

# E-641-401

## Stop femicide!

**Product**

Women's Right Center

**Category Entered**

Best of Europe: Positive Change

## ENTRY DETAILS

### ORIGINAL EFFIE PROGRAM

If you will choose a Country without an Effie Program, please select OTHER and specify the Country.

Effie Poland

### ORIGINAL CATEGORY

List the original category in which the campaign won a Gold or Grand Effie in.

Non-Profit & Public Service

### COUNTRIES PRESENTED IN THIS CASE

List the markets that this entry covers.

Poland

### PLEASE INDICATE ALL COUNTRIES WHERE THIS WORK RAN.

List all markets where this work ran, including those markets not presented in this case.

Poland

## INDUSTRY SECTOR

Classify your brand by one of the available industry sectors.

Non-Profit

## TYPE OF PRODUCT/SERVICE

Provide a brief (1-15 words) description of the product/service you are entering. Do not include the brand name.

Organization fighting for women's rights

Examples: Airline, Cosmetic, Credit Card, Streaming Service, etc.

## INDUSTRY/CATEGORY SITUATION

Select one option for your category situation: flat, in decline or growing

Flat

## DATES PRESENTED IN THIS CASE

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From

2020 Nov 22

Date To

2020 Dec 10

## EFFORT START AND END DATE

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From

2020 Nov 22

Date To

2020 Dec 10

# EXECUTIVE SUMMARY

## MARKET BACKGROUND:

Please explain any relevant trends unique to your market that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

The subject of women's rights has often appeared in the public debate in recent years in Poland. All thanks to, for example:

- Government rejection of the draft act of the Committee to Save Women,
- the draft amendment to the act on domestic violence (the first beating will not be considered domestic violence),
- the announcement of the denunciation of the Istanbul Convention,
- controversial statements by Polish politicians regarding the role of women,
- the conference right-wing press circles, concerning, for example, the prohibition of divorce,
- the judgment of the Constitutional Tribunal on ban abortion.

The last topic has sparked a wave of strikes and was particularly visible. Intensification of protests took place in the period of X-XII 2020. At that time, the topic of the abortion ban was the only one in all news, there were many campaigns and fundraisers (such as the Dream Team Abortion Collection) that targeted almost the same group as us. Our campaign, which touched on a different subject, was planned at exactly the same time.

According to Women's Rights Center estimates, as many as 400-500 women are killed annually in Poland, in connection with domestic violence. This situation is caused by the low standards of women's rights in Poland, which are constantly being lowered. The plan of the Women's Rights Center is to open the "Observatory for Femicide." To do this, you need funds and signatures for an aid petition.

## CASE SUMMARY:

Provide a snapshot of the effectiveness of your case. Summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "significant success"). Think of the case summary as a mini-case or an elevator speech.

"And husband beats you up just like that?" - this sentence, expressed in the video, best illustrates our strategy: to provocatively portray the victim as the guilty party of the whole situation.

Over 3 minutes video published on social media was the main element of the campaign. The story presents symbolic journey of a woman escaping violent home. It highlights the pathology of the polish system and the social indifference. At the same time, Women Rights Center is portrayed as organization doing the job state authorities should. The video was directed by renown Polish director - Monika Strzępka and several popular Polish actors took part in the project.

The campaign was the best in the history of the Women's Rights Center and all other feminist organizations in Poland. We broke all records while achieving our goals.

Total value of payments to Women Rights Center = 906 400.29 PLN = 10.62x

more than in the best campaign of recent years,

ROI = 5097%.

Number of payments to Women Rights Center: 1574 = 2.37x more than in the best campaign of recent years,

Average value of payments: 575.86 PLN = 4, 47x more than in the best campaign of recent years,

Acquiring earned media worth PLN 803,040 more than in the best campaign of recent years.

## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives.

### 1A. BEFORE YOUR EFFORT BEGAN, WHAT WAS THE STATE OF THE BRAND'S BUSINESS AND THE MARKETPLACE/CATEGORY IN WHICH IT COMPETES?

What was the strategic communications challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome? Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

(Maximum: 375 words)

The subject of women's rights has often appeared in the public debate in recent years in Poland. All thanks to, for example:

- Government rejection of the draft act of the Committee to Save Women,
- the draft amendment to the act on domestic violence (the first beating will not be considered domestic violence),
- the announcement of the denunciation of the Istanbul Convention,
- controversial statements by Polish politicians regarding the role of women,
- the conference right-wing press circles, concerning, for example, the prohibition of divorce,
- the judgment of the Constitutional Tribunal on ban abortion.

