

COQUELICOT  
AGENCY

# The team



*Lea*

Project manager



*Manon*

Creative director



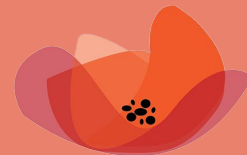
*Manuella*

Strategic planner

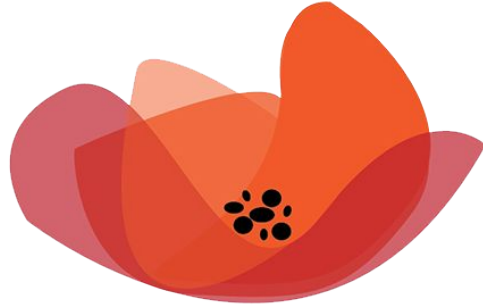


*Rosalie*

Producer



Our agency



The COQUELICOT helps you  
AGENCY

**Cultivate your imagination  
to create the ideal campaign**

# Our approach

# Our approach

1



## First contact

Your brief

The background

Consumer insight

2



## Development of a strategy

What we want to achieve

Our target

Our challenge

3



## Production phase

Our idea

The tone

Why it is convincing

A multidimensional campaign

4



## Let's get started!

Roadmap

KPIs

Ethical aspects

Conclusions

**Your brief**

**1**

# Your brief

## Main objectives

Inspire a movement of people to welcome refugees in their communities, by driving them to visit and join the **I Welcome Community** website. Infuse a positive change and people power by shifting the tone of the debate about refugees.

## The challenge

Elaborate an effective campaign that drives people to engage with refugees and make them feel welcome in Europe.

# The background



# The background

**1,4 million**

people arrived to Europe from the sea since 2015

**60 million**

people in the world displaced from their homes because of war, conflict or persecution

**22.3 million**

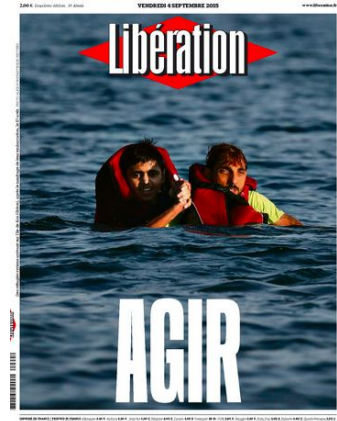
of refugees worldwide as of August 2017

**Only 30**

countries run some kind of refugee resettlement programme



# The background



People see the crisis on television  
They see it in the newspapers  
They know it exists

# The background

They just don't know how to help them  
They don't know where to start  
They wish European governments would do more

**55%**

of people say they believe that governments should "try to include refugees in the national workforce"

