



Link

**AD VENTURE
COMPETITION**

**AMNESTY
INTERNATIONAL**
IWELCOME COMMUNITY

**EACA
INSPIRE !
2018**

OUR TEAM.

SABRINA NEVEU
CHIEF
DIGITAL OFFICER



FANNY MARELLO
CREATIVE
DIRECTOR



KSENIA SKORIK
ACCOUNT
PLANNER

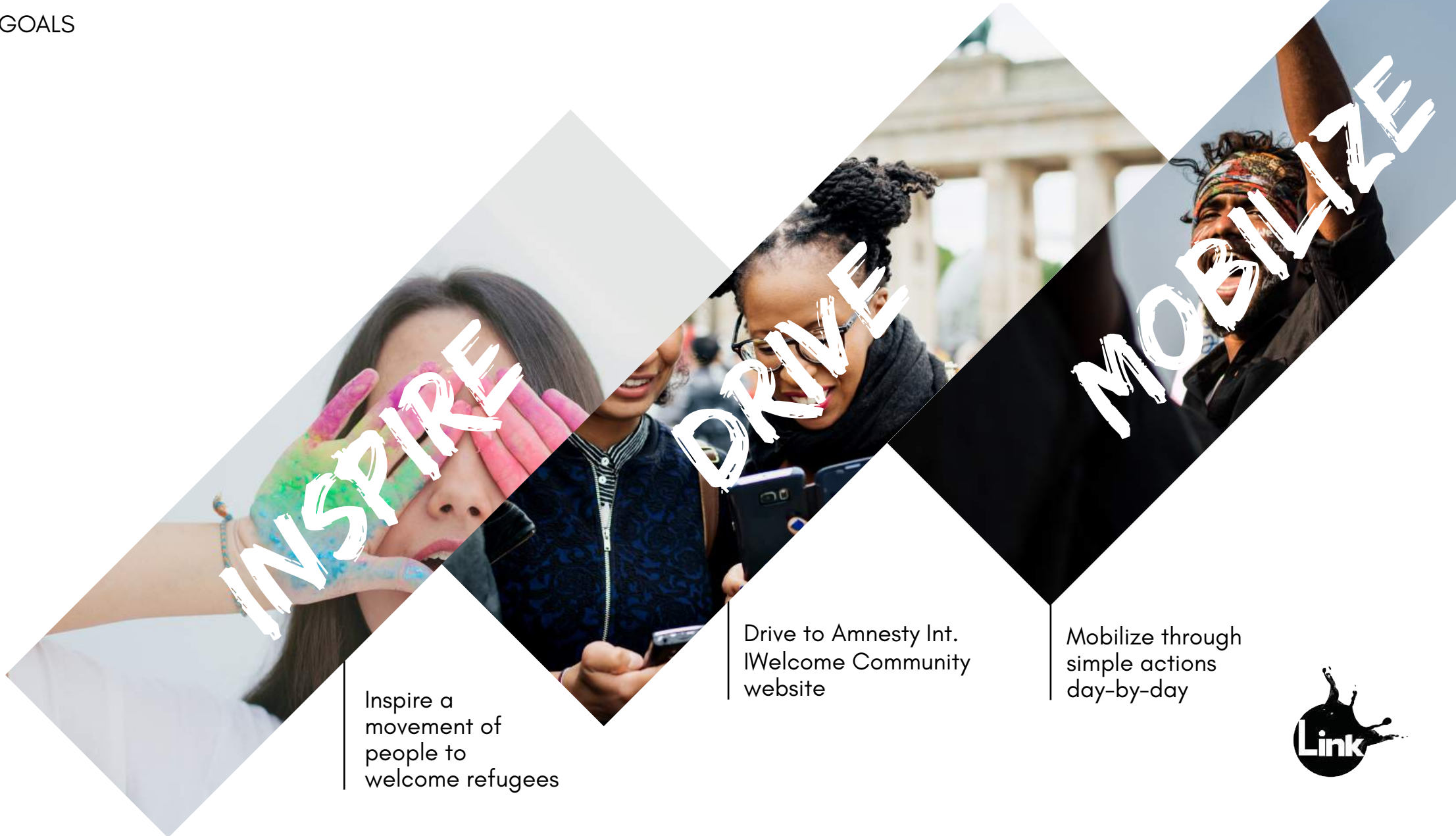


RAPHAËL MOCHI
MEDIA
STRATEGY



BRIEF.

COMMUNICATION GOALS



Inspire a movement of people to welcome refugees

Drive to Amnesty Int. IWelcome Community website

Mobilize through simple actions day-by-day



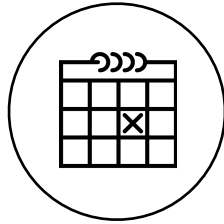
BRIEF.

CAMPAIGN

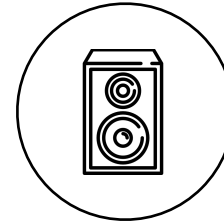


BRIEF.

TIMING



World Refugees
Day, 20 June



Summer 2018



UN Summit for
Refugees September

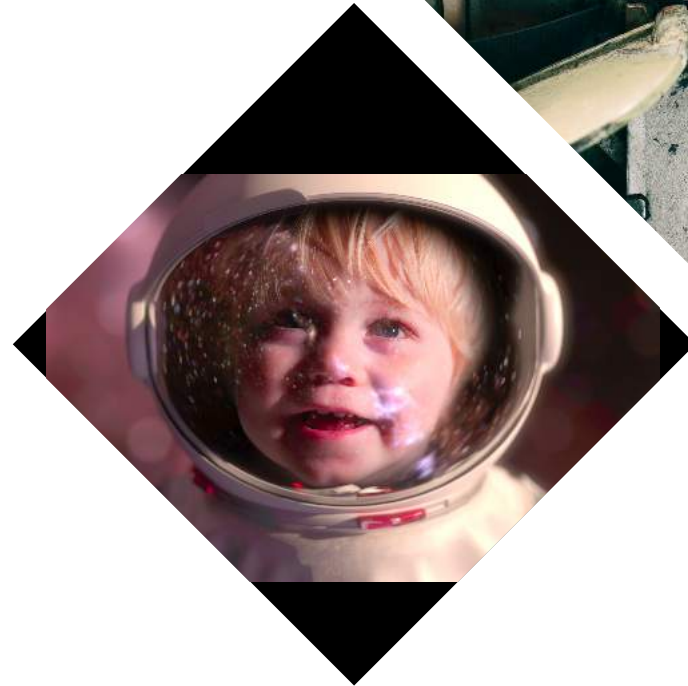
**OUR
GOALS.**



OUR TARGET.



"I DON'T FEEL CONCERNED..."



Who are they?

They are **disconnected** from the issue and they are not worried about it at the present time. With **the overload of information in the media**, the migrant crisis disappears in the background.

Why not?

Even though people want to be openminded about this issue, they are mainly **misinformed** and feel uncomfortable talking about it. It does not concern them in their daily lives. They are mostly not involved in NGOs activities.

What do they want?

Catchy news, buzz-content

What do they need?

To be astonished, to have a **feeling of empathy** and a **sense of connection**.



OUR TARGET.



"I DON'T FEEL CONCERNED BUT..."



Who are they?

They often hide their true opinion in front of the others to avoid misunderstandings. They **are influenced by the opinion of their entourage**, making it difficult for them to state their personal attitude openly.

Why this "but"?

They are not against welcoming the refugees, but among other issues (e.g. climate change, education, famine, poverty) **they don't think it is a priority.**

What do they want?

To find a way to **contribute to the society** and to have a feeling that they themselves are helping to make the world a better place.

What do they need?

To make them aware that the **refugees crisis is really happening** and that it deserves as much attention as all the other issues.



OUR TARGET.



"I FEEL CONCERNED BUT..."



Who are they?

They are very conscious about the problem: **helping/welcoming refugees is priority.** Besides they are involved with NGOs focussing on the migrant crisis and some of them are already members of IWelcome Community.

Why this "but"?

However, with the stagnating and worsening situation in Europe, they are **losing hope.**

What do they want?

To stand up for their rights. Also **hope**, courage and good news.

What do they need?

Simple effective actions.
And reassurance.





OUR ANALYSIS



A photograph of a makeshift settlement at night. In the center-left, a fire burns brightly, sending a thick, dark plume of smoke into the dark sky. The settlement consists of various makeshift structures, including tents and shacks made of metal and wood. The ground is littered with debris and trash. The overall atmosphere is one of hardship and displacement.

OVER 65 MILLION PEOPLE IN THE WORLD TODAY
HAVE BEEN FORCIBLY DISPLACED FROM THEIR HOMES

We imagine
a mass of people trying to
make their way to Europe

**BUT THIS VISION IS
OUT OF TOUCH WITH REALITY**

**21,2 million people
have left their countries
and have become refugees.**

**84% of refugees live in
developing countries.**

**36 countries have violated
international laws by illegally
returning refugees to their home
countries where their rights were
threatened.**

A black silhouette of a landscape, possibly a mountain range or a horizon line, is centered horizontally. A dotted line forms a semi-circle above the silhouette and another semi-circle below it, creating a frame around the text. The background is white.

WHY THIS PERCEPTION ?

