

VIDEO PITCH COMPETITION BRIEF

<p>Brand: European Commission Directorate-General for Justice and Consumers</p>	<p>Country: EU (HQ in Belgium)</p>
<p>Project: Say No! Stop violence against women</p>	<p>Date: November 2017</p>
<p>Project background</p>	<p>Violence against women (VAW) is a form of abuse that takes place at all levels of society and in all EU countries.</p> <p>In 2017-2018 we run the campaign Say No! Stop violence against women campaign to raise awareness on the issue and in which this video competition is one activity.</p> <p>Campaign website: http://ec.europa.eu/justice/saynostopvaw/</p>
<p>Commercial & business objectives for the campaign</p>	<p>Showcase the EU's role in the cause and that the Say No! Stop violence against women campaign achieve greater visibility. However this does not need to be explicitly mentioned– the fact that we are communicating about this fulfils this objective.</p> <p>Raise awareness of the scale, pervasiveness and importance of the issue.</p>
<p>Market background</p>	<p>VAW takes many forms such as physical, psychological and sexual violence. It is estimated that 20 to 25% of women in the EU have experienced physical violence at least once during their adult lives. If psychological violence is added it is 33 %</p>
<p>Brand positioning</p>	<p>Our mission is to build a European area of justice: European Citizens should trust that their rights are protected, no matter where in the EU they happen to be.</p>
<p>Target Audience</p>	<p>Bystanders. People who by not reacting are enablers of VAW.</p> <p>N.B. we do not wish to target victims – as we are reaching out to them in other ways already. We also do not wish to target perpetrators directly, as we believe that might be a too hard to convince group.</p>
<p>Marketing objectives (Where do we want to get to?)</p>	<p>By drawing attention to everyday acts of violence and their impact on its victims and calling on indifferent individuals to act, we can build social peer pressure and ultimately help reaching the objective of zero tolerance for violence against women.</p>

<p>Marketing strategies (How are we going to get there?)</p>	<p>The video/s is a supplement to other activities which includes social media activities, events, press releases, the website and the national activities by the projects.</p> <p>This video should be a standalone product and does not need to take our other activities into consideration apart from a pack shot in the end using the campaign visuals and key message: "Say No! Stop Violence against women"</p>
<p>Key communications tasks</p>	<p>To trigger a reaction and show to those who hesitate/ do not know how to respond to VAW that violence is not acceptable and that you need to 'say NO' and act.</p>
<p>Barriers to overcome</p>	<p>People often do not respond to VAW because they either do not know which reaction is right/wrong, or because they think some forms of VAW is acceptable.</p> <p>While certain severe types of VAW, such as rape, are recognised by society to be unacceptable and criminal, other forms of violence is often accepted as "normal" behaviour or something that women and girls simply must accept.</p> <p>For example, making sexually suggestive comments or "jokes" to a woman in the street is not considered to be wrong by more than 4 in 10 people, while the reality is that about 55% of women in the EU have experienced sexual harassment and abuse.</p>
<p>Ideal consumer response</p>	<p>That they speak up and Say no!</p>
<p>Tone of Voice</p>	<p>Emotional. Possibly surprising. Serious but positive. Inspiring and empowering. Ambitious, inclusive and uniting.</p>
<p>Dissemination</p>	<p>The intended channel is primarily social media, so make sure to keep it short and punchy.</p> <p>The video will be done in English but the European Commission will add subtitles in other languages if needed.</p>
<p>Mandatories</p>	<p>Don't depict violence directly. Don't depict dead or wounded persons. Don't convey gender stereotypes (women as passive victims, men as vicious perpetrators). Don't stigmatise any specific group.</p>

<p>Team setup</p>	<p>We put no limitations on the set up of the team and welcome individual pitches as well as collective pitches.</p>
<p>Prize</p>	<p>The winning entry will be awarded a trip to Brussels (flights and subsistence costs included for up to 4 persons). They will be invited to meet the European Commission team working with gender equality to discuss the project, visit the EU institutions and get a taste of the great cultural scene in the city (details to be confirmed). The prize cannot be exchanged for a financial compensation</p>
<p>Production</p>	<p>We have set aside 60 K for the production of the video once the winning concept/s is awarded. The production will be done by us and we reserve the right to make changes to the concept if deemed necessary. We also reserve the right to award more than one winner and produce more than one concept. The total video production budget is however 60 K for all videos.</p>
<p>What we would like to see in your pitch?</p>	<ol style="list-style-type: none"> 1. A demonstration you have understood the issue of VAW 2. Clear insight on what drives citizen behaviour 3. Your strategic thinking to meet our communication needs 4. A creative concept 5. A script <p>We believe that point 1-3 should be showcased in a strategy on up to three A4 pages.</p> <p>The concept and script (point 4-5) should be presented in PPT or word on max 15 pages/slides.</p> <p>Your pitch must be presented in English. However emphasis is on ideas, not a perfect English.</p>
<p>Inspiration (To help generate creative thinking)</p>	<ul style="list-style-type: none"> • http://mfj.se/2017/03/10/ny-film-om-mans-vald/ • https://www.youtube.com/watch?v=A8syQeFtBKc • https://www.youtube.com/watch?v=s4qtb3S-Dhk • http://www.huffingtonpost.fr/2017/09/22/cette-campagne-contre-les-agressions-sexuelles-montre-labsurdite-des-justifications-des-agresseurs_a_23219625/
<p>Timeline</p>	<ul style="list-style-type: none"> • Launch of Competition: 13 November 2017 • Deadline for Submission: 10 February 2018, 12h00 Central European Time • Winners announced: 8 March 2018

Submission	Submission should be sent to: just-socialmedia@ec.europa.eu
Useful data	<p><u>Fundamental Rights Agency survey on women's experiences of violence</u> This survey shows not only prevalence of violence against women, but also under-reporting, guilt felt by the victim, fear of violence etc.</p> <p><u>Eurobarometer on gender-based violence</u> This reveals very worrying attitudes towards and perceptions of the problem. Although there is general agreement that various forms of violence are wrong or unacceptable, opinions about whether they should be against the law are more varied. In addition, victim-blaming views persist, and specific circumstances are seen as making rape justifiable.</p>