The last topic has sparked a wave of strikes and was particularly visible. Intensification of protests took place in the period of X-XII 2020. At that time, the topic of the abortion ban was the only one in all news, there were many campaigns and fundraisers (such as the Dream Team Abortion Collection) that targeted almost the same group as us. Our campaign, which touched on a different subject, was planned at exactly the same time.

According to Women's Rights Center estimates, as many as 400-500 women are killed annually in Poland, in connection with domestic violence. This situation is caused by the low standards of women's rights in Poland, which are constantly being lowered. The plan of the Women's Rights Center is to open the "Observatory for Femicide." To do this, you need funds and signatures for an aid petition.

Available resources: We had a budget of approximately PLN 14,000, of which 10,000 was spent on film production and 4,000 on media support. The work of the creative agency, creators and producers and actors was done pro bono.

Campaign Challenges:

1. Breaking with the subject of femicide though the media clutter at a time, when abortion was topic No. 1 and women were actively involved in strikes. And do this with a very small media budget = about PLN 4,000.
2. Reaching with the topic of femicide to people who do not face this problem directly on a daily basis (segment "Active feminists"). Compared to the topic of abortion, the topic of femicide seems to be reserved for a smaller group of women experiencing direct violence.

## 1B. DEFINE THE AUDIENCE(S) YOU WERE TRYING TO REACH.

Why is this audience important to your brand and the growth of your brand's business?

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both.

What perceptions or behaviors are you trying to affect or change?

(Maximum: 300 words)

We have listed 3 TG segments:

1. Relatives of the victims - family and relatives of those experiencing violence. They see the problem, they are afraid for the health and life of the victims, mainly women aged 25-45, every place of residence.
2. Survivors - women who have experienced domestic violence, but have already left pathological relationships. They want other women not to go through the same hell. Main 40-60 years old from smaller towns and villages.
3. Active feminists - women fighting for women's rights, mainly 20-35 years old from larger cities. It happens that they are a business woman that they provide financial support as a company. However, we do not conduct B2B activities. Reaching with the topic of femicide to people who do not face this problem directly on a daily basis (segment "Active feminists") was one of our main challenges. Compared to the subject of abortion, the topic of femicide seemed to be reserved for a smaller group of women experiencing direct violence.

## 1C. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE YOUR KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES?

Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible. Provide context, including category background, for why the objectives were important for the brand and growth of the business.

Objective 1: Collection of funds in the amount of at least PLN 100,000 by the end of January 2021

Such a result would represent a 15% increase in relation to the best so far campaign named "Living proof", conducted in a similar period a year earlier. The campaigns had almost identical duration, production budget, communication channel architecture and a very similar media budget.

Objective 2: Increase the number of donations made - to around 760

This result would represent a 15% in relation to the best so far campaign named "Living proof". For us, the number of payments is a measure of reaching a wider

(Maximum: 275 words)

target group with the message.

Objective 3: Increasing the average value of donations - to about PLN 150 per transaction

This result would represent a 15% in relation to the best so far campaign named "Living proof". The average value of the deposit is of course sensitive to the extremes, but it tells us how important the "topic" we are collecting is for TG.

Objective 4: Signing a petition addressed to the Prime Minister of the Polish Government - collection of 10,000 signatures by the end of December 2020. The client experience shows that collecting 10,000 signatures with the same resources takes about two months. This was the case with the previous petition, "A Home for Victims, Not for an Executioner."

Objective 5: Stimulating campaign releases - so as to get as much free range as possible.

We knew from the beginning that we had a small media budget, which would not be sufficient. We wanted to get as many releases as possible from the media and followers of the Women's Rights Center.

## ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 1

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 1.

In 2015, the elections in Poland were won by the "Law and Justice" party, widely known for its right-wing and conservative views. One of the decisions of new government was to cut all feminist organizations (Women's right center included) from government funding.

WRC used this money for:

- Psychological help,
- Legal assistance (work of lawyers and attorneys),
- Providing shelters for women experiencing domestic violence,
- Organization of trainings and workshops for women in need of help,
- Fighting for women's rights and legislative changes.