The New York Times

TIME

theguardian

UN calls on Euro
200,000 more
refugees

Are Now More Than
5 Million Syrian
Refugees, U.N. Say

279 Migrants at S
but 100 More Are Fe

THEY ARE NUMBERS

THEWORLDPOST

TIME

**3 Ways for Countries to
Mass Refugee Flows**

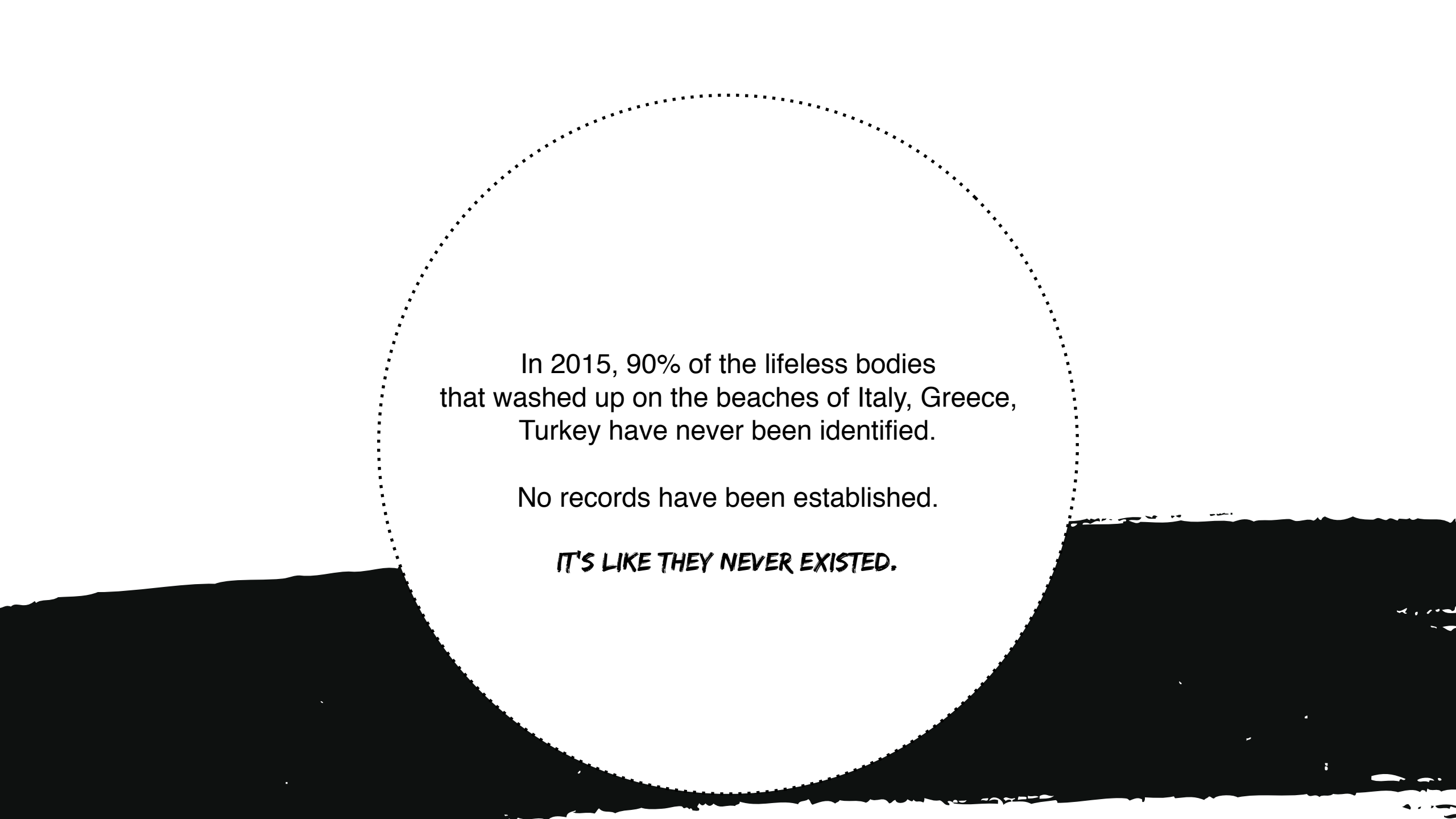
**s Will Be the Worst
Mass Displacement
Flee Conflict in Myanmar
Northeast**

***A Mass Migration Crisis
and It May Yet Get Worse***

The New York Times

An aerial photograph of a large crowd of people on a sandy beach. The people are scattered across the frame, appearing as small, colorful dots against the light brown sand. The text "THEY ARE A MASS OF PEOPLE" is overlaid in the center in a white, hand-drawn font.

THEY ARE A MASS OF
PEOPLE



In 2015, 90% of the lifeless bodies
that washed up on the beaches of Italy, Greece,
Turkey have never been identified.

No records have been established.

IT'S LIKE THEY NEVER EXISTED.

A person's face is completely obscured by a large, white, fluffy cloud. The person is wearing a white hoodie. The background is a bright, overcast sky with some blue tones. The text "FACELESS. NAMELESS. ANONYMOUS" is overlaid across the middle of the image in a bold, black, brush-stroke font. The word "ANONYMOUS" is partially white, matching the cloud's color.

FACELESS. NAMELESS. ANONYMOUS

A dramatic landscape with a dark, stormy sky and a cracked, dry earth surface. The sky is filled with heavy, dark clouds, with a bright light source breaking through on the left side, creating a lens flare. The ground is a vast, flat expanse of cracked, dry earth, stretching to the horizon. The overall mood is somber and urgent.

"THIS IS NOT A MIGRANT CRISIS,
THIS IS A HUMAN CRISIS."

AI WEIWEI

PROBLEM.

How to raise awareness from
the target group,

knowing that the society
perceive refugees as a mass of people
and not as individuals ?



**BRAND
POSITIONING.**

A high-contrast, black and white close-up portrait of a man's face. The top half shows his eyes looking directly at the camera with a serious expression. The bottom half shows his mouth, which is slightly open and has a neutral to somber expression. The lighting is dramatic, highlighting the textures of his skin and the intensity of his gaze.

**I WELCOME COMMUNITY,
IN THE NAME OF REFUGEES**

INSIGHT.

*"I know that the current situation is a problem,
But I mostly see refugees as a mass of people and
I don't feel concerned in my daily life."*



OUR
CONCEPT.

EVERY FACE DESERVES A NAME

Find the full concept explanation in the attachments.



OUR CONCEPT.

Every refugee deserves to be considered as a unique individual in order to be considered by society.

Refugees are forcibly displaced from their native countries in order to find a secure place; everything that matters to them is gone; they are searching for the meaning of their lives; the only thing that they have is their birth names.

The first thing that defines a human being is the name. If we take it away from them, it is like they are nothing but flock.

So we have decided to give the opportunity to all citizens all over the world to give refugees their dignity back by claiming their real names and stories behind them.

This campaign will also allow all citizens to reconsider the refugees as individuals as well by meeting them and sharing moments together.

Find the full concept explanation in the attachments.



OUR
CONCEPT.

BY CLAIMING THEIR NAMES
THE SOCIETY CONFIRMS THE INDIVIDUAL'S EXISTENCE AND
ACKNOWLEDGES ITS RESPONSIBILITIES TOWARDS REFUGEES.



**BRAND
PROMISE.**



3 STEPS.

Changing perception is not a fast process, we have therefore set up **three main steps** to bring the idea to the world.



STEP 1.

TEASING

NO NAME

>>> Rouse the public's interest



STEP 1.

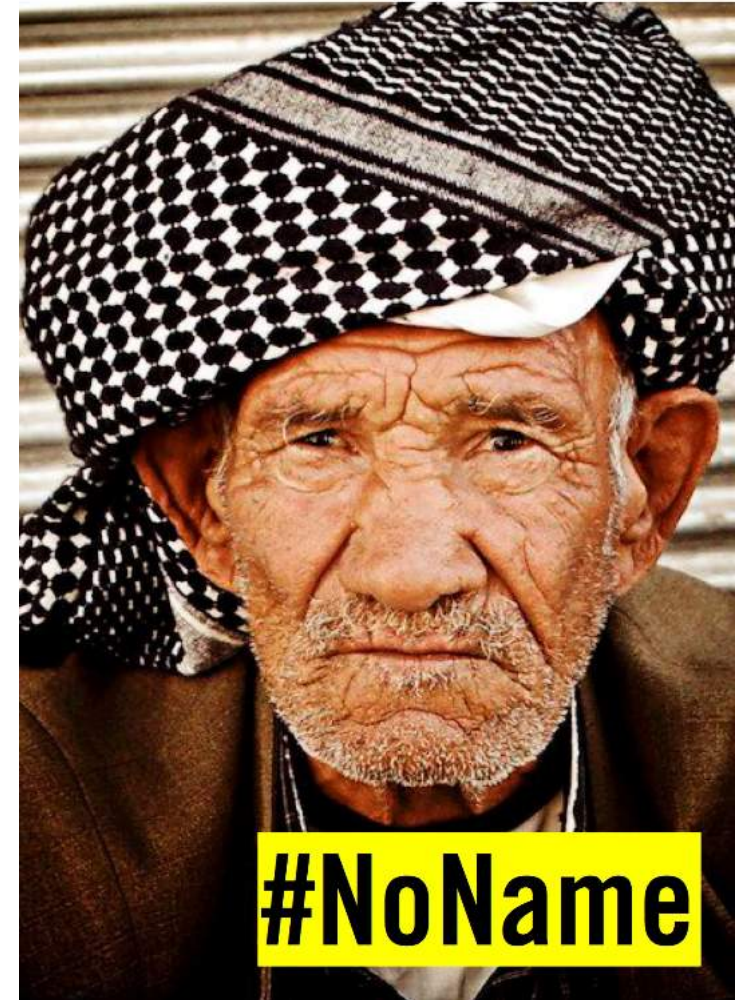
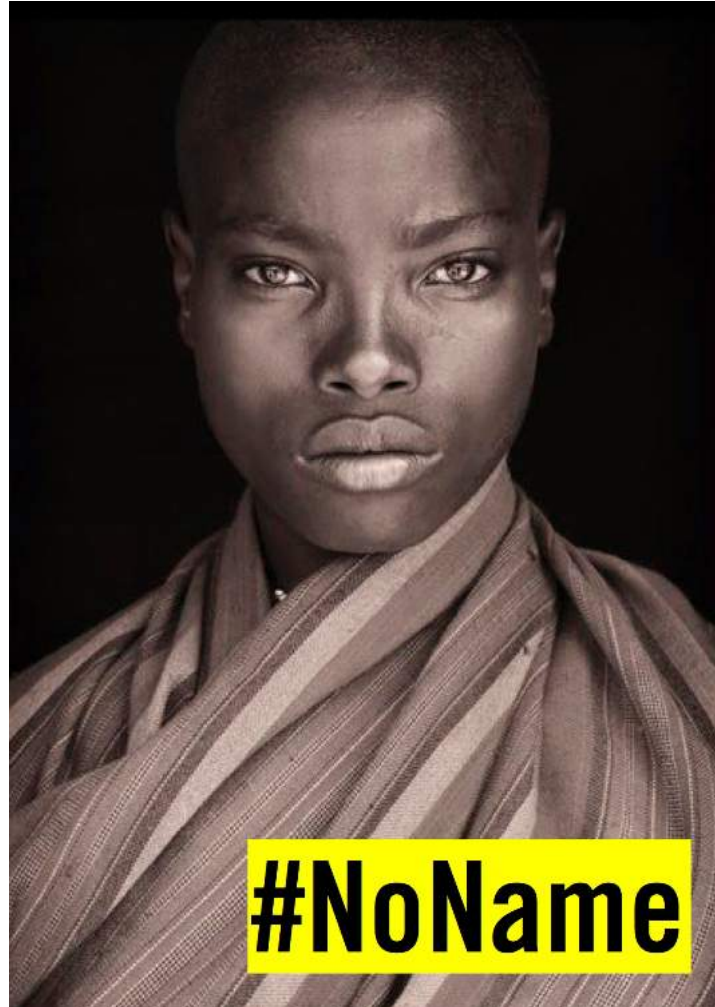
TEASING

