days. If not, have a moan at the customer care department. And don't forget to quote the code on the pot so we know who to

## Pot Noodle

We chose to advertise on within the instructions on Pot Noodle packaging because they are cheap, making them appealing to our target audience who tend to have a low income so are unable to contribute financially to the refugee cause. The call to action is slotted at a point in the instructions where the audience have time to sign up to iWelcome, again showing how helping refugees can fit into your everyday life.



# The Best Ever Vegan Burger

by Rachel Gaewski



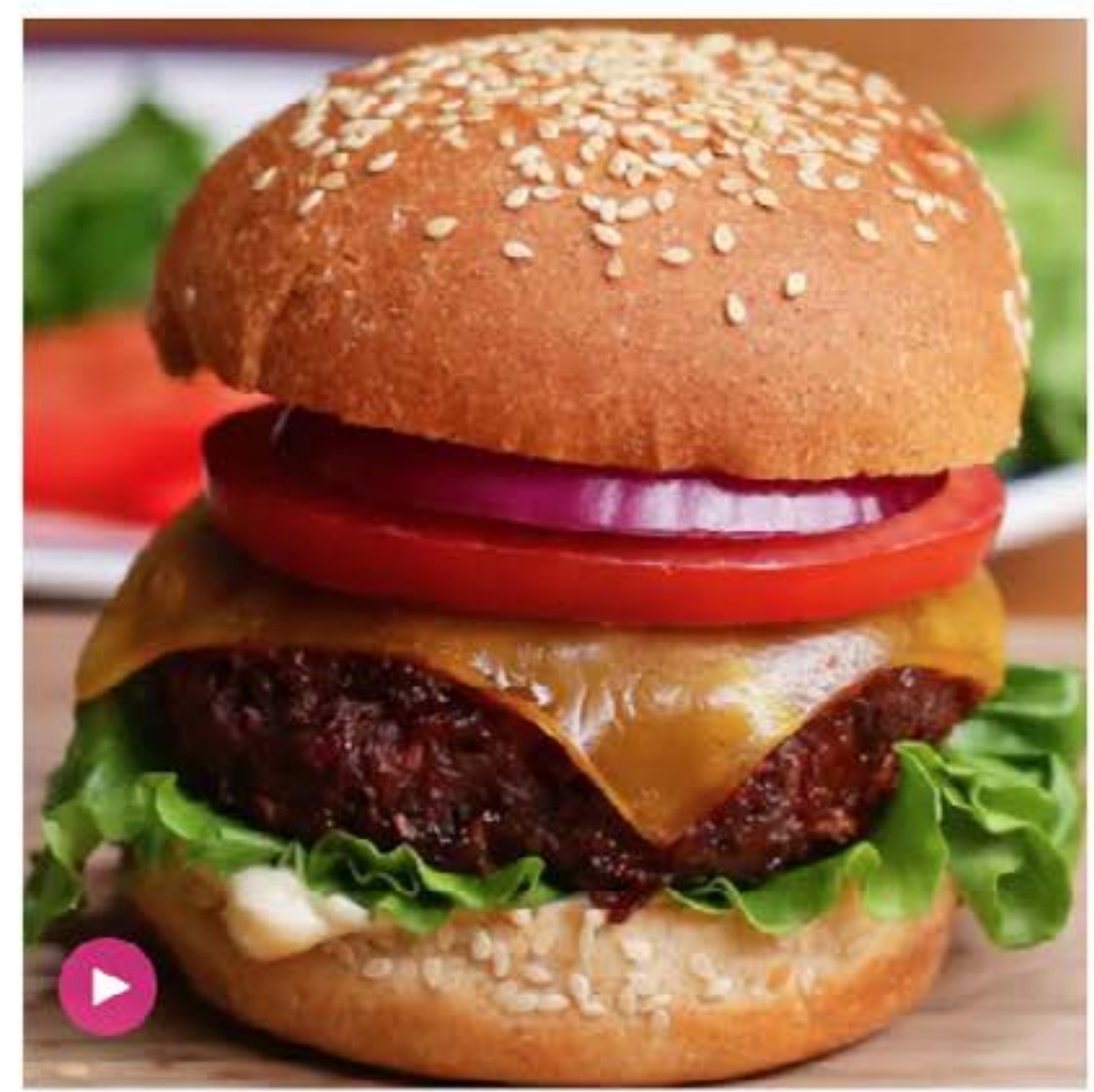
## Ingredients

for 4 servings

- 1 cup walnut
- 8 oz cremini mushroom
- 2 tablespoons olive oil, divided
- 2 tablespoons low sodium soy sauce
- 1/2 teaspoon cumin
- 1 yellow onion, diced
- 2 cloves garlic, minced
- 1 Phone, Tablet or Computer