**73%**

of Europeans would like for the EU to intervene more for the issue of migration

**72.6%**

of people aged 18-35 would welcome refugees into their countries

**27.3%**

of people aged 18-35 say they would even take refugees into their own homes



# Then why don't they get involved?

They are  
not  
sensitive  
to the  
cause

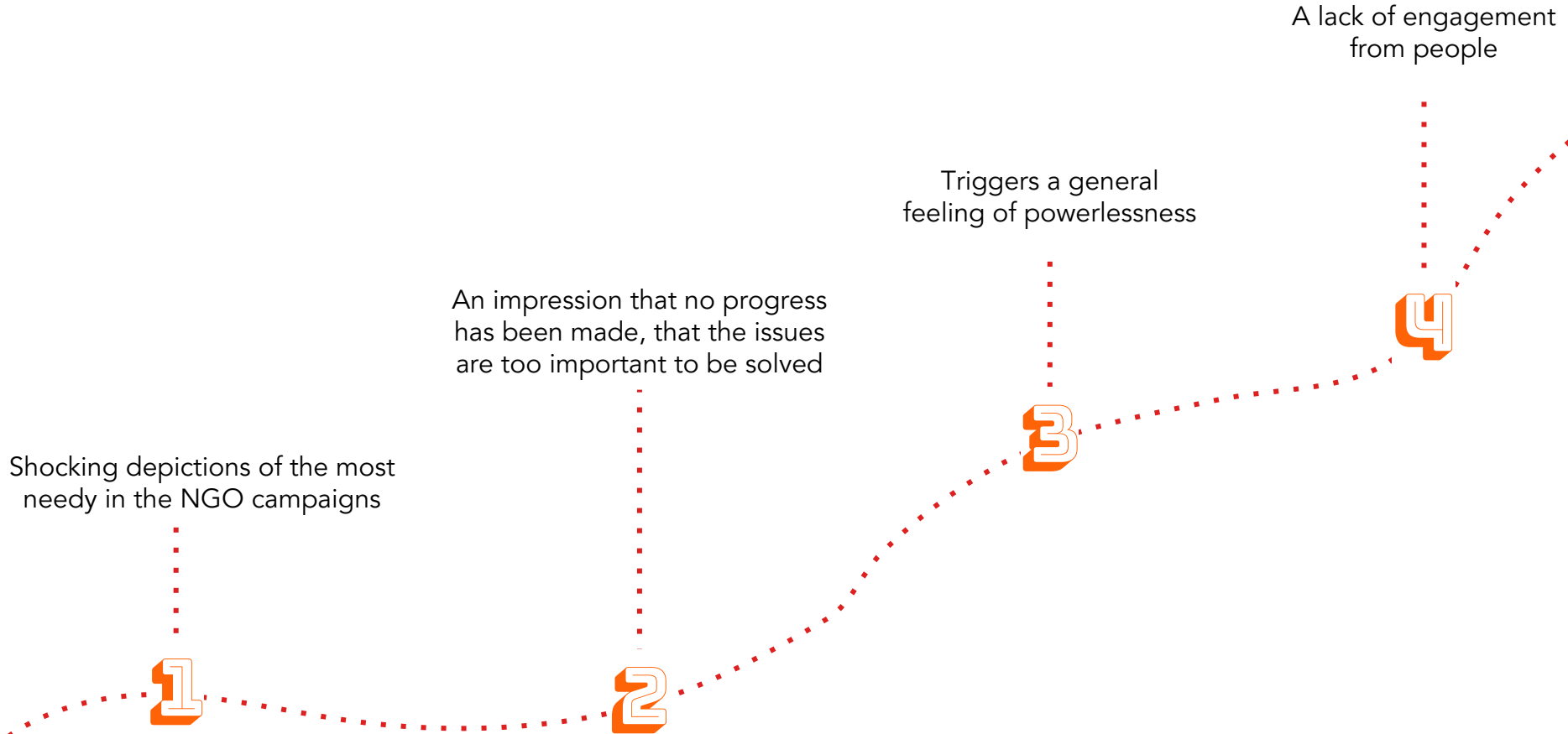
Life keeps  
them busy

They feel  
powerless

They think  
the issue is  
too  
important

They don't  
know  
where to  
start

# The usual reaction about NGO campaigns





**DONATE NOW** or TEXT "give" to 76492 to donate with your smartphone

**PLEASE  
GIVE**

LIVING CONDITIONS ARE IMPROVING AROUND THE WORLD,  
BUT OVER **ONE BILLION PEOPLE** STILL LIVE IN **POVERTY**.



**YOU CAN SAVE A CHILD'S LIFE**

The lives of innocent children are plagued by starvation and disease. They have no food, clean water or toilets. Their situation is desperate.

There is no one there to help them—their lives are in your hands. With your help, we can provide clean water and food to stop them dying.

Please donate before it's too late.

**j a a g o**  
foundation

JAGO Foundation is a registered non-profit organization. Established in 2007, we work in low income countries to improve living environments and social conditions.

**DONATE NOW** or TEXT "give" to 76492 to donate with your smartphone

**PLEASE  
GIVE**

LIVING CONDITIONS ARE IMPROVING AROUND THE WORLD,  
BUT OVER **ONE BILLION PEOPLE** STILL LIVE IN **POVERTY**.



**ALL OF US SHARING A LITTLE MORE CAN MAKE A BIG DIFFERENCE**

Families in poor countries work hard to provide the same things for their children as we do. We all want to be able to look after ourselves and our families.

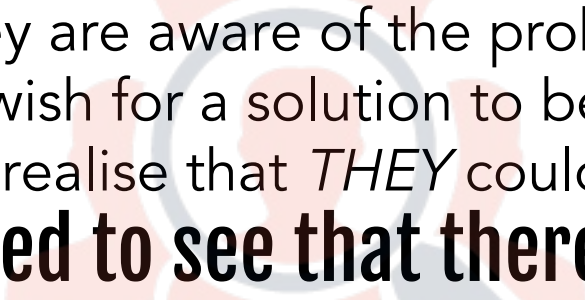
Amadi's parents want him to grow up happy, healthy and go to school. Amadi, like so many other children, wants to be a doctor when he's older.

