

A21 MARKETING CAMPAIGN BRIEF



BRIEF OVERVIEW

“A human’s freedom is priceless.”

Create and execute, in any form of medium, media and style around the key message above by the 8th of March. The aim is to raise awareness about human trafficking and inviting people to join the fight.

WHY?

- 12-year-old children, work up to 14 hours a day and serve up to 40 ‘clients’ a day.
- Every 2 min a child gets prepared for sexual exploitation.

Human trafficking is a global issue, oblivious to many. This campaign aims to raise awareness and inspire people to join the fight to abolish injustice through the showcasing of your work. Your work will also be reviewed and judged by an expert panel of leading experts in the advertising, marketing and design industry of London.

It one of the fastest growing criminal industries in the world, with a total annual revenue estimated between 5 - 9 Billion USD.

This organised crime preys on the weak by tricking, luring or taking people away from their home country and force them to work with no or low payment or on terms which are highly exploitative.

People are bought and sold like commodities and the value of a person or child is based on the amount of hours they can provide in a service (either in forced labour or prostitution)

DEADLINES

- 8th March for submission

MANDATORIES

- Key message "A human's freedom is priceless"
- Call to action "Join the global fight against human trafficking"
- A21 logo
- The Globals logo
- Website address (www.thea21campaign.org)

CAMPAIGN OBJECTIVES

- Primary: Raise and increase awareness about human trafficking
- Secondary: Data capture qualified (people who want to find out more) email address

PROPOSITION

- Key message "A human's freedom is priceless"
- Theme: worth, value, money, currency, cost, price
- Call to action "Join the global fight against human trafficking"

BRAND OVERVIEW

The A21 Campaign is comprised of individuals, organizations, government officials, and people like you who are committed to abolishing injustice in the 21st century. Our goal is to raise awareness, take legal action where appropriate, and offer rehabilitation services to rescued victims of human trafficking in order to fight this injustice from a comprehensive approach.

<http://www.thea21campaign.org/>

The Globals is a global network of leaders whom have teamed up to support the A21 campaign with one goal in mind: to fight against human trafficking and abolishing the injustice.

<http://www.facebook.com/TheGlobals>

BRAND VALUES

- Leaders
- Accessible
- Empowering
- Focused
- Open
- Pioneering / forwarding thinking
- Inclusive / global inclusive

tone of voice

- Passionate
- Trustworthy
- Inspiring

MARKETS

- Think Global
- Localisation for certain markets

OTHER SUPPORTING INFORMATION

- More information on A21 <http://www.thea21campaign.org>
- Wikipedia http://en.wikipedia.org/wiki/Human_trafficking