GUERRILLA BILLBOARDS

.....

What: Several portraits

Why: To show the diversity of ethnicities, ages and faces.



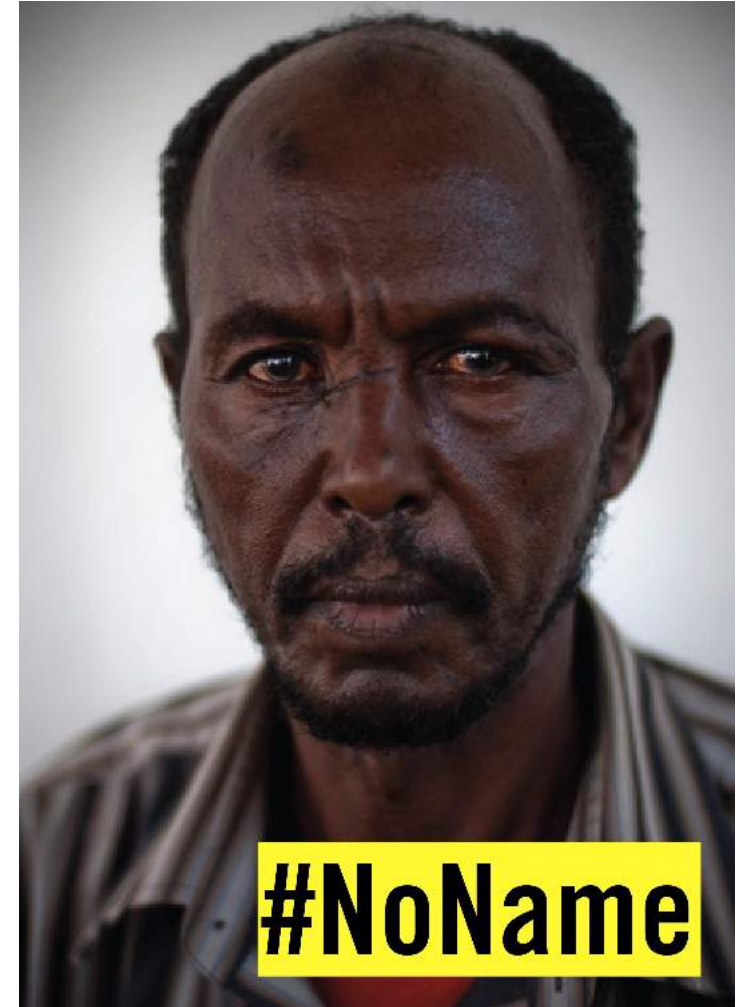
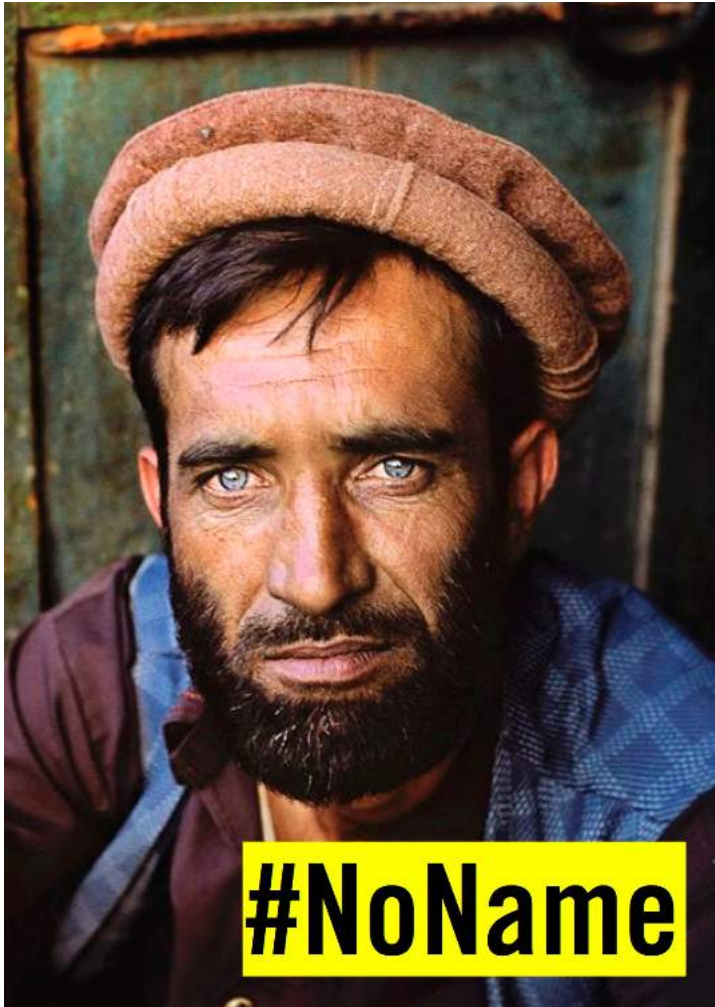
STEP 1.
TEASING

GUERRILLA BILLBOARDS

.....

What: Absence of logo

Why: To arouse the public interest in view of the billboards origin.



STEP 1.