## Preparation

- 1 Add walnuts to the bowl of a food processor and pulse until crumbly.
- 2 Add mushrooms and blend until finely chopped.
- 3 In a large skillet over medium heat, add 1 tablespoon olive oil and add the mushroom walnut mixture, cooking for 5-8 minutes or until all moisture has evaporated.
- 4 Whilst waiting, visit the [iWelcome website](#) and help a refugee.
- 5 Add 1 tablespoon of olive oil to skillet. Add the onion and cook, stirring occasionally, until semi-translucent, about 3 minutes.
- 6 Add garlic, salt, pepper, and tomato paste, and cook for for another 3-5 minutes until fragrant. Set aside.
- 7 Add black beans and onion mixture to food processor, and blend until mostly smooth.
- 8 Transfer mixture to bowl and add beets, rice, ~~use your own imagination~~ and liquid

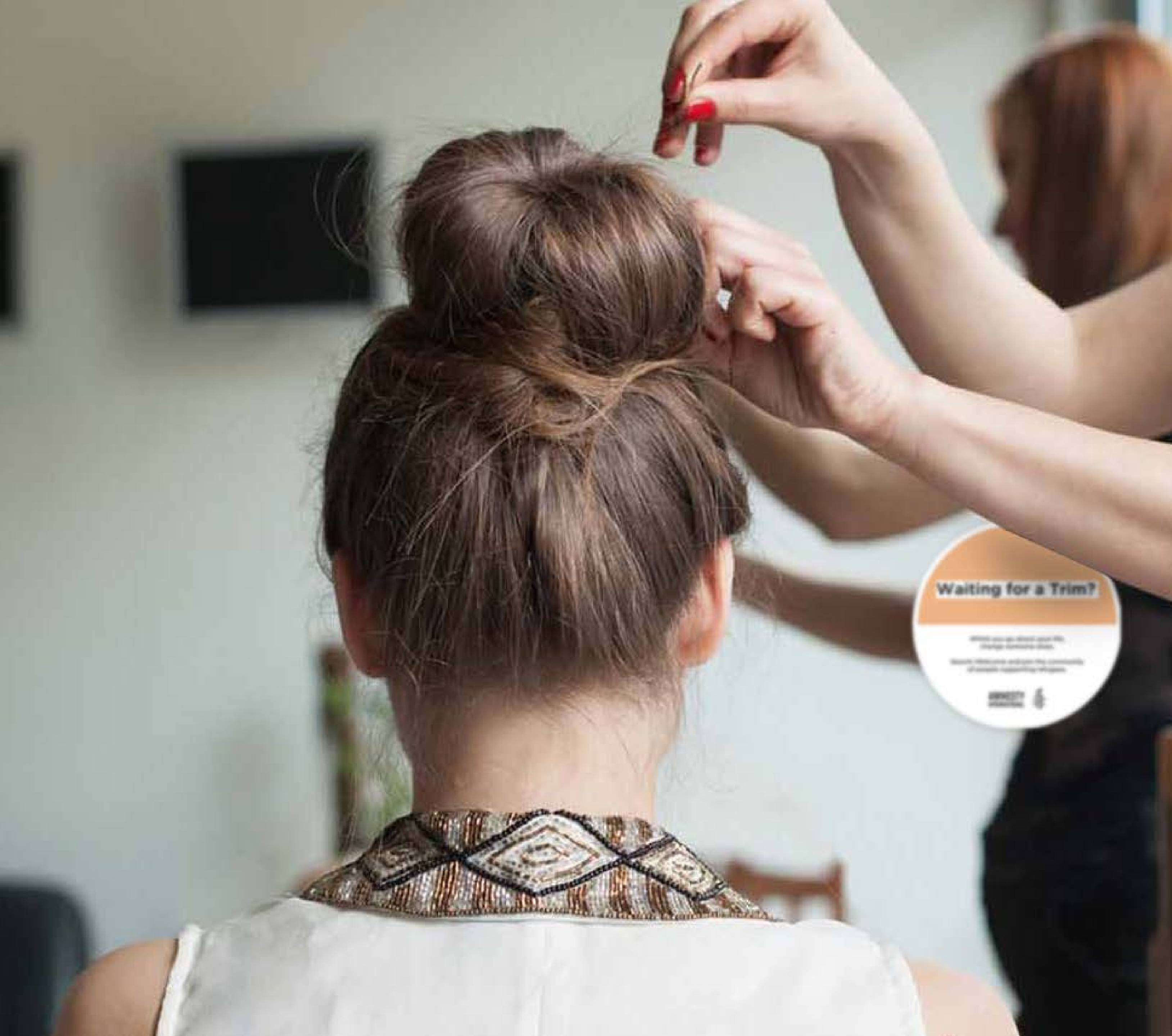


Inspired by [myrecipes.com](#)

## Online Recipes

We disrupted recipes on BuzzFeed's 'Tasty' website. This portrayed the concept of our idea in a subtle way, which feels less like an advert interrupting our audience's life, and more just fitting into it, like our concept suggests.





## Stickers

Stickers would be placed in locations where people can be found waiting. For example: mirrors in hairdressers, waiting rooms and on the back of train seats.

The stickers would first be placed as part of the campaign, although iWelcome members will also be able to purchase the stickers online to help the message spread further.

**Doctor taking ages?**

Whilst you go about your life,  
change someone else's.

Search iWelcome and join the community  
of people supporting refugees.

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**Got a Minute?**

Whilst you  
ch-

h

**Waiting for a Trim?**

Whilst you go about your life,  
change someone else's.

Search iWelcome and join the community  
of people supporting refugees.

