



D&AD NEW BLOOD AWARDS 2016

AMNESTY
INTERNATIONAL



WPP

**BREAK BARRIERS BETWEEN
YOUNG ADULTS AND
AMNESTY INTERNATIONAL**

**ADVERTISING / INTEGRATED
CAMPAIGNS / DIGITAL
COMMUNICATIONS**

Brief set by:
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IN IT TO WIN IT

All Pencil winners get to apply for the ultimate prize: a place on the 2016 New Blood Academy.

See dandad.org/new-blood-awards for more on what winning looks like.

**@DandADNewBlood
#NewBloodAwards**

Deadline:
**16 MARCH 2016
5PM GMT**

BACKGROUND

Amnesty International is the world's oldest and biggest global human rights organisation. This is one of its greatest assets as it is a very well known, trusted and powerful organisation. However, it's also one of its downfalls; where Amnesty used to have a strong student and young people following, today it feels out-dated and out of touch.

The core barrier to people engaging with Amnesty is that they don't see human rights as very relevant to their lives. To tackle this barrier they've newly defined their brand ethos as **Taking Injustice Personally**. They'll build their brand strategy and communications on this principle.

Taking injustice personally means not turning a blind eye just because it's happening to someone else, somewhere else. It means truly caring about another's human rights violation, because it doesn't matter where this is happening geographically; it's happening to another human, and that is what makes it close to you. It means feeling that what hurts another human being also hurts you.

THE CHALLENGE

Launch **Taking Injustice Personally** with a strategy, a big idea and creative executions.

It's up to you how you do this. It could be a campaign to bring to life the meaning of *Taking Injustice Personally* for the target audience, and help them to see Amnesty International as the way to do something about it. Or it could be something that empowers or activates the audience to take injustice personally themselves in a real and meaningful way.

WHO IT'S FOR

18-25 year olds who have heard of Amnesty International but don't understand what the organisation does, or how they can help. They care about people and the world that they live in, but find they are too busy and preoccupied to do anything about it. These young people are unable to give much money, but can 'give' in other ways: e.g. time or advocacy.

WHAT'S ESSENTIAL

An integrated campaign and launch concept that consider all communication channels relevant to the idea (eg. print, digital, experiential, social...). It's up to you to decide the most suitable touchpoints for your concept – but you need more than one, and you must include a digital element.

WHAT AND HOW TO SUBMIT

See 'Preparing Your Entries', included in your brief pack, for full format specs – work will only be accepted in the formats outlined.

Main deliverables (mandatory)

Present your solution using **either a video** (max. 2 mins) **or** up to eight presentation slide **images**.

Supporting material (optional)

The judges will only look at this if your main deliverable has impressed. This could include executions or mock-ups of your solution, or show your process and the development of your idea.

You can submit the following as **optional** supporting material: **interactive** work (websites, widgets, apps, HTML, etc.); **physical** material (prototypes, mockups, etc). If your main deliverable is **video**, you can also submit up to four **images**. If your main deliverable is **images**, you can also submit **video** (max. 1 min).