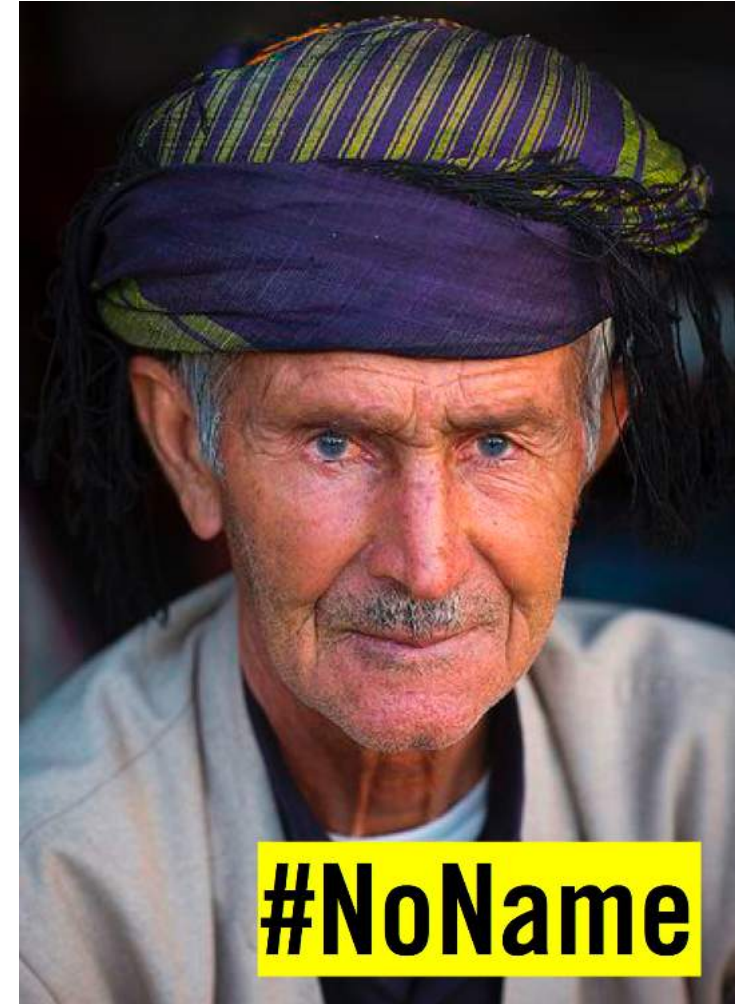
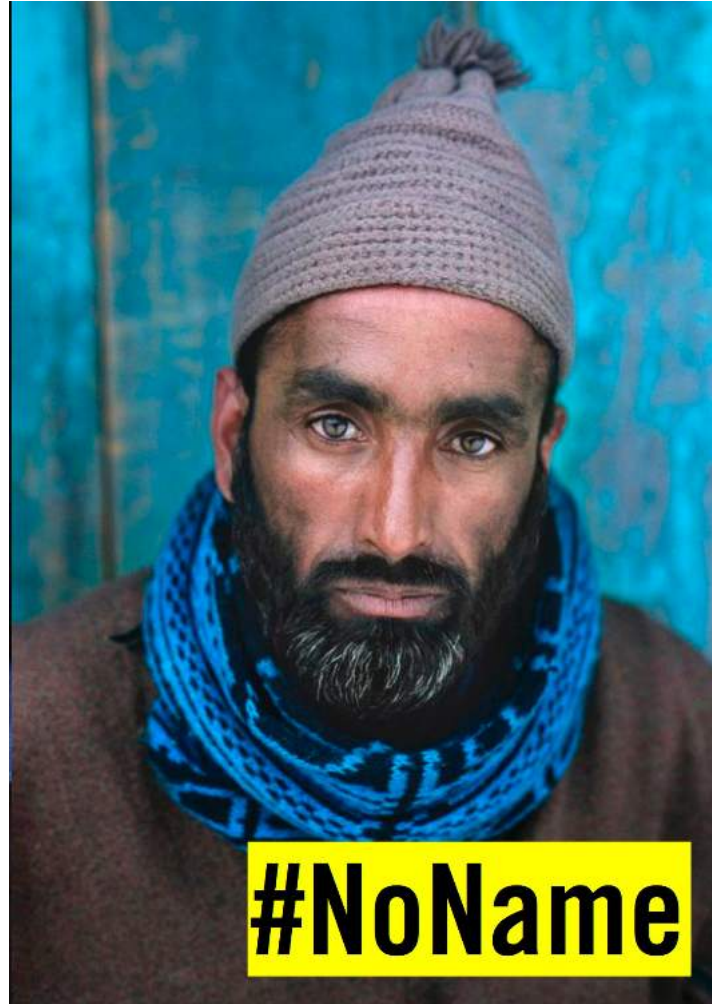
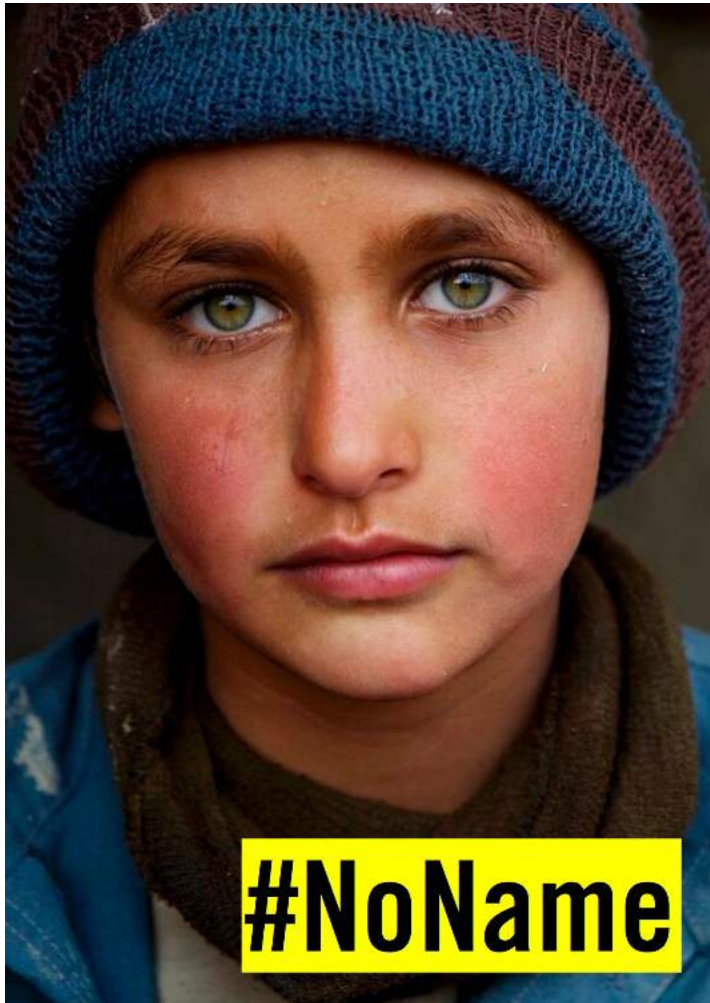
TEASING

GUERRILLA BILLBOARDS

.....

What: A simple message

Why: In order to focus on it: #NoName



STEP 1.
TEASING

GUERRILLA BILLBOARDS

.....



STEP 1.
TEASING

NO NAME OPERATION

.....

June

THE PHOTOGRAPHER



Karam Al-Masri
Photographer at AFP

Syrian refugee
He's been through the war.

Experience: Karam's efforts to document the destruction of Aleppo has brought him to international attention as a photographer for Agence France-Presse.

Involving him in the project is also a way to give him his dignity back. Despite his experience, he is not yet well known by the general public.



STEP 1.
TEASING

NO NAME OPERATION

.....

June

Amnesty International will attach the posters to stick in the streets and instructions to the direct monthly mails.

Why involve the community?

Amnesty International benefits from a large community: 7 million people, local networks are very involved and are ready to spread the message.

THANKS TO



Amnesty community

STEP 1.
TEASING



WHERE ?

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In the streets of European capitals.
Some large tarpaulins with refugees portraits will be also displayed in public squares.

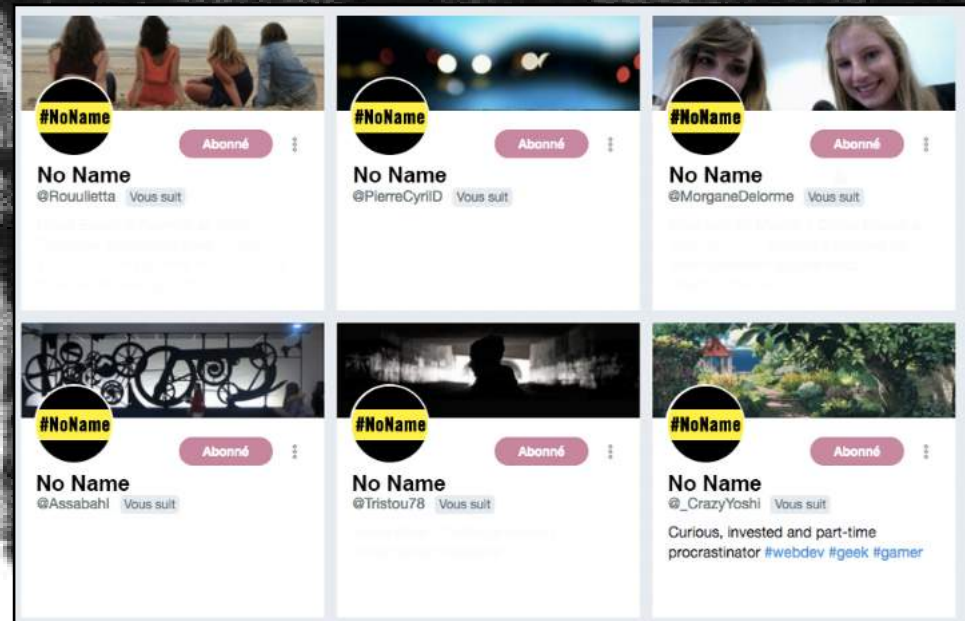


STEP 1.
TEASING

MASS NO NAME PROFILES

.....

What: In addition to the posting, we will ask the **community** of Amnesty Int. to create massive "No Name" profiles on social networks
On Facebook and Twitter: A possibility **to change a name to No Name**, or add a **#NoName filter** to a profile picture.
Why: **To rouse the interest** of our connected target and **create a viral movement**.