In the following years, the ruling party continued to lower the standards of women's rights in Poland. The statements of politicians very often indicated that women should be subordinate to men, as it was in history or in Polish culture. Finally, the government announced the denunciation of the Istanbul Convention on the Prevention of Domestic Violence and a ban on abortion.

## SECTION 1: SOURCING

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives. Use superscript

Estimated numbers of women killed in Poland as a result of domestic violence  
- [https://cpk.org.pl/cpk-szacuje-ze-w-zwiazku-z-przemoca-domowa-rocznie-tracizycie-ok-400-500-kobiet/?fbclid=IwAR155BOqEaG6tPG5-0pxf\\_IODBlvTPSdwHWy8WCtWSN17MKr2Aa2a-sluYU](https://cpk.org.pl/cpk-szacuje-ze-w-zwiazku-z-przemoca-domowa-rocznie-tracizycie-ok-400-500-kobiet/?fbclid=IwAR155BOqEaG6tPG5-0pxf_IODBlvTPSdwHWy8WCtWSN17MKr2Aa2a-sluYU)  
- [https://cpk.org.pl/wp-content/uploads/2020/05/STEREOTYP\\_raport.pdf](https://cpk.org.pl/wp-content/uploads/2020/05/STEREOTYP_raport.pdf)

to link data points and sources. Include source of data, type of research, time period covered, etc.

## SECTION 2: INSIGHTS & STRATEGIC IDEA - 23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.

### 2A. STATE THE INSIGHT THAT LED TO YOUR BIG IDEA. EXPLAIN THE THINKING THAT LED YOU TO YOUR INSIGHT.

Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.

Due to the ineffectiveness of the legal and assistance system in Poland, as well as indifference of the social surrounding, **women experiencing domestic violence feel that they are guilty of what happened to them.**

Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Maximum: 300 words)

### 2B. IN ONE SENTENCE, STATE YOUR STRATEGIC BIG IDEA.

What was the core idea that drove your effort and led to the breakthrough results?

What was at the very heart of the success of this case?

The big idea is not the execution or tagline.

Provocatively present the victim as the guilty party of the violent situation, as a result of pathology of the system

(Maximum: One-Sentence:  
20 words)

## ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 2

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 2.

Insight was based on the relations of women experiencing domestic violence, interviews with them and crime reports.

It was accurate and accurate for us for two reasons:

1. it referred to the legal and social situation in Poland, which in the context of women's rights was very negative
2. it suggested that each of us is responsible for the situation.

## SECTION 2: SOURCING

Provide sourcing for all data provided in Section 2: Insights, Strategy & Your Strategic Idea. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

- our own qualitative interviews with women experiencing domestic violence,
- crime reports

## SECTION 3: BRINGING THE IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the information you provide in Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.



### 3. HOW DID YOU BRING THE IDEA TO LIFE? EXPLAIN YOUR IDEA AND YOUR OVERALL COMMUNICATIONS STRATEGY. IF APPLICABLE, HOW DID YOU OPTIMIZE AND ADAPT THE STRATEGY?

Describe the customer experience and/or media eco-system.

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

Describe why certain strategies for different markets were chosen. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

(Maximum: 575 words)

And husband beats you up just like that?" - this sentence, from our main video, best illustrates our strategy: to provocatively portray the victim as the guilty party of the whole situation.

#### IDEA

The campaign presents symbolic journey of a woman escaping violent home. The main character on the way meets characters who show the pathology of the system and suggest that what happened to her may be her fault. In this way, we show that the woman is stigmatized not only by the closest environment, but also by the law, investigative authorities, the catholic church and politicians. Building a narrative around many types of characters allows each viewer to identify with the heroine and the presented situation. At the same time, Women's Rights Center is portrayed as organization doing the job state authorities should.

#### MAIN VIDEO PUBLISHED ON SOCIAL MEDIA

Was the main element of the campaign. We deliberately decided to go for over 3 minutes video with a strong story. We believed, that this would be a campaign point that would get free coverage. The spot was directed by renown Polish theater director: Monika Strzępka and featured many popular Polish actors and actresses: Andrzej Chyra, Wiktoria Gorodeckaja, Michał Majnicz, Marcin Czarnik, Maria Maj, Krzysztof Dracz, and Paweł Tomaszewski.

The results shows that the video did majority of the job for whole campaign. It has been shared thousands of times.

#### PERFORMANCE ACTIVITIES

In addition to the main spot, we have also prepared its shortcuts, published in the form of video posts with redirection to LP. The shorts contained strong call-to-action encouraging payments and signing the petition.

