



Young Lions Competition - Print

The Brief

Background

Amnesty International is the world's largest and best-known human rights organisation.

However we just started to seriously look into brand management. Despite being the most trusted human rights organisation, awareness, image and visual identity vary amongst the worldwide sections and structures. Although all sections are embracing creativity, internationally we're not fully consistent and coherent in our communication. Our job is to unite the movement behind a strong brand message.

Credible spokespersons, indisputable research, highly educated representatives and campaigners build our reputation. Too often our communications reflect a rather academic considered and thorough approach, which is necessary in our research, but makes us elitist, intellectual and too political amongst the wider public. To reach out to a wider audience we adopt a more emotional language. In our advertising we're innovative and creative. We try to simplify, humanise and make it easy to participate.

Our campaigning is still firmly rooted in mobilizing public pressure and in the power of individuals standing side by side. However we are not emphasising and promoting it enough. Our marketing communication is often driven by fundraising asks to recruit fee-paying members. So people consider us rather a charity than a movement.

A number of projects have been selected to pilot new forms of movement wide collaboration. E.g. we're currently working on a new global visual identity and thinking of cross-national campaigns.

The Young Lions competition is a great opportunity to get this process started and to create a first international ad that conveys the core concept of our organisation and presents us as a global, powerful movement with a human face.

Objective

We like to inspire the wider public and get them really excited and optimistic about activism for human rights. We'd like to empower people to join in the change. This is the heart of Amnesty's work.

We appeal to people's optimism, self-confidence and pride. We believe that we can change the world for the better and it makes you proud to do everything in one's power. We want to move people. We don't appeal to people's ethics and don't make them feel guilty.

Audience

- International
- Adults 14+
- Educated
- Socially aware, showing a sense of international solidarity
- Take a basic interest in global affairs

Key insight

People think they're powerless. They don't believe in the leverage of their voice and actions. They are disengaged because they think it's hopeless to change the world.

Key message

We give ordinary people extra-ordinary power to right the wrongs in the world.

Substantiation

You or we alone can't make a difference; the power of the whole movement effects the change: more people = louder voice = more pressure = more change. Pressure creates space for debate; the necessary climate campaigners need to operate. Debate can lead to a tipping point, where a change in position is more likely.

Ordinary people might not have direct power over decision makers, but they have informational and emotional power. Amnesty reveals the information perpetrators don't like people to discover – their crimes and violations, but also their obligations and solutions to the issue. We empower people to use that knowledge directly or through stakeholders to the right time. The internet is a great catalyst in this regard.

Every decision maker is just a human being. We can influence what they desire most and fear to lose: legitimacy, political office, a positive image, honour, fame, charisma, and popularity. On the other side this means there is no standard concept we can rely on.

Tone of voice

- We are speaking from the heart in a global language
- Open and truthful
- Encouraging and inspiring
- Keeping it simple and concise
- Avoiding elitist and complicated language
- We are warm and human and talk with passion

How do we want to make people feel

- Our message is big and bold. It goes beyond religions, cultures and territories
- Empowered and enabled to make a difference
- Uplifted and hopeful, not depressed or guilty
- Part of a greater whole, part of a movement
- Stirred up and ready for action
- Passionate and engaged