**AMNESTY  
INTERNATIONAL**



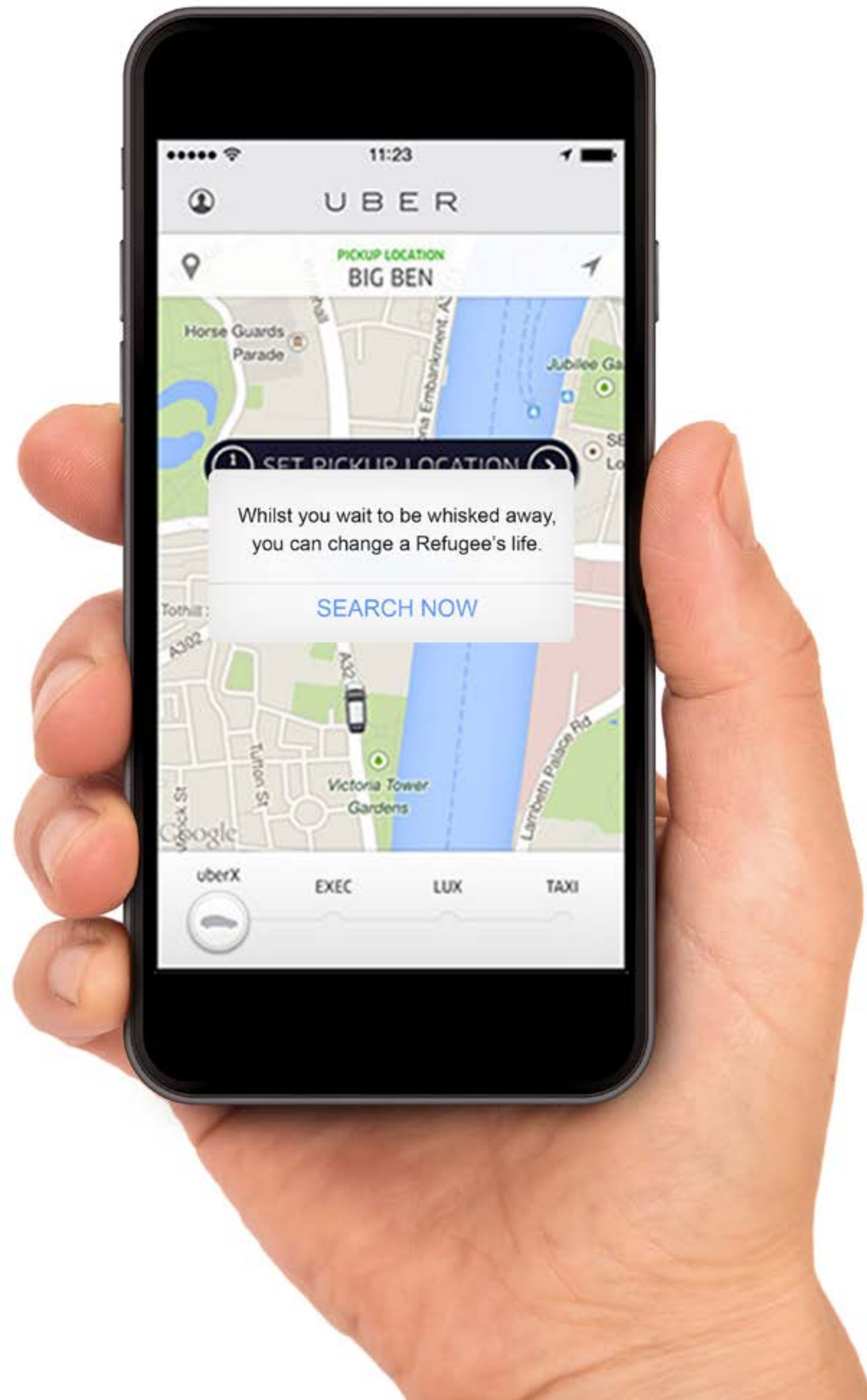
**Waiting for your stop?**

Whilst you go about your life,  
change someone else's.

Welcome and join the community  
of people supporting refugees.

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## Uber

A collaboration with the international taxi service Uber would enable the campaign to reach the audience through both the cars and the app:

When a taxi is ordered, the app invites the user to sign up to the iWelcome website whilst they wait for their ride to arrive.

The cars would also have text on the back of the seats, again encouraging the users to sign up to the iWelcome website.

**Whilst your  
leading man goes for a  
breather, you can change  
a refugee's life.**

Search iWelcome and join the community  
of people supporting refugees.

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## **Theatre Curtain**

Theatre curtains would have the advert projected on it. This would prompt theatre-goers to visit the iWelcome website before the show and during the interval.



## Caffé Nero Barista Uniforms

The message would be printed on the back of barista uniforms so that customers are prompted to sign up to the iWelcome website whilst they wait for their coffee to be prepared.

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WHILST YOU WAIT FOR YOUR MEAL,  
YOU CAN CHANGE A REFUGEE'S LIFE.

SEARCH IWELCOME AND JOIN THE  
COMMUNITY OF PEOPLE WELCOMING REFUGEES.

\*\*\*\*\*

4009 TRINITY LEEDS

33607

!!! THANK YOU !!!