#### LANDING PAGE

All formats led to a previously prepared LP where you could sign your petition and make a donation.

#### PODCASTS

The campaign was supplemented by episodes of criminal podcasts prepared by biggest polish podcasters (Criminatorium, Killer Tales, True Crimes, The Fifth Don't Kill). In their episodes we've told stories of real murders of women as a result of domestic violence.

#### SOCIAL MEDIA AND INFLUENCERS

To further engage influencers, we have prepared a form for a symbolic signature in InstaStories on Instagram. It has been signed by biggest polish influencers like Ewa Chodakowska, Kinga Rusin, RedLipsticMonster and TuOkuniewska.

#### DATES

The campaign started on November 25, International Day for the Elimination of Violence Against Women, and ended on December 10, Human Rights Day.

## ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 3

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 3.

Statistics:

- One woman experiences violence in Poland every 40 seconds,
- 400-500 women are being killed every year due to domestic violence in Poland,
- Every 7 minutes an act of domestic violence against women is reported to the police,
- Every second woman goes to the doctor after being beaten as a result of domestic violence,
- one in six woman needed hospitalization,
- 25% of women in Poland know women who are beaten by their husbands or partners,
- 10% of women in Poland admit to having been hit or beaten by their husband or partner
- 36% of Poles claim that the use of physical violence against women can be somehow justified
- Only 36% of Poles claim that the current regulations sufficiently protect women experiencing violence.

We can say that the majority of people in Poland were directly or indirectly related to domestic violence.

## SECTION 3: SOURCING

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

Data sources:

- Research by prof. Beata Gruszczyńska from the Department of Criminology and Criminal Policy at the University of Warsaw
- Report "Violence and conflicts at home" April 2019, Created by CBOS
- Amnesty International. (2017). RESULTS OF THE STUDY OF CYBER VIOLENCE AGAINST WOMEN IN POLAND. <https://amnesty.org.pl/wp-cont...> (18.07.2018)
- Police Statistics for 2017, Domestic Violence. <http://statystyka.policja.pl/s...Przemoc-w-rodzinie.html> (07/18/2018)
- Police statistics for 2016, Offenses against the family and care. Bullying (Art. 207). <http://statystyka.policja.pl/s...Znecanie-sie-art-207.html> (07/19/2018)
- Report "Stereotype Above Law" created by the Women's Rights Center, 2013

## SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain **up to five charts/graphs**.

As with the rest of the entry form, provide dates and sourcing for all data provided.

## FOR REFERENCE ONLY - THE ENTRANT'S RESPONSE TO QUESTION 1C. (OBJECTIVES/KPIS) WILL BE DISPLAYED HERE AS A REFERENCE FOR JUDGES.

### 4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY AND PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS.

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

(Maximum: 500 words)

#### **Objective 1: Collection of funds in the amount of at least PLN 100,000 by the end of January 2021**

RESULT: The total value of donations for Women's Rights Center = 906 400.29 PLN = 10.62x more than previous record

ROI = 5097%

Target exceeded 9x

#### **Objective 2: Increase the number of donations made - to around 760**

RESULT: Number of donations = 1574 = 2.37x more than previous record

Target exceeded by more than 2x

#### **Objective 3: Increasing the average value of donations - to about PLN 150 per transaction**

RESULT: Average amount of payments = PLN 575.86 = 4.47x more than previous record

Target exceeded almost 2.5 times

#### **Objective 4: Signing a petition addressed to the Prime Minister of the Polish Government - collection of 10,000 signatures by the end of December 2020.**

Collection of petition signatures = we have collected almost 14,000 signatures in total.

It took us only a few days to reach the required limit of 10,000. We already achieved our goal in the first few days.

**Objective 5: Stimulating campaign releases - so as to get as much free range as possible.**

The campaign turned out to be a biggest viral for all feminist organizations in Polish history.

