

19. Client: AMNESTY INTERNATIONAL

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.

Background

Amnesty International is the world's oldest and biggest global human rights organization. This is one of its greatest assets as it is a very well known, trusted and powerful organization. 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.

Target Audience

18-25 year olds who have heard of Amnesty International but don't understand what the organization 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.

Further information on client

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