Please donate and together we can educate the next teacher, farmer or doctor.

**j a a g o**  
foundation

JAGO Foundation is a registered non-profit organization. Established in 2007, we work in low income countries to improve living environments and social conditions.

# Bring back hope!



They are aware of the problem.  
They wish for a solution to be found.  
They just don't realise that *THEY* could be the solution.  
**They need to see that there is HOPE.**

# Consumer insight

1





**I would like to see how my involvement with refugees  
could genuinely make things change.**



**What we want to achieve**

**2**



Get people **involved**



Make young Europeans realise that they have a **role to play**



Make them **visit** the I Welcome community website



Make them think **"I want to be a part of this beautiful community"**

**Our target**

**2**

## WHO?

### **Life beginners**

24-29 year-olds

### **Secondary target**

18-23 year-olds

30-34 year-olds

*The digital generation*

## WHY?

**They understand**  
the refugee crisis but  
**they don't know**  
how to act

**72.6%**

of people aged 18-35 would welcome  
refugees into their countries



## WHAT DO THEY WANT?

They want to do  
**Something good and useful**

## WHAT DO THEY NEED?

**Participate in creating a world**  
where everyone can enjoy  
**their human rights**

**27.3%**

of people aged 18-35 say they would even  
take refugees into their own homes



# Our challenge

2

Sometimes it can feel **overwhelming** when you think about how much suffering there is in the world, but we need to show that **we can all do something to help**, it doesn't need to be **intimidating and time-consuming**.



Bring back **hope**  
so that people feel like they have a role to play  
in the I Welcome Community

# Our strategy



An NGO campaign is still a piece of marketing. And every piece of marketing has a **hero!**



Put the potential future member of the I Welcome community at the center of the campaign



Make them feel like they really have **a role to play**

# Our strategy



Show that getting involved to help the refugees is not that intimidating and time-consuming



Make it seem **accessible**



Trigger a sense of **hope**

**Our idea**

**3**



**It could be you!**



**It could be you!**

The one needing help. But also the helper!

Show them the small initiatives made by ordinary people

Engage them by showing that it really could be them

Encourage them to take part in the community:  
**It could be you! If so, what would you do?**



AMNESTY  
INTERNATIONAL



# The tone of the campaign



A word cloud of adjectives describing the tone of a campaign. The words are arranged in a roughly circular shape, with 'Optimistic' being the largest and most central word. Other prominent words include 'Encouraging', 'Inspiring', 'Hopeful', and 'Dynamic'. Smaller words like 'Stimulating', 'Supportive', 'Digital', 'Young', 'Positive', 'Stimulate', 'Engaging', 'Involving', and 'Vibrant' are also present.

Encouraging  
Inspiring Involving  
Stimulating  
Supportive Hopeful Vibrant  
Digital  
Optimistic  
Young  
Positive Dynamic  
Stimulate Engaging

**Netflix. Why not?**

**3**

# Some key figures

## **117 million subscribers**

54 million from the USA

63 million from the other countries

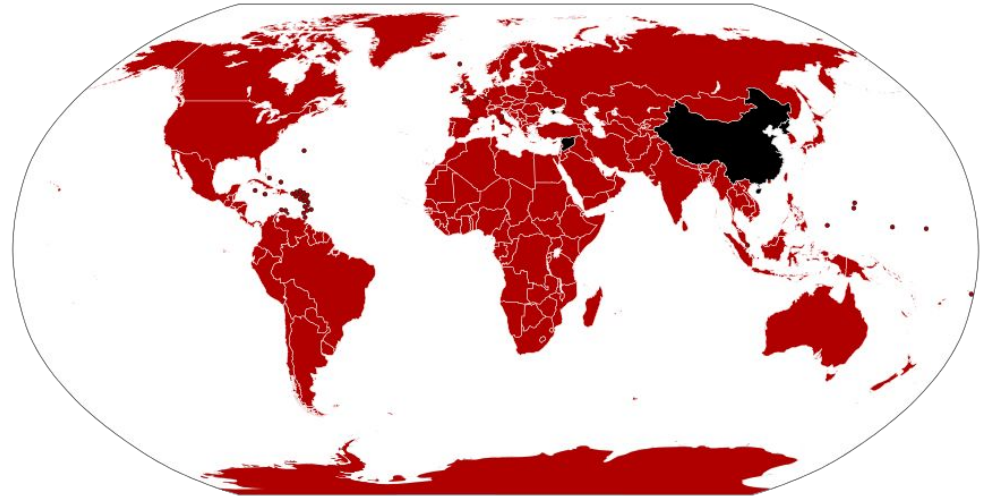
27 million from Europe

## **140 million**

Hours of viewing per day

## **1 billion**

Hours of viewing per week



Where does our target go to watch videos?