Access to the movie on FB: 6026

FB + Insta: 2,865 comments, 20,787 reactions

Organic reach in social media: 1,554,395

Organic video plays: 580.5 thousand

Hundreds of mentions in biggest polish websites and online magazines: incl. woman.wp.pl, highobcasy.pl, kozaczek.pl, woman.pl woman.onet.pl, woman.gazeta.pl, Wybca.pl, demotywatory, wykop, joemonster, zeberka.pl, papilot.pl, spalas.pl

TV/Radio inputs: incl. tok.fm, DzieńDobry TVN, Radio Eska, Superstacja

Influencers: incl. E.Chodakowska, K. Grochola, M. Szejbal, RedLipsticMonster, TuOkuniewska, Kayah, Mum Me

Earned media equivalent: PLN 803,040

**Additional unplanned result:**

Popularization of the term "Femicide" (PL: "Kobietobójstwo"). Our campaign contributed to the introduction of the word into everyday life. Previously, the term was virtually unknown, now it is used on a daily basis in discussions about domestic violence by politicians and journalists. According to data from Google, before October 2020, there were 479 materials on the Internet with the word "Femicide". Currently, there are now around 9,340 of them in total.

**Overall**

The "Stop Femicide" video was the best and most effective campaign not only in the history of Women's Rights Center, but also in the history of all other feminist organizations. This translated into record results. All this despite the communication in the cluster about another topic related to women's rights - the ban on abortion.

**4B. MARKETING COMMUNICATIONS RARELY WORK IN ISOLATION. OUTSIDE OF YOUR EFFORT, WHAT ELSE IN THE MARKETPLACE COULD HAVE AFFECTED THE RESULTS OF THIS CASE - POSITIVE OR NEGATIVE?**

Select factors from the chart and explain the influence of these factors in the space provided.

Societal or Economic Events (e.g. changes in economic, political, social factors)

Low budget

## EXPLAIN THE INFLUENCE OF THE FACTORS YOU SELECTED ABOVE. THIS IS YOUR OPPORTUNITY TO ADDRESS WHAT ELSE WAS GOING ON TO CONVINCE JUDGES OF THE IMPACT OF YOUR CASE BY ADDRESSING THESE FACTORS.

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 300 words)

### **Societal or Economic Events (e.g. changes in economic, political, social factors)**

As we showed earlier, during our campaign, there were very intense women's strikes in Poland on another topic related to women's rights - the abortion ban. These strikes were certainly watched by our target groups. These events created an amazing media clutter that we had to overcome. At that time, there were also many funds collections (such as the Dream Team abortion collection) or campaigns that communicated to the same target group.

### **Low budget**

Available resources: We had a budget of approximately PLN 16,640 (about \$3900 or 3550 euro), of which 10,000 PLN was spent on film production and 6,640 PLN on media support. The work of the creative agency, creators, producers and actors was done pro bono.

## ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 4

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 4.

Comparison of the results with other most effective Polish aid foundations campaigns.

### **Objective 1: Collection of funds**

Golden Effie campaign, "No cancer'n'roll without %" had a ROI of 10:1.  
Our result: ROI = 5097%

### **Objective 2: Increase the number of donations**

Effie-nominated campaign "Silent Night" for „Mali Bracia Ubogich” foundation recorded a 65% increase in the number of donations.  
Our result = 2.37x increase

### **Objective 4: Signing a petition**

Effie-nominated campaign called „YOU ARE AN ENDANGERED SPECIES" for WWF collected a total of 11,000 signatures.  
Our result: 14,000 signatures in total.

### **Objective 5: Stimulating earned media**

Golden Effie campaign „War with cancer” collected earned media = 604k PLN and 2,5k shares

Effie nominated campaign „Not eat” collected earned media = 539k PLN  
Biggest feminist viral before our campaign, Feminist Fund video had 250k organic views, 1,7k shares  
Our results: 1,554 organic views, over 6k shares, earned media = PLN 803k

## SECTION 4: SOURCING

Provide sourcing for all data provided in Section 4: Results. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

Data on the amount and value of donations come from the foundation's own data.

Earned media evaluation - <https://www.icloud.com/numbers...>'sRightCenter\_EarnedMedia\_ENG

Data on the results of the cited campaigns:

Campaign "No cancer'n'roll without%" - <https://tv.tvnmedia.pl/case-st...>

Campaign "Silent Night" - <https://konkursy.sar.org.pl/no...>

Campaign "YOU ARE AN ENDANGED SPECIES" - <https://konkursy.sar.org.pl/no...>

Campaign "War with cancer" - <https://tv.tvnmedia.pl/case-st...>ęćuroraeffie/

Campaign "Not eat" - <https://konkursy.sar.org.pl/no...>

Earned media - estimated based on the price lists of individual publishers.

Data on the amount of mentions with the word "femicides" based on the results from the Google search engine.

## INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

### PAID MEDIA EXPENDITURE (CURRENT YEAR)

Campaign Period:  
Competition Year                      Under €50 Thousand

### PAID MEDIA EXPENDITURES (PRIOR YEAR)

Campaign Period: Prior Year  
Competition Year                      Under €50 Thousand

## COMPARED TO OTHER COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one.

Less

## COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THE BRAND'S OVERALL BUDGET THIS YEAR IS:

Select one.

About the same

## MEDIA BUDGET ELABORATION

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy? If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate on this here. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

Budget Elaboration: If not already addressed in your responses to Questions in sections 1-4, elaborate to provide judges with the context to understand your budget.

If you selected Not Applicable for either of the previous two questions, you are required to elaborate on your response.

We've spent a total of USD 716\$ to support the campaign on Facebook and Instagram.

Additionally, we promoted the main spot and its 10-second shorts on YT with budget of USD 800\$ (for the purchase of the views).

Together it's about USD 1516\$ - that's all costs we've spent for media support.

## ADDITIONAL LOCAL & CULTURAL CONTEXT: BUDGET

This question is unique to the Best of Europe form and

Compared to the "Living proof" campaign published a year earlier at the same time (i.e. November / December 2019), we've spent about 265\$ more.

should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your budget.

## OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.)

**Note:** If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

## WAS OWNED MEDIA A PART OF YOUR EFFORT?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Yes : For the purposes of the campaign, we have created a Landing Page with two basic functionalities: 1. the possibility of signing a petition for creating Femicide Observatory 2. the possibility of making a donation to the Women's Rights Center foundation. The video was published on the previously existing Women's Rights Center profiles on Facebook and Instagram.

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

### SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Product Placement – Occasional

Sponsorship – On Site

Then, provide additional context regarding these sponsorships and media



partnerships, including timing.

## ELABORATION ON SPONSORSHIP AND MEDIA PARTNERSHIPS

Provide elaboration.

"Wysokie Obcasy" - press and online magazine - gave us 16 articles about femicide. According to the online price list, one article is valued at USD 2,700.

After seeing the idea for the campaign, the Women's Rights Center-friendly Embassy of Canada wanted to participate in the project, offering us the purchase of 80 digital OOH media, on which we displayed a short version of the video spot. According to the price list, value of these placements is USD 14,600.

## SOURCES

### INVESTMENT OVERVIEW: SOURCING

Provide sourcing for all data provided in the Investment Overview.

All data comes from official pricelists of the publishers.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[See more sourcing guidelines here.](#)

## COMMUNICATIONS TOUCHPOINTS

Select all touchpoints used in the effort, based on the options provided. You should explain in Question 3 which touchpoints from the list were **integral** to reaching your audience and why.

## COMMUNICATIONS TOUCHPOINTS

Select all that apply.

Digital Mktg. – Influencers

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Digital Mktg. – Long Video (3+ min.)

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Digital Mktg. – Video Ads

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Interactive / Website / Apps

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OOH – Other Outdoor

## MAIN TOUCHPOINTS

Indicate the three most important communications touchpoints, beyond the hero touchpoint selected above. If you only used one touchpoint beyond your primary touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

### MAIN TOUCHPOINT 1

*(Select one of the touchpoints from the chart above.)*

Digital Mktg. – Long Video (3+ min.)

### MAIN TOUCHPOINT 2

*(Select one of the touchpoints from the chart above.)*

Digital Mktg. – Influencers

### MAIN TOUCHPOINT 3

(Select one of the touchpoints from the chart above or Not Applicable.)

Interactive / Website / Apps

## SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

### SOCIAL MEDIA PLATFORMS - SELECT ALL PLATFORMS UTILIZED IN THIS EFFORT.

Facebook

---

Instagram

---

Spotify

---

YouTube

## CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

## CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

**The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.**

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

**The Creative Work is viewed once the case has been read.**

# CREATIVE WORK (OTHER)

Please note that the creative reel is not mandatory, work can be submitted as separate uploads or on a creative reel. However, creative work not produced in English must be accompanied by an English translation. Refer to the separate creative requirements document.

## CREATIVE REEL

250 MB max., mp4 format.  
Maximum of 3 minutes.

For 4:3 aspect ratio,  
minimum size should be 640  
x 480; for 16:9 ratio,  
minimum size is 1280 x 720.  
Letterbox submissions may  
be sent as 640 x 480 (For  
optimum judging your video  
should show clearly on a  
laptop and on a central  
screen of approx. 50" x 30".)