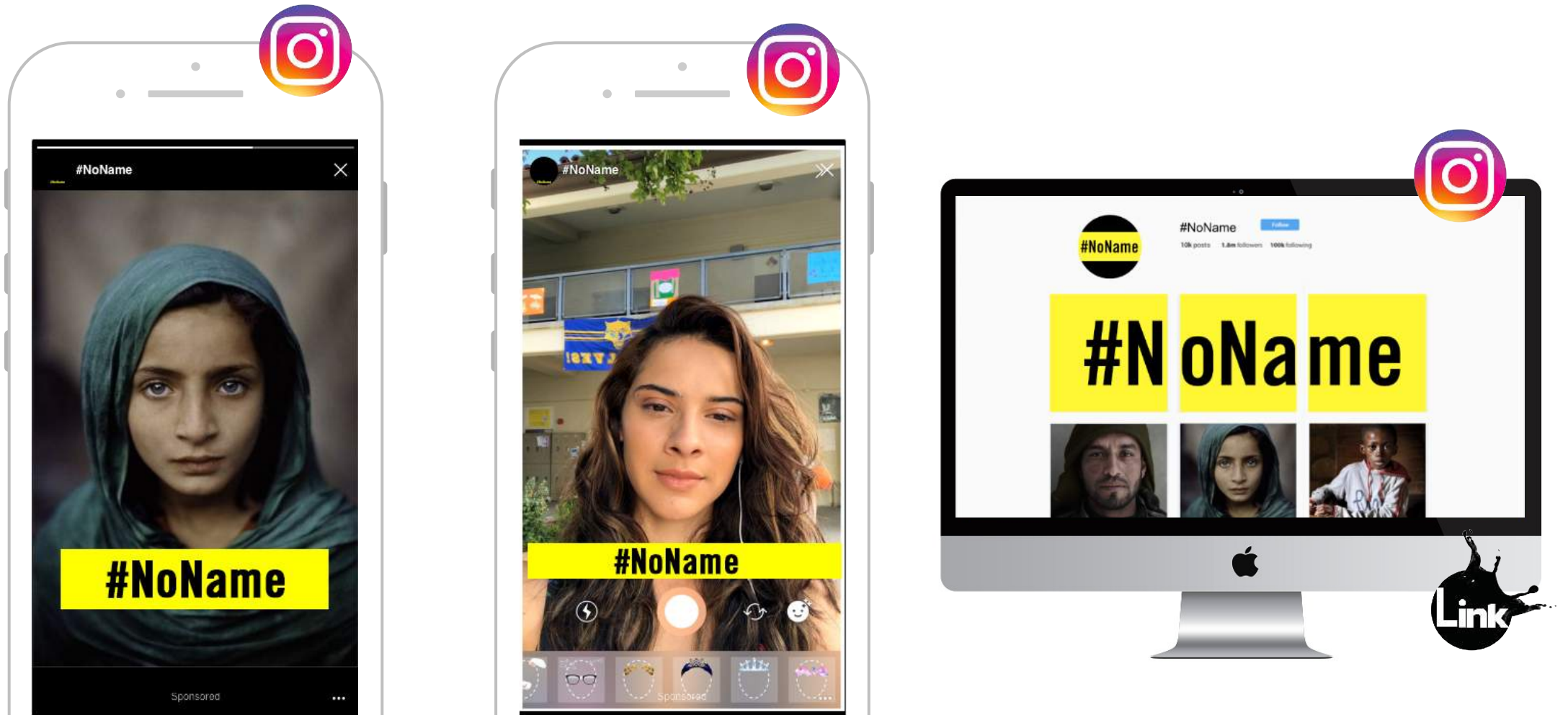


STEP 1.
TEASING

MASS NO NAME PROFILES

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On Instagram : **Filters and stories #NoName** will be available.
The community will **relay the hashtag** on its profiles as well as the refugees portraits.



STEP 1.

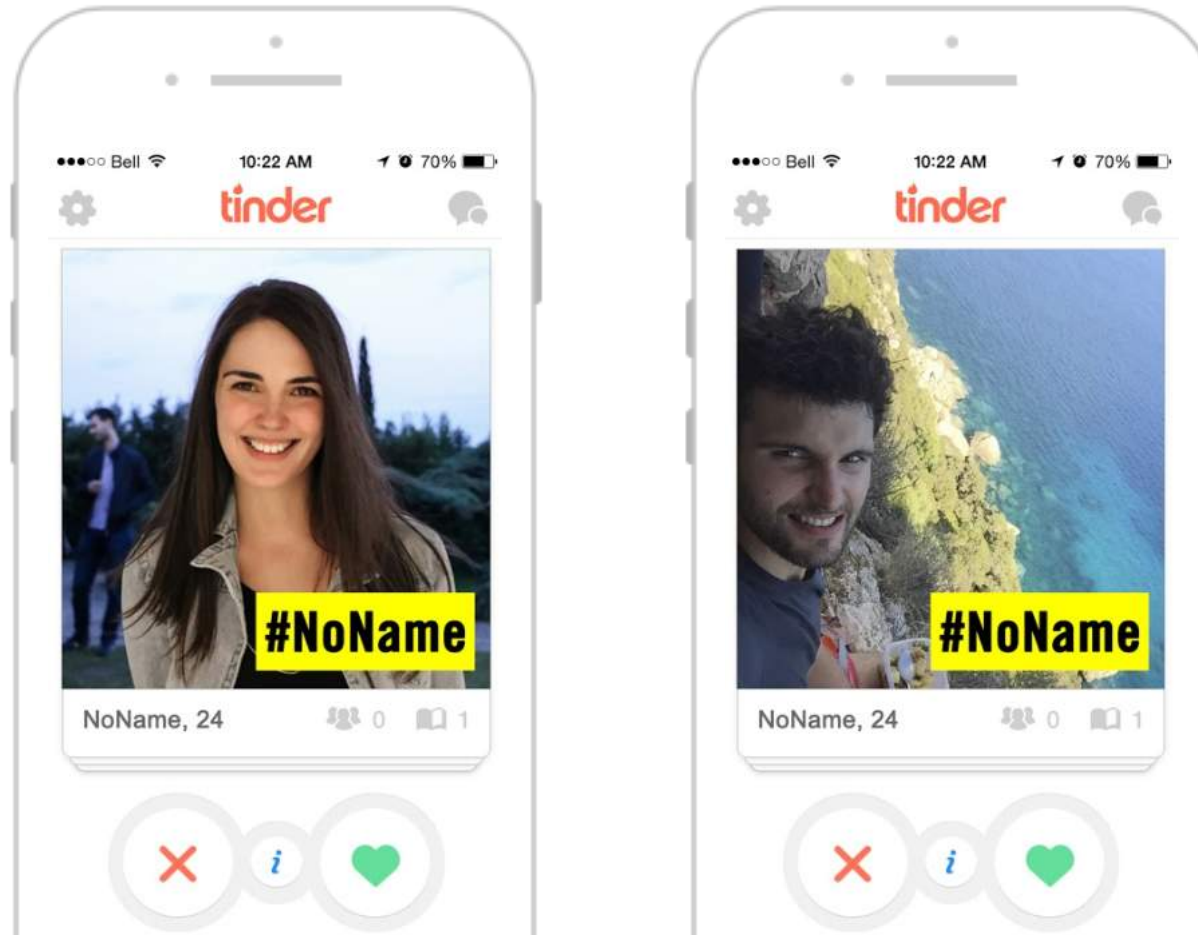
TEASING

MASS NO NAME PROFILES

.....

What: The No Name profiles will also be available on Tinder.

Why: This social network also makes it possible to reach a mobile and urban target directly during their daily activities. Like Instagram, it is an **extremely visual media** that easily **captures the attention** of the target audience.



STEP 2.

REVEAL

FIND MY NAME

>>> Raise awareness, humanize refugees



STEP 2.

REVEAL

CONCEPT MOVIE



>> *Find the video in the attachments*

We are strangers, vagabonds
Sailing on a sea of indifference.
We are a shapeless crowd, a nameless mass,
We are in the spotlight,
We are called profiteers,
We are only numbers, war and terror.

Reduced to a flock, confined in the jungles
Disappearing in the deserts... erased.
We remain human, we still have a name
Which is the last proof of our past lives.
Because people forget very quickly,
That this grey crowd is made of desperate children, fathers and mothers
Whose names and stories are too often forgotten.

Give me my dignity back, find my name.



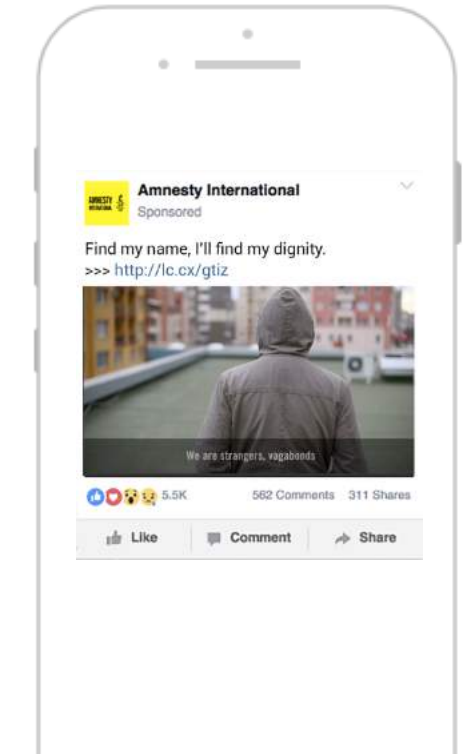
STEP 2.

REVEAL

FINDMYNAME

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All "No Name" profiles will show the movie "Find My Name" with the website link on June 20th. Amnesty International will also show it on its own social networks.



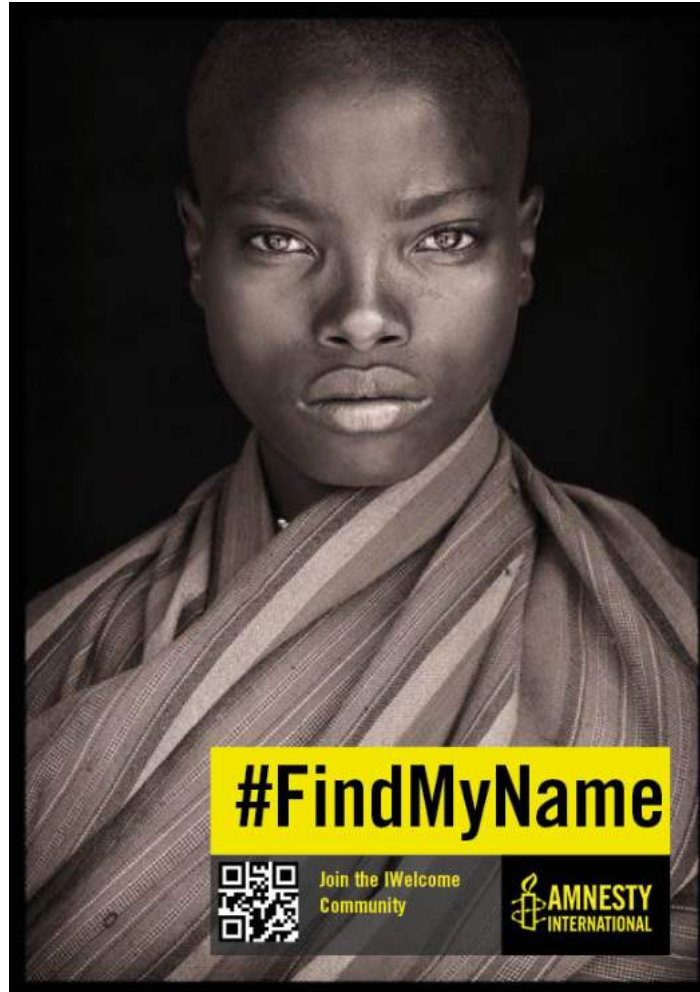
STEP 2.