**NETFLIX!**

48% of the subscribers are aged 15–34

# You already value Netflix's content!

Amnesty International UK / Blogs

## Into the ether



### Seven must-see human rights documentaries on Netflix

Don't leave your Netflix account to grow old and dusty – there are plenty of opportunities for an informative evening of entertainment.

We've picked seven unmissable human rights related films and documentaries to get stuck into.

Posted 13 Aug 2015, 6:18pm

By [GuestBloggers](#)

[1 comment](#)

[Share](#)

Amnesty International UK / Blogs

## Into the ether



### What to watch on Netflix right now



Check out these eight unmissable films about human rights and the people who fight for them - all out on Netflix this Spring.

Posted 04 May 2017, 11:14am

By [Francesca.Pateman](#)

[0 comments](#)

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[Tags](#)

[Human rights](#) [Film](#)

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# A multidimensional campaign

3



**1. An inspiring video, in the form of a trailer**

## **2. Massively broadcast on the social media**





Amnesty  
International ✓  
@amnestyglobal

Accueil

À propos

Évènements

Photos

Vidéos

Communauté

Avis

Publications

Google+

Instagram feed

Livestream



Amnesty International

21 février, 15:24 · 🌐



#ItCouldBeYou If so, what would you do?



👍 J'aime

💬 Commenter

➦ Partager

👍❤️😬 17 K

Meilleurs commentaires ▾

7 449 partages



Amnesty  
International ✓  
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Netflix   
@netflixfrance

Accueil

À propos

Support

Twitter

Photos

Vidéos

Évènements

Publications

Communauté

Créer une Page



Netflix

22 février, 17:22 · 



#ItCouldBeYou If so, what would you do?  
Netflix welcomes Amnesty International on June 20



544 K vues

 J'aime

 Commenter

 Partager

   18 K

Meilleurs commentaires ▾

2 486 partages



Netflix   
@netflixfrance

Accueil

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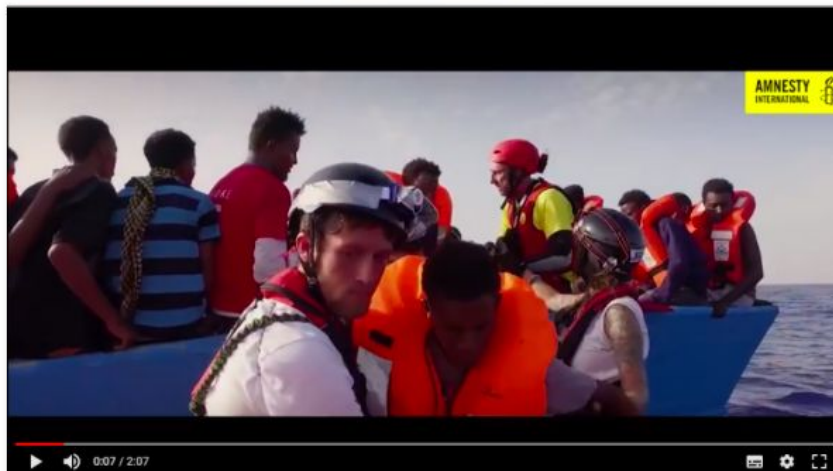
Netflix

22 février, 17:22 · 



#ItCouldBeYou. If so, what would you do?

Netflix welcomes Amnesty International on June 20



544 K vues

 J'aime

 Commenter

 Partager

   18 K

Meilleurs commentaires ▾

2 486 partages



**3. The campaign gets viral on social media thanks to the influencers**



## 10 inspiring Instagrammers to follow in 2018



© Nick Briggs (aka Beant) from Kaiser Chiefs

Posted 20 Dec 2017, 4:09pm

By [Francesca.Pateman](#)

