

**HOPE
FOR
JUSTICE**



**Vivien
Jakabova**

**Change Lives.
End Slavery.**

THE BRIEF

“Slavery is big business...

It’s believed that there are more than 27 million people enslaved today (figures have gone up since then). That’s more than at the height of the Trans-Atlantic slave trade...

And it touches all our lives...

Where do they find the people that toil away in car-valeting stations? What about the young women that work in nail bars? Or the children that are forced to deliver “packages”?...

It’s all down to slavery...

It could even be happening on the streets you take on your journey to work...”

Come up with a multi-channel campaign that raises people’s awareness about the modern slave trade.

BACKGROUND

Hope for Justice is a global anti-slavery charity founded in 2008 in the UK.

Their 4-step approach to ending slavery:

- 1 PREVENTION** - They help vulnerable individuals defend themselves against traffickers and the deceitful techniques they employ through education and community empowerment.
- 2 RESCUE**- In collaboration with law enforcement and other organisations, their investigation teams track down victims of modern slavery and rescue them from exploitation.
- 3 RESTORE** - Hope for Justice offers aftercare of the highest calibre. Their legal representation guarantees that victims receive justice.
- 4 REFORM** - Front-line workers (social & medical workers, police, etc.) are trained by Hope for Justice to recognise the signs of slavery and how to react successfully.

(Hope for Justice, 2021)



BRAND PORTFOLIO

BRAND ARCHETYPE: The Caregiver, The Hero, The Sage

USP: Offering people help in all aspects through their all-rounded 4-step approach to ending slavery.

tone of voice: Their TOV is knowledgeable - empowering and encouraging people to create a change in the world.

WORD BANK

rescue, escape, exploited, invisible, unseen, empower, heal, change, freedom, together

BRAND / CAMPAIGN DICTIONARY

hidden in plain sight, making the unseen seen, break the cycle, building bridges of trust, education is power

COMPETITORS: Unseen UK, Anti-Slavery International, Medaile Trust

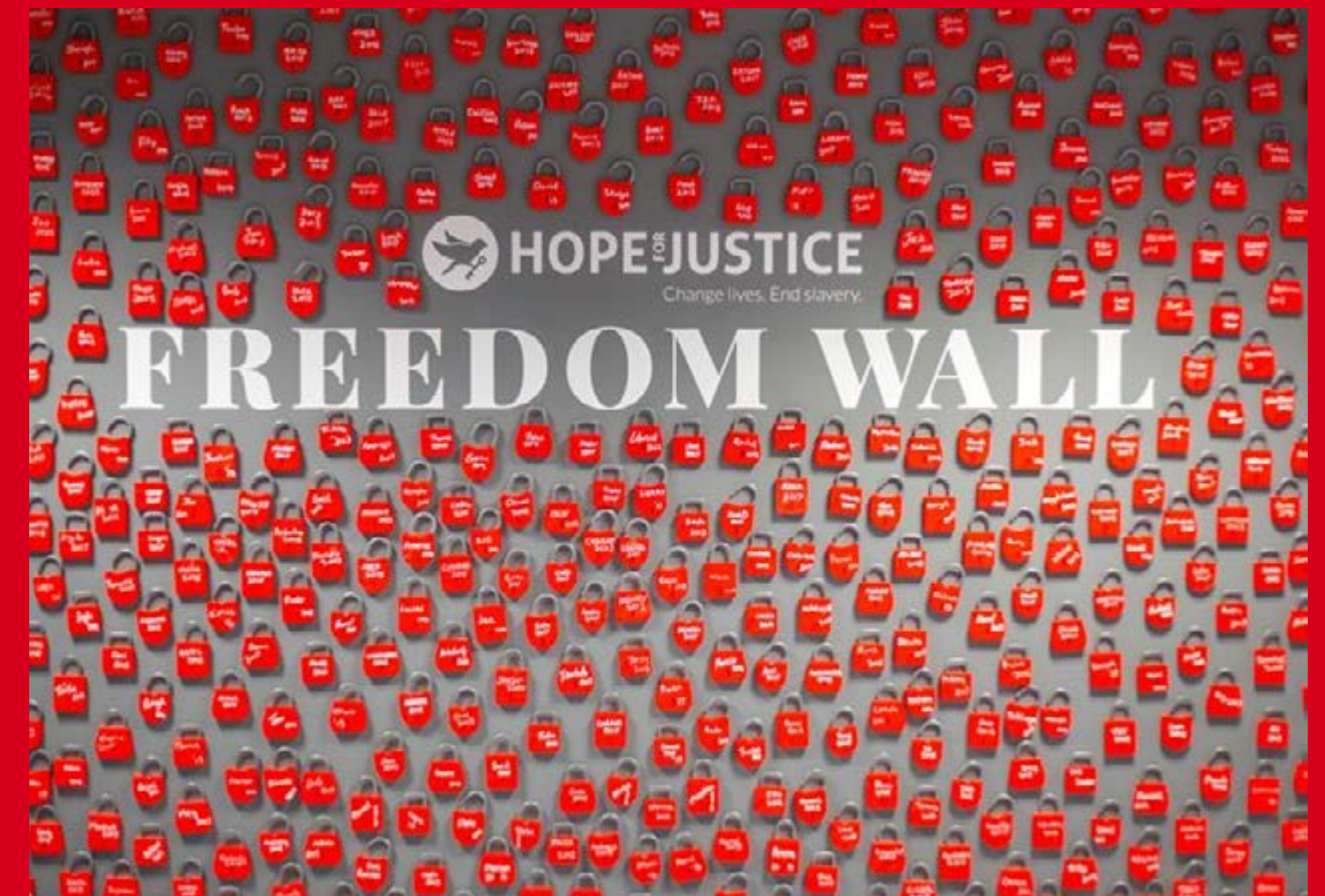
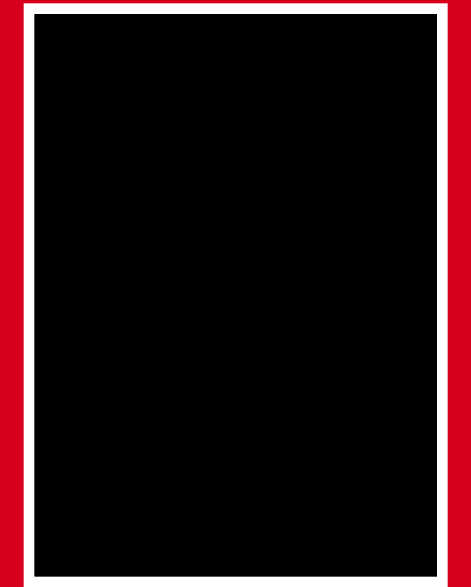