REVEAL

GUERRILLA BILLBOARD 2

.....

What: New billboards with a **QR Code** will be posted in the streets.
Why: In order **to drive people to the IWelcome Community platform.**



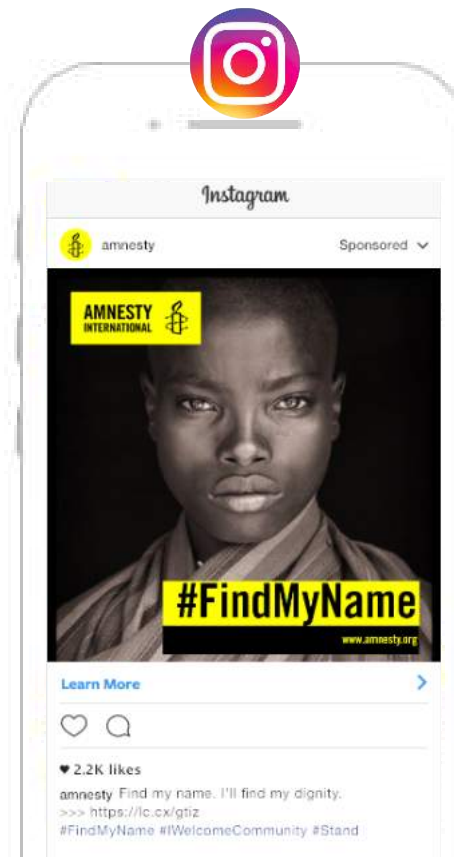
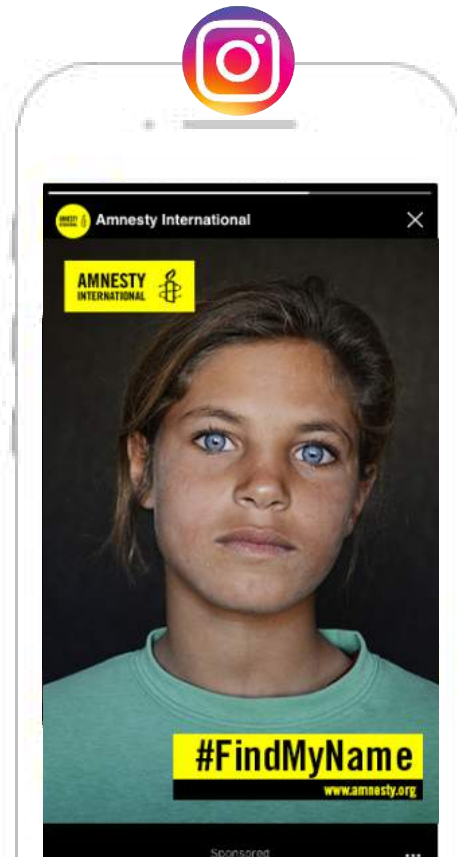
STEP 2.

REVEAL

SOCIAL NETWORKS

.....

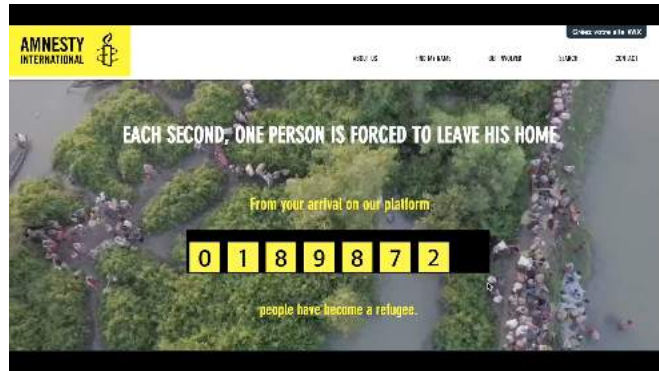
As Amnesty International is behind the campaign, the NGO may now show the portraits, hashtag and the website's link on its own networks.



STEP 2.

REVEAL

I WELCOME COMMUNITY PLATFORM



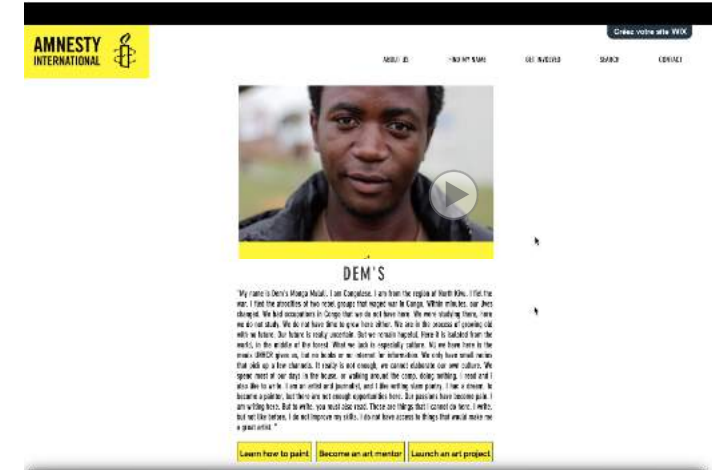
At the top of the page, a counter displays the number of refugees who have left their countries since the user has been logged in.

We would like to show that **behind these figures there are real human beings**.

When scrolling through the page, the "Find My Name" section appears.



The website features a **portrait gallery** and a **search bar**, where you can search by name, country and field... When the user flies over the images, the **person's name appears** on the photo.



Once the user has clicked on one of the portraits, a video is played automatically. The person reveals that he or she is a refugee and presents himself or herself on camera. We can imagine him or her **speaking directly to the viewer**.

He tells us about his home, his hobbies, his passions, his past life, how he sees the future...

The spectator identifies himself and can choose **to meet him, to share a common project**. There will be **call-to-action that refer him to organizations near his home**.

>> Find the full platform version in the attachments

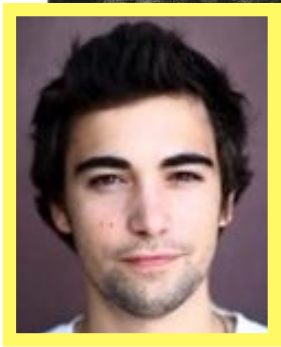
STEP 2.

REVEAL

SOCIAL NETWORKS

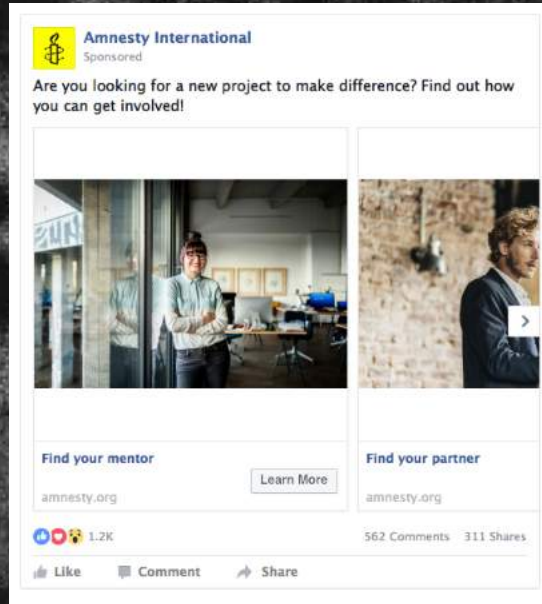
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Targeted sponsored messages dedicated to citizens and firms.



CITIZENS

Student in Entrepreneurship,
Political Sciences



FIRMS

Director,
Finances For Tomorrow



STEP 2.

REVEAL

SOCIAL NETWORKS

.....

"Find My Name" profiles will be created on Ripple, Tinder for business networking.



STEP 2.

REVEAL

FESTIVAL TOUR



What: **Partnerships** with solidarity festivals.

First step: **Distribute bracelets** to the public to make it participate in a game (here below).

Second step: Install an on-site **photo booth** in order to **collect data**.

Third step: Participants sharing the experience on the social networks.

GAME

FIND SOMEONE IN THE CROWD WHO WEARS
THE SAME NAME BRACELET
AND EXCHANGE YOUR BRACELETS FOR 2 DRINKS.
ENJOY YOUR FESTIVAL, ENJOY YOUR REFUGEE'S NAME!



PHOTO BOOTH



RESULTS



STEP 2.

REVEAL

AMNESTY INTERNATIONAL WEBSITE

New button to redirect to IWelcome Community platform

The screenshot shows the Amnesty International website home page. At the top left is the Amnesty International logo. To the right are three navigation buttons: 'IWELCOME COMMUNITY', 'GET INVOLVED', and 'DONATE NOW'. The main content area features a large banner with three portraits of people. The left portrait is a woman with a somber expression, wearing a shawl. The middle portrait is a young boy in a leather jacket. The right portrait is a young girl with blue eyes. Overlaid on the banner is the text '#FindMyName' in a black box, with a yellow button below it that says 'TO LEARN MORE'. Below the banner is the text 'We campaign for a world where human rights are enjoyed by all'. At the bottom, there are two smaller images: one showing a group of people at a protest with signs that say 'MIGRACIÓN', and another showing a protest in front of a government building with signs that say 'KEEP OUR LAWS' and 'NO MORE'.

Campaign news visible on the home page

STEP 3.

PERPETUATION

CLAIM MY NAME

>>> Mobilise



STEP 3.

PERPETUATION

SUMMIT - TEASING

.....