0 comments

Share



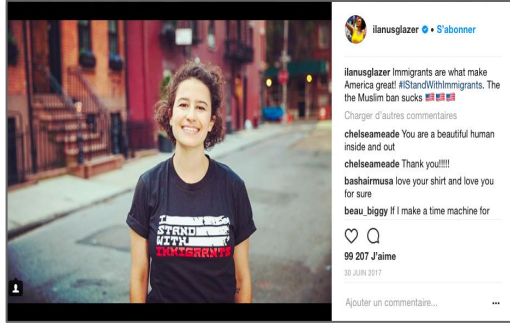
Tags

• [Activism](#)

• [Amnesty Collective](#)

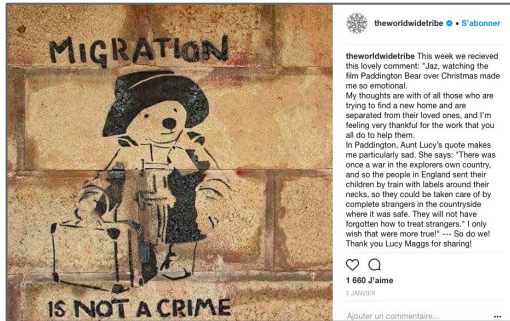
[View all tags](#)

# Digital influencers



## Ilana Glazer

"The core value of our country is intended to be that every man is created equal — I like to think that every human is created equal — but I think that really includes immigrants and people of all socioeconomic classes in our country



## Jaz O'Hara

Jaz quit her job working in the fashion industry so that she could go and volunteer full-time in the Calais refugee camp. After returning from her experience she wrote a status on her personal Facebook page, which went viral overnight, having been shared over 65,000 times.

# Digital influencers





Jérôme Jarre raised €2 million  
#LoveArmy



HugoDécrypte  
A political youtuber used to tackling current issues



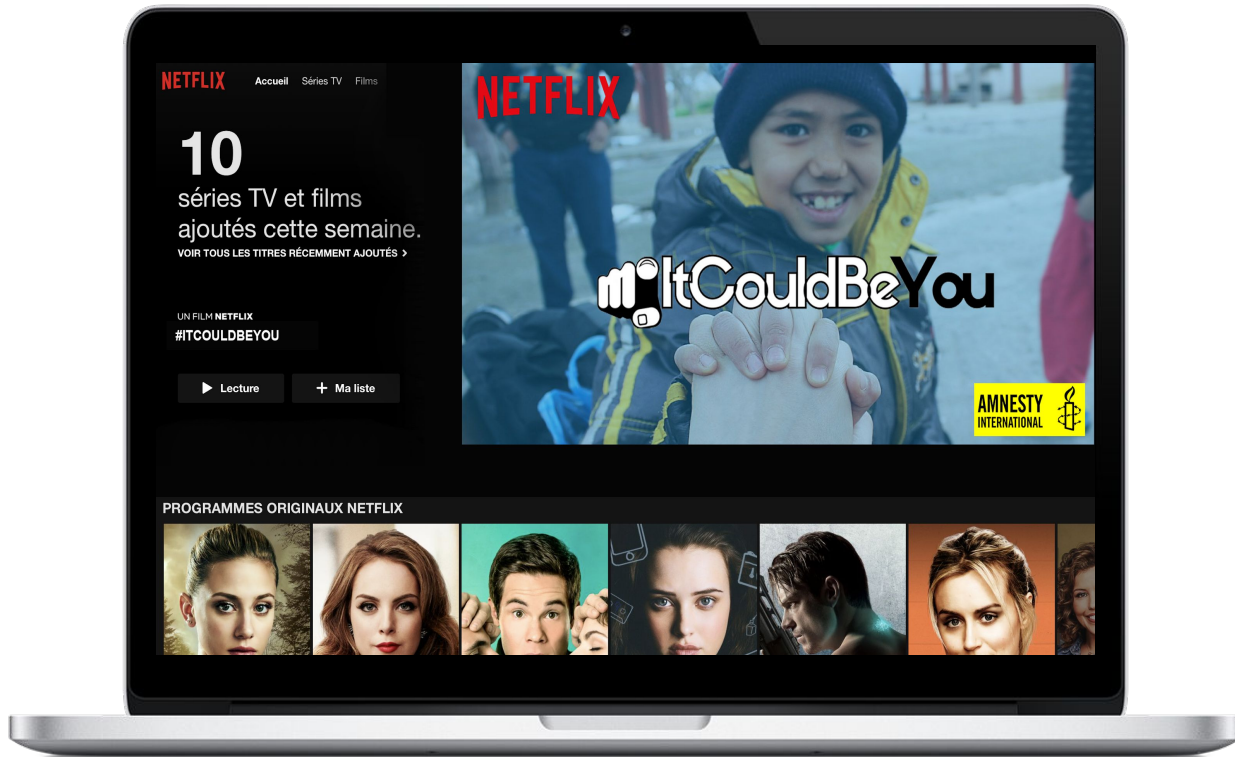
Alfie Deyes "Raising as much awareness for a great project as possible! Get your butt involved"  
#ChooseLove

