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.

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 injustive 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).