Fig. 1



RESEARCH

Even though highly developed countries (e.g. US, UK, France, Germany) are taking the most action to fight modern-day slavery, the prevalence of it is much higher than previously known due to improvements in methodologies. This suggests that critical gaps remain in tackling the root causes of exploitation, e.g. lack of identification and protection for certain groups such as irregular migrants, the homeless and vulnerable children (Global Slavery Index, 2018a).

The UK's National Referral Mechanism (NRM) provides a framework for identifying victims of modern slavery. In 2020, nearly half (47%) of referrals to the NRM claimed they had been exploited as children (Unseen, 2021a).

Targeted children can be vulnerable because of neglect at home, prior experiences involving sexual and physical abuse, and parental drug/alcohol use, among other factors (Global Slavery Index, 2018c).



Fig. 2

PROBLEM

Lack of public awareness around modern-day slavery.

As of 2022, there are almost 50 million people enslaved worldwide (Anti-Slavery, 2022). Despite the high figures, many people think that slavery is a myth and are unaware of the exploitation that is currently prevalent but unseen across the UK (50 for Freedom, 2017).

Modern Slavery can take form in many different ways, but the most common are human trafficking, forced labour and marriage, domestic servitude and child exploitation. (Global Slavery Index, 2018a)



Fig. 3

INSIGHT

UK adults are not aware of what County Lines exploitation of children is, and would not know how to spot the signs of it.



“A third (32%) of UK adults do not know what County Lines is, while **more than half (53%) confess to little or no understanding of what it means.**”

(Unseen, 2021a)

“About a third of parents (34%) would not feel confident spotting the signs if their/a child was being used for County Lines, while 38% would not know what to do if their/a child had become involved in County Lines, or feel confident about who to contact (37%)” (Unseen, 2021a).



Fig. 4

TARGET AUDIENCE

This campaign will target UK adults, specifically parents and carers who are unaware of what County Lines exploitation means.

It is important to educate parents/carers about this issue, because anyone's child could be at risk of exploitation, regardless of gender or ethnicity (GOVUK, 2021). "An estimated 27,000 children in England identified as a gang member" (GOV-UK, 2021). Children between the ages of 15-17 are most likely to be targetted, but younger and older children also remain at risk (National Crime Agency, 2019).

Therefore we want to target an older generation of parents who fall under Gen X and Millennials (ages 27-58).



Fig. 5

STRATEGY

Since slavery is a complex topic, it is important to tackle different issues individually rather than trying to take on all forms of modern slavery at the same time.

The aim of this campaign is to educate parents and carers about County Lines through storytelling, and teach them how to spot the signs and who to contact. The more people are educated on how to spot the signs, the more exploited children can get the help they need through Hope for Justice's aftercare facilities.