TEL# 813 876 0707 Store# 701

KS# 3 Oct.31'16 (Mon) 10:11

Side2 KVS Order 10

QTY	ITEM	TOTAL
1	Sausage Cheese Bisc	1.69
1	Sau Egg McMuff M1-Hb	4.00
1	L Sweet Iced Tea	0.49

<Drink Unchange>

## McDonalds

The campaign would also utilise receipts at McDonalds, by encouraging consumers to join the iWelcome website whilst they wait for their order to be prepared.

## **Creative Execution**

Our campaign involves specific mediums designed to target our audience whilst they have a moment of spare time. We have used specific product collaborations, such as Pot Noodle because it is an affordable and popular product chosen by our target audience.

The layout of our print ads is designed to be simple and clear so it reads as seamlessly as it fits into your routine. We have chosen a pastel colour scheme so our adverts stand out from others and do not intimidate our audience.

## **Media Plan**

All of the mediums we used appear in locations that the consumer waits at. This ensures they have enough spare time to sign up to the iWelcome community.

We have several outcomes that can be found on products including packaging (Pot Noodle), vehicles (Uber) and clothing (Caffé Nero uniform). There is the potential for our target audience to share the products on social media, as well as sharing the social media posts that Amnesty would publish, such as the Instagram sponsored posts and the BuzzFeed banner posts.

We chose to advertise on Spotify as it is used by our target audience, often in the background of their everyday life.



**Thank You**