



PR COMPETITION

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AMNESTY INTERNATIONAL WANTS TO ASSUME AN IMPACTFUL ROLE AS A LEADING VOICE ON ONE OF THE WORLD'S HOTTEST ISSUES – DEVELOP A NEW COMMUNICATIONS PLATFORM TO UNITE PEOPLE AGAINST THE EVIL OF RACISM.

BACKGROUND

Amnesty International has campaigned for 57 years to end human rights abuses. It has become a globally recognised brand in this field, and wants to make a louder noise on combatting racial discrimination.

Today, political and cultural demonising of 'others' occurs across established and emerging markets. Conversely, movements such as #MeToo and Black Lives Matter show a growing solidarity against discrimination and racism. Amnesty International sets-out to investigate and expose facts, and to tell powerful stories that mobilise supporters and engender campaigns for change.

THE CHALLENGE

Develop a versatile communications platform / campaign for Amnesty, enabling it to credibly join and lead conversations on combatting racial discrimination.

Raising its profile as a relevant voice amongst 18–34 yr olds, the platform needs to be flexible enough to adapt to local market and international deployment. The overall objectives are to raise awareness and positive sentiment for Amnesty, whilst growing its supporter base.

TARGET AUDIENCE

Young adults aged 18 – 34year olds.

From recent research we know that global audiences sometimes find us too intellectual or distant in our language. This can be alienating.

The median age of our current supporter is 48 years old.

We want to mobilise a younger audience globally to join Amnesty and 'popularise' human rights



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WHAT'S ESSENTIAL?

The communications platform / campaign must be executable both globally, and locally in individual markets. It must also be adaptable to highlight a variety of racial discrimination topics.

Campaign will need to be executed between Q4 2018 – Q2 2019

The **tone of voice** should be approachable, empowering and optimistic – avoiding jargon

As a charitable organisation, consideration as to the limited budgets that may be available are recommended.

WHAT TO CONSIDER

Amnesty has an existing and loyal audience around the world. Those that are aware of the organisation skews slightly older than the 18–34 target audience for this project and are familiar with its association to ending other abuses like torture and the death penalty. However, the brand is sometimes viewed as too intellectual, or distant.

Fundraising is not a priority of this campaign; but can be included.

Increasing social channel fan-base, web-traffic to owned sites, positive sentiment, and membership sign-ups are all important performance indicators