

<b>2021 VSE CAMPAIGN BRIEF</b>	
<b>What we are looking for?</b>	<p>We are organizing a Working Group of Communications Officers from our member organisations to prepare our EU-wide awareness-raising campaign 2021.</p> <p><b>If your organisation is planning to do an awareness-raising campaign in 2021 and would like to develop it in relation to our EU campaign, this call is for you!</b></p>
<b>Background</b>	<p>The European Commission has announced effective communication with victims and awareness-raising as one of the priorities of the EU Victims Strategy 2021-2025.</p> <p>Thus, the VSE's campaign will go in line with the European Commission's awareness raising efforts in 2021 to fight general lack of awareness and understanding of victimisation and support services available.</p> <p>We intend to conduct an EU – wide campaign with consistent look and feel and messaging that resonates across all partner regions, with localisation effort to ensure cultural and demographic differences are recognised and respected.</p> <p>Based on the research undertaken by Victim Support Europe, it has been shown that understanding of victims' issues including the:</p> <ul style="list-style-type: none"> <li>● impact of victimisation;</li> <li>● needs of victims; and</li> <li>● services that exist.</li> </ul>
<b>Objectives</b>	<p>(1) make available the information that victims most need in each participating country;</p> <p>(2) develop innovative and creative information tools based on the research and target group consultations;</p> <p>Each country-partner will have its own <u>goals</u> but there are similarities across partners:</p> <ul style="list-style-type: none"> <li>● More victims contact and report to the police</li> <li>● An increase of calls to Victim Support services</li> <li>● That victims or potential victims know that Victim Support Services (VS) are available for them.</li> </ul>
<b>Target Audience</b>	<p><b>1. General Public</b></p> <p>Given the broad demographic targeted in this campaign, media content will need to be split between television and internet -based distribution methods.</p> <p>Here, our solution would be to take a targeted approach and to run parallel campaigns: one on social media targeted at victims aged 25-40, the primary users, and one for TV targeted at victims 40-54, the primary audience in this demographic.</p>

	<p><b>2. Professionals</b></p> <p>Professionals who come into contact with victims in partner countries often aren't aware of the appropriate manner in which to treat them, inform them of services and/ or refer them to those services.</p> <p>Professionals we target are:</p> <ul style="list-style-type: none"> <li>• Doctors</li> <li>• Police</li> <li>• Social Workers</li> </ul> <p>It is our aim to provide educational content that will assist professionals in how best to respond to victim's needs.</p>
<b>Messaging Core</b>	<p>Common theme - highlighting that crimes should be reported, and that VS are available to support victims.</p> <p>The messages should be positive and empowering.</p> <p><u>Example of the PREVICT campaign:</u>  The campaign message of PREVICT project is 'Reclaim Your Safety'. There will be an additional tag-line of 'Together We Can'.  The stories of victims will be build following this scenario:  What happened -&gt; what support they got -&gt; the success they have now</p>
<b>Tagline Options</b>	
<b>Hashtag Options</b>	
<b>Timing</b>	<ul style="list-style-type: none"> <li>• <b>September 2020:</b> Setting Up a Working Group for campaign planning</li> <li>• <b>October 2020:</b> Campaign concept and content planning</li> <li>• <b>November – March 2021:</b> Campaign content development</li> <li>• <b>March – June 2021, September-November 2021:</b> Campaign Execution</li> </ul>
<b>Content</b>	<p>We have allocated the budget for the production of 8-10 short animation films where Victims tell their stories (1.30min) to visualise certain victims' rights.</p> <p>The campaign aims to capture the real-life stories of the victims to increase awareness of victimisation and the unique experiences of those living in the aftermath of a crime.</p> <p>The intention is to record the real voices of victims in local languages/or the voices of the actors, and then to animate those stories. The films will be subtitled in English to make them relevant globally.</p>
<b>Visual Concept</b>	<p><u>Visual Concept:</u></p> <p>There will be 0,45sec - 1,30 minute animation films for social media and TV produced for each country where Victims tell their story (1.30min) based on the concept of „_____(I am)“, for example_____( I am Sonia....)</p>

Still photographs from the audio-visual production itself, will be used across all print and social media campaign material for consistent visual representation, yet the animations of victims will be different for each country.

The campaign is focused on positive messaging, storytelling and togetherness with the use of powerful and vibrant imagery. The focus is on real stories and real testimonies and we steer away from over dramatization. The concept is to keep the film real, honest and relatable, whilst being positive about the journey.

**Music**

The music for the commercial will be selected from Music Bed as NGO's can access music for promotions for free. We will work with Victim Support Europe's marketing department on this selection and access the music through VSE, as we have done in past productions.

**Print Media**

The print media campaign including all billboards, posters, brochures, and flyers will be developed using the same visual concept as the audio-visual content and will have the core image being the faces of our animation film characters with the same messaging of \_\_\_\_\_ and a tagline\_\_\_\_\_

There may be a need to develop pictographs or infographics, which VSE's in-house designer will develop under close direction of campaign team.

All print media will be developed as reusable and made available in print ready formats for the NGO partners, so they can continue to use the material for as long as they wish and will be translated into local languages with the support of the local partners.

**Communications Plan**

The campaign will be conducted across various platforms according to the methodology set out and tied to the national context of the members.