What: **Launch a countdown** 30 days before the UN Summit on the social networks mainly on Twitter.
Why: To **mobilise** people all over the world during the UN Summit.



Amnesty International Sponsored

17 | 23 | 48 | 56
DAYS | HOURS | MINS | SECS

Learn More

456 likes

Amnesty International Only 17 days before our big gathering, find all the information on our site



Amnesty International @amnesty

Join us the 5th September in your city!
#ClaimMyName #IWelcomeCommunity
#StandForRefugees

J-30

800 retweets, 1.7K likes

Promoted



Amnesty International @amnestyusa

J-3 Join us the 5th September in New-York - Time Square! #ClaimMyName #IWelcomeCommunity #StandForRefugees

JOIN US THE 5TH SEPTEMBER IN NEW YORK - TIME SQUARE

1.2K retweets, 2.5K likes

Promoted



STEP 3.

PERPETUATION

PRESS

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For the UN Summit for Refugees, we're going to invite journalists.



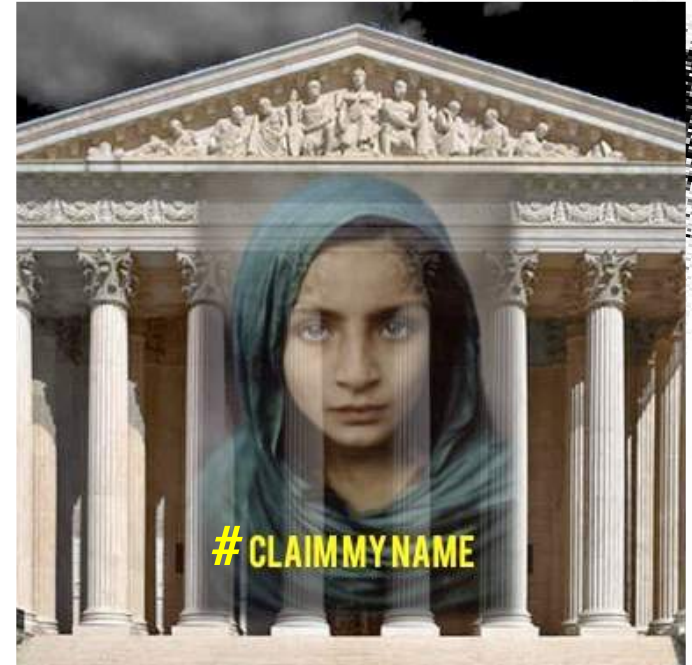
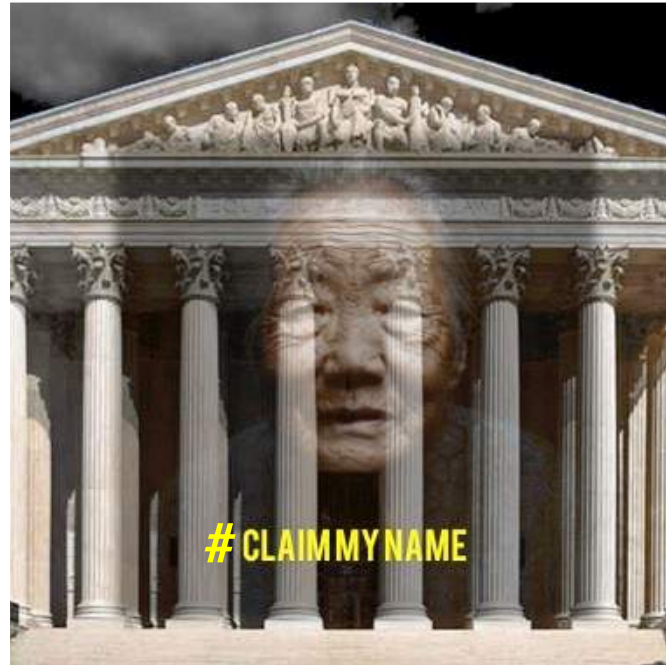
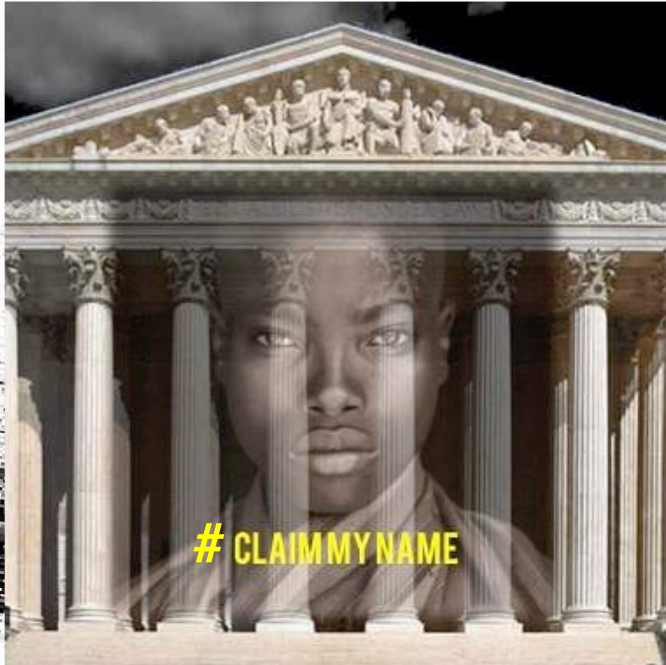
STEP 3.

PERPETUATION

SUMMIT - PROJECTION

.....

What: Gather people in front of government buildings.
Project movies with the **refugees claiming their names** and **telling their stories**.
Why: To make politicians react and to **make people reflect on the issue**.

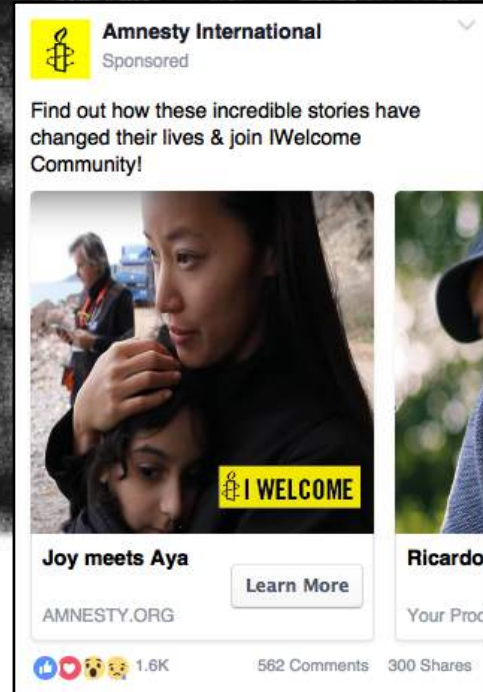


STEP 3.

PERPETUATION

THEY MEET EACH OTHER

What: Share stories of people **meeting each other** via the IWelcome platform.
Why: To **highlight the baseline of the IWelcome Community.**



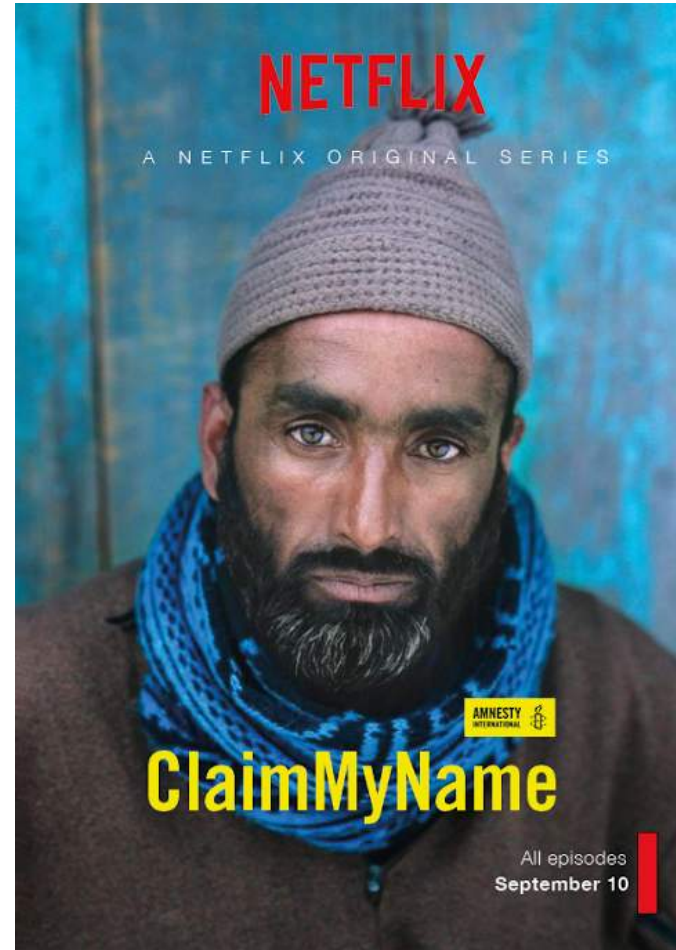
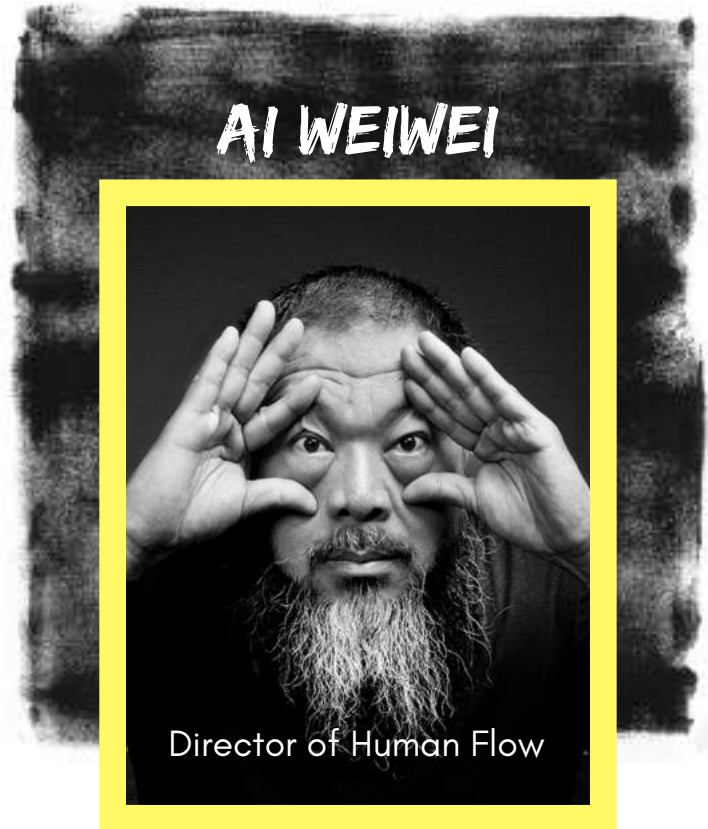
STEP 3.