Digital influencers





**4. The campaign gets very visible because  
featured on Netflix**



## **5. Regular reminders with particular events**

# Paris Photo

65 K

Visitors from all  
around the world

250 K

Fans on social  
media

Over 1M

#parisphoto



# Les Rencontres de la Photographie d'Arles

125 K

Visitors from all  
around the world

30%

Of expected increase with the  
opening of the Luma foundation



# Roadmap

People share  
their own experiences  
on their social media

Photography exhibitions  
July 2 - September 23  
November 8 - 11

Traffic increase to  
the I Welcome website

Digital influencers  
get involved

Digital marketing  
(social media)

Launch of the video on social  
media and Netflix  
June 20 - World Refugee day

Press release  
June 1

Netflix partnership  
announcement  
May 20



**KPIs**

**4**





**I WELCOME**

Join the movement of people who welcome refugees

Increase Amnesty  
International's website  
traffic: about + 50% in  
4 weeks





# I WELCOME

Join the movement of people who welcome refugees

Obtain an increase of at  
least 30% of Amnesty's  
I Welcome website  
traffic





**I WELCOME**

Join the movement of people who welcome refugees

Improve the engagement  
rate to join the  
I Welcome Community:  
+ about 20% in 4 weeks







**I WELCOME**

Join the movement of people who welcome refugees

Change our target's vision of  
refugees: 40% go from an  
anxiety-inducing vision to a  
feeling of hope after 2  
months of exposure to the  
campaign





**I WELCOME**

Join the movement of people who welcome refugees

Trend on  
Twitter  
for 24 hours





# I WELCOME

Join the movement of people who welcome refugees

2.5 million visits to the  
I Welcome website  
coming directly from  
Netflix



# Ethical aspects

# Ethical aspects

- 🏠 No advertisers
- 🏠 Seems impossible to impose advertising content to the subscribers
- 🏠 The only autoplay videos are trailers for their own productions

## Our solution:

*It Could Be You* video is the 1st trailer of a series, encouraging people to watch documentaries about refugees, already existing on Netflix.

- ⇒ Netflix's contents appear as more valuable and of better quality
- ⇒ The trailer invites people to visit the I Welcome website  
→ non-profit advertising
- ⇒ You can skip the ad right away...  
... But we trust people's curiosity and expect them to watch the full video





# Our conclusions

**WHO?**

Life beginners

**WHAT?**

**It could be you.**

The refugee. But also the helper.  
If so, what would you do?

**HOW?**

An inspiring video

A digital campaign

Viral thanks to the influencers

Visible through Netflix

Long-lasting via regular events

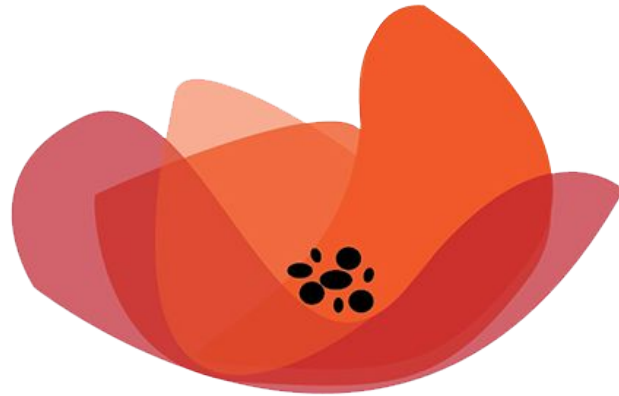
**WHAT FOR?**

Make people hopeful

Make them click

Get them involved!

**Thank you for your attention!**



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# Our sources

# Primary sources

Amnesty International website

I Welcome campaign website

European Commission

European Parliament

World Economic Forum

Ipsos

Hudson, David

Statista

Pew Research Center

# Secondary sources

Reynié Dominique. *Où va la démocratie ?*

The New York Times

Amnesty International UK Blogs



BBC News

Make it digital (blog)








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