Creative Reel

**Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRANDNAME-CATEGORY-ENTRYTITLE"**

Creative Work (Other)

## CREATIVE VIDEO SAMPLE

If you wish to upload individual samples of creative work (instead of a single creative reel), use this field. (Optional)

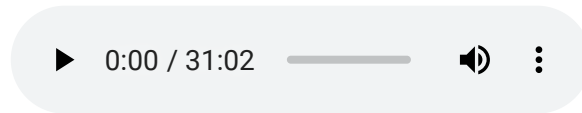


Main Video

## CREATIVE AUDIO SAMPLE

If you wish to upload

individual samples of creative work (instead of a single creative reel), use this field. (Optional)



Example of podcast

## IMAGES OF CREATIVE WORK

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

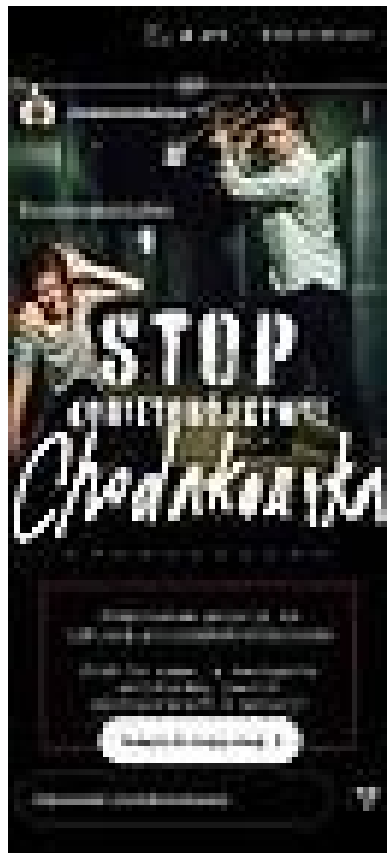
Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to: + Showcase work that is better seen as a still image vs. video format + Draw further attention to key creative elements.

## IMAGES OF CREATIVE WORK

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:  
jpg/jpeg format



Influencer 1



Press material



Influencer 2



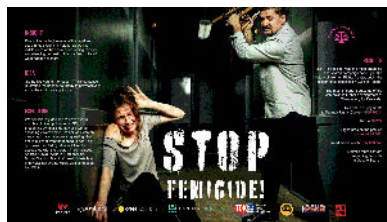
Morning TV Show



Online mention

## CREATIVE WORK EXAMPLES (PDF FORMAT)

Optional. Upload .PDF of creative work as submitted for judging from your original Effie submission. No more than 1 PDF file, up to 6 creative examples shown within that PDF.



One Page Summary

## TRANSLATION OF CREATIVE EXAMPLES (if applicable)

## TRANSLATION OF NON-ENGLISH CREATIVE WORK (IF APPLICABLE)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

Main copy:

Stop Kobietobójstwu! = Stop femicide!

Attached files:

Influencer 1

Polish: Podpisałam petycję na [cpk.org.pl/stopkobietobjstwu](https://cpk.org.pl/stopkobietobjstwu) Zrób yo samo, a następnie poinformuj swoich obserwujących o petycji "Stop kobietobójstwu!"

English: I signed the petition on [cpk.org.pl/stopkobietobjstwu](https://cpk.org.pl/stopkobietobjstwu) Do the same and inform your followers about the petition "Stop Femicide!"

Press material

Polish: "Mąż tak sam z siebie bije?". Chyra i Czarnik w mocnym spocie Strzępki dla Centrum Praw Kobiet

English: "Husband beats just like that?" Chyra i Czarnik in a strong spot by Strzępka for the Women's Rights Center

Influencer 2

Polish: Dołączam się do akcji @centrumprawkobiet i chcę powiedzieć, że przemoc jest nie tylko fizyczna

English: I join the @centrumprawkobiet campaign and I would like to say that violence is not only physical

Morning TV Show

Polish: Katarzyna Grochola o przemocy w związku

English: Katarzyna Grochola on violence in a relationship

Online mentions

Polish: Nawet 500 kobiet rocznie ginie przez pomoc domową. Wstrząsające wideo.

English: Up to 500 women are killed every year by domestic help. Shocking video.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint 6091ff90f62e5716c31a501f210d317f