PERPETUATION

NETFLIX

.....

What: A mini documentary called "ClaimMyName" thanks to a **partnership with Netflix**.
Each **episode will bear the name of a refugee** and convey his story to the public.
How : Thanks to Ai Weiwei, contemporary artist and **activist**.



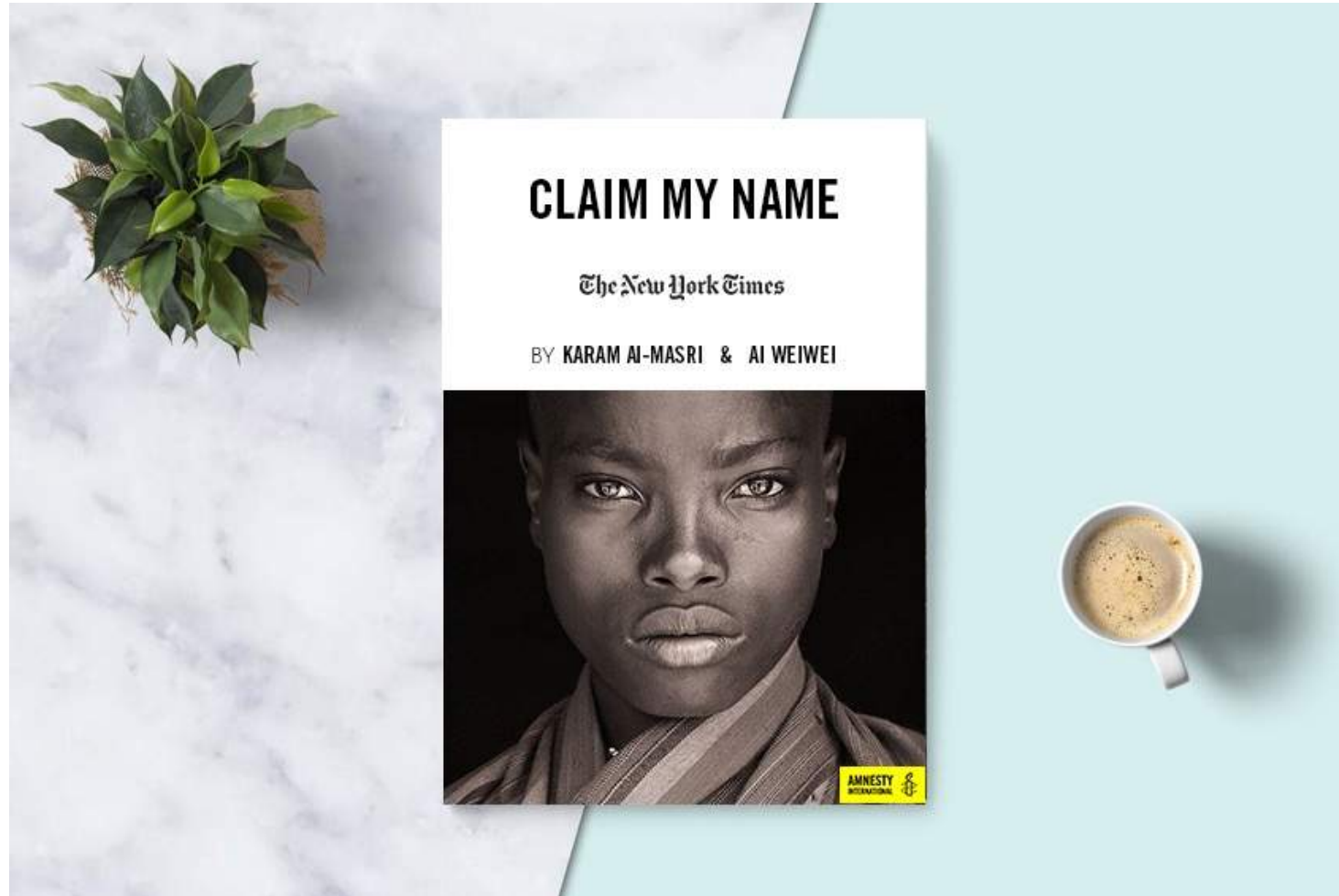
STEP 3.

PERPETUATION

BOOK COEDITED BY THE NYT

.....

What: A book with photos taken by Karam Al-Masri, and **coedited by the New York Times** with the participation of Ai Weiwei.
Why: To have wide **media coverage** and **cement the campaign.**



TIMING.

01

● **TEASING #NoName**

10 days before June 20,
the World Refugee Day

02

● **REVEAL #FindMyName**

From June 20 until early
August

03

● **TEASING #ClaimMyName**

August, 30 days before
the Refugee Summit

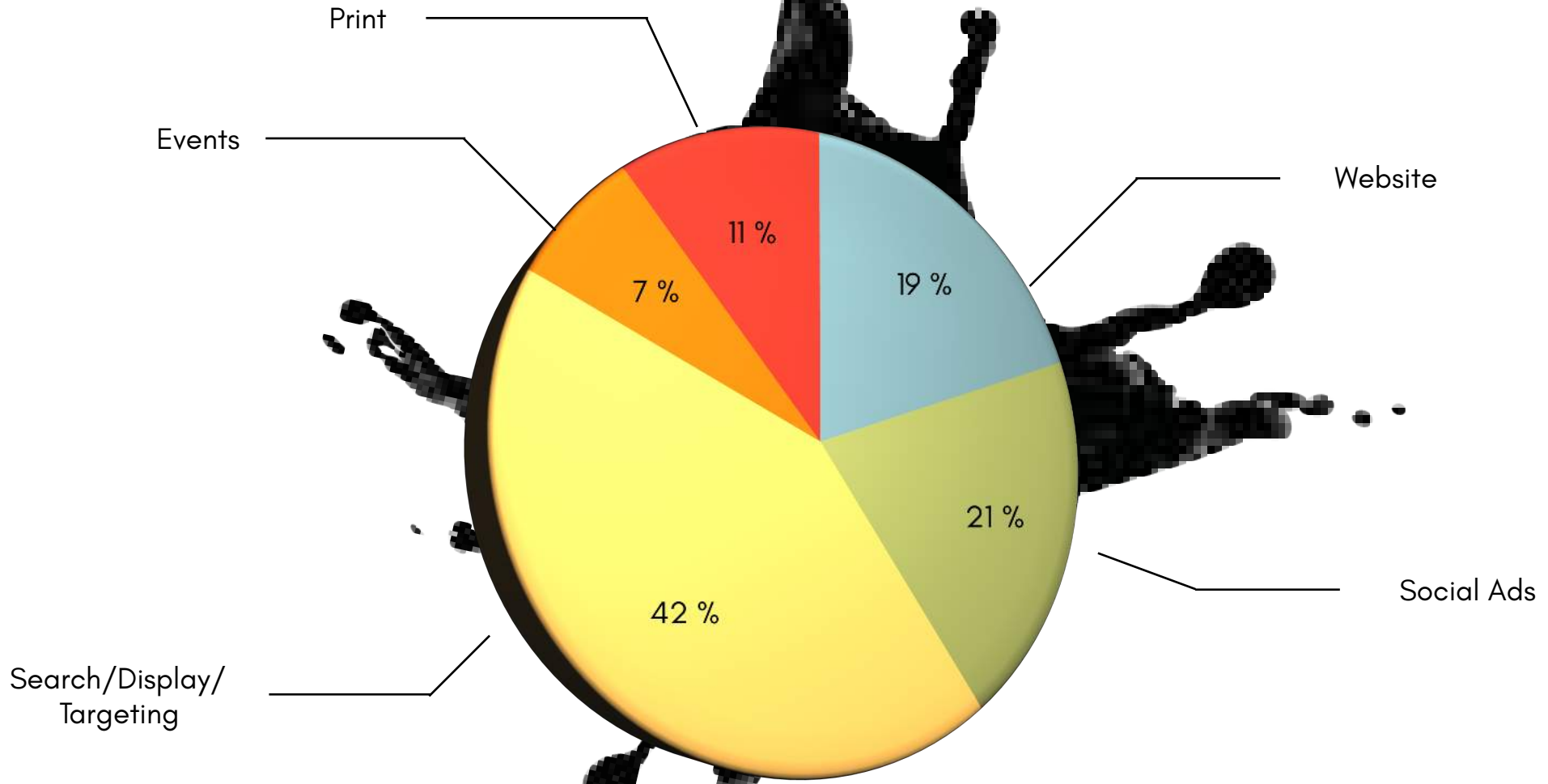
04

● **#ClaimMyName**

From the middle of
September



BUDGET.



Thank
You

Link