Ad Venture Competition 2017: Brief

The Client

The client for this year's challenge is the European Women's Lobby, which campaigns for women's rights and gender equality across a wide range of issues. For the purposes of this brief, the client is looking for a pan-European campaign to support its long term goal of achieving gender equality and realising women's human rights.

Background

After centuries of inequalities between women and men, the 20th century has seen impressive change for women and girls in Europe. Over the centuries, many women and women's movements led the way towards change and initiated the conversation about equality between women and men. The 20th century saw the first steps for the realisation of women's human rights.

During the 20th century, women got the right to assembly, to vote, to be the owner of their own salaries, to open bank accounts, to control their fertility, to decide upon their relationships, to access justice in cases of male violence, to run for elections, etc.

More importantly, the reality of inequality between women and men has been recognised as a structural issue, that needs not only legislation change and specific measures, but also a real shift in mentalities in order to be overcome.

However, in 2016, gender equality is still not a reality. Women are still at risk of male violence, paid less, segregated in stereotypical less-valued jobs, not represented in politics and business, face sexual harassment, are impacted by stereotypes about women and girls in media…

In this context, it is important to **raise awareness of the progress for women's human rights** over the last decades, in order to get the European population **aware of history –** or more correctly **'HER'story**. The role of women's movements, of feminist activists and characters has been instrumental but is often unknown, not to say invisible or made invisible by the media and the society.

It is also crucial to highlight that **the systemic change needed is still not realised**, and that inequalities persist, that some women's rights are not protected or ensured. Today in Europe, we still see attacks on women's sexual rights or women's maternity leave, denial of the pervasiveness of male violence and of stereotypes.

The Objective

To create a campaign which uses the Herstory of women's rights as well as the positive past steps and persisting inequalities, as a basis for getting people informed and mobilised to engage with women's organisations.

EUROPEAN WOMEN'S LOBBY
EUROPEEN DES FEMMES

edcom

The Task

To create a communication campaign which will both raise awareness – be informative - about women's rights and HERstory, and alert on persisting challenges and violation of women's rights – be calling for reaction and action.

Target Audience

The target audience is all European citizens as all of us are part of the gendered system we live in, and need to be aware of its dynamics.

Desired Message

Women's human rights are part of any modern society: they are new rights, still fragile, and needs to be promoted every day, based on the story of past actions.

Desired response

I understand that it's only in recent history that women have slowly gained their basic human rights, that these are still fragile and need to be protected and strengthened; I'm interested in learning more and engaging with women and women's organisations to see women's rights strongly established and respected throughout Europe.

Proposition

Women's rights are a human rights issue and we can all be part of the progress by taking action at various level, from the individual to the societal.

Tonality

Positive, convincing, strong, confident, informative, provocative (about very late dates for progress for women's rights!)

Presentation format

See entry form

Formats and Distribution

- All media is permitted, but a focus on digital channels increases the chance of your campaign running live, such as web, multi-media, social networks, YouTube, interactive websites of newspapers/magazines promoting reader engagement and other relevant sites
- Communicate in English, but targeted local language and cultural adaptations are permitted

Useful links

- HERstory time line for Belgian women: http://www.corpscite.be/servlet/Repository/Ligne_du_Temps_pdf?IDR=5601
- 9 Shocking women's rights milestones in History (USA): https://www.youtube.com/watch?v=nuJ83W5uNLo
- Potty-Mouthed Princesses Drop F-Bombs for Feminism: https://www.youtube.com/watch?v=XqHYzYn3WZw
- If famous romances were feminist: https://www.youtube.com/watch?v=SKDN1W-y9VI
- Always "#LikeAGirl": https://www.youtube.com/watch?v=XjJQBjWYDTs

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Annex 1
The Client

The European Women's Lobby (EWL) brings together the women's movement in Europe to influence the general public and European Institutions in support of women's human rights and equality between women and men.
They are the largest European umbrella network of women's associations representing a total of more than 2000 organisations in all EU Member States and Candidate Countries, as well as 19 European-wide organisations representing the diversity of women and girls in Europe.
EWL envisions a society in which women's contribution to all aspects of life is recognised, rewarded and celebrated - in leadership, in care and in production; all women have self-confidence, freedom of choice, and freedom from violence and exploitation; and no woman or girl is left behind.

Mission
EWL is a credible source of expertise and experience on equality between women and men and women's rights, representing the diversity of the women's movement across the European Union. They represent an inclusive, confident, loud, independent feminist voice and bring real women's voices into the EU political arena. They build consensus and mobilise their members' collective experience to work on major issues affecting women, to realise women's rights, equality between women and men and social justice. They act as a catalyst connecting different actors and organisations to bring change at EU level.

EWL's 6 core values

- Equality between women and men
- Diversity
- Peace
- Dignity
- Justice
- Respect

EWL's 5 key principles

- Women's rights are Human Rights (non-negotiable and indivisible)
- Solidarity
- Autonomy
- Participation
- Inclusion