Storytelling plays a crucial part in advertising because it helps brands build an emotional connection with their consumers. It helps brands stand out from the crowd and humanises them, which builds trust and loyalty among consumers (Hattar, 2022).

BRAND MANIFESTO

“At Hope for Justice, we strive to create long-term change in our communities by educating people, one issue at a time.”

Tagline:

**PLAY YOUR PART
IN CHANGE**



STRATEGY

Based on the FCB grid model, we want to create an informative and affective campaign between high-involvement thinking and high-involvement feeling (Bhasin, 2017). Adding value to customers through providing information and using emotive language will be key throughout this campaign.

What do we want parents/carers to think/feel/do from this campaign?



THINK

“Hope for Justice has educated me on County Lines exploitation, and I now know how to spot the signs of child exploitation.”



FEEL

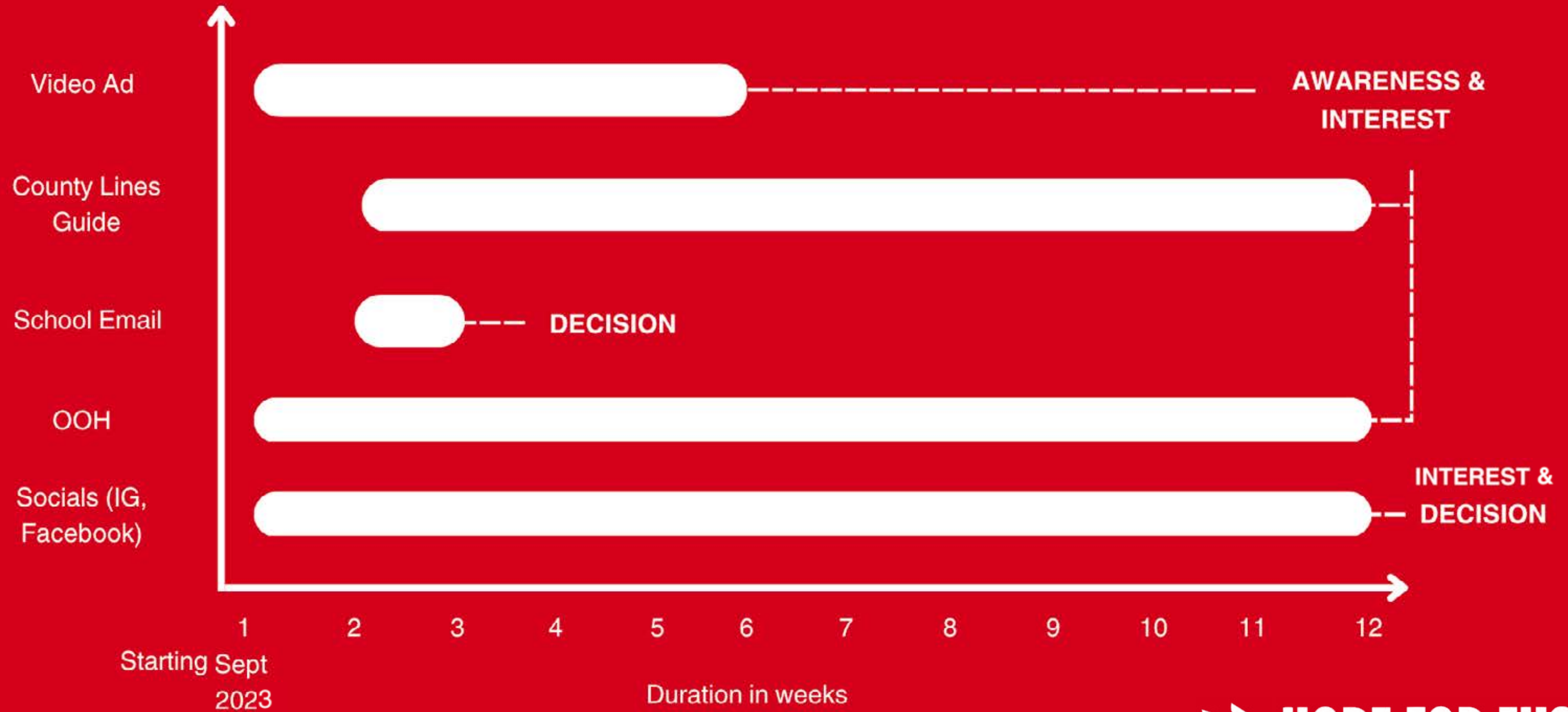
“I feel shocked that I did not know about County Lines sooner, but I also feel reassured that I am making a change in the world with the help of Hope for Justice by knowing how to help a child successfully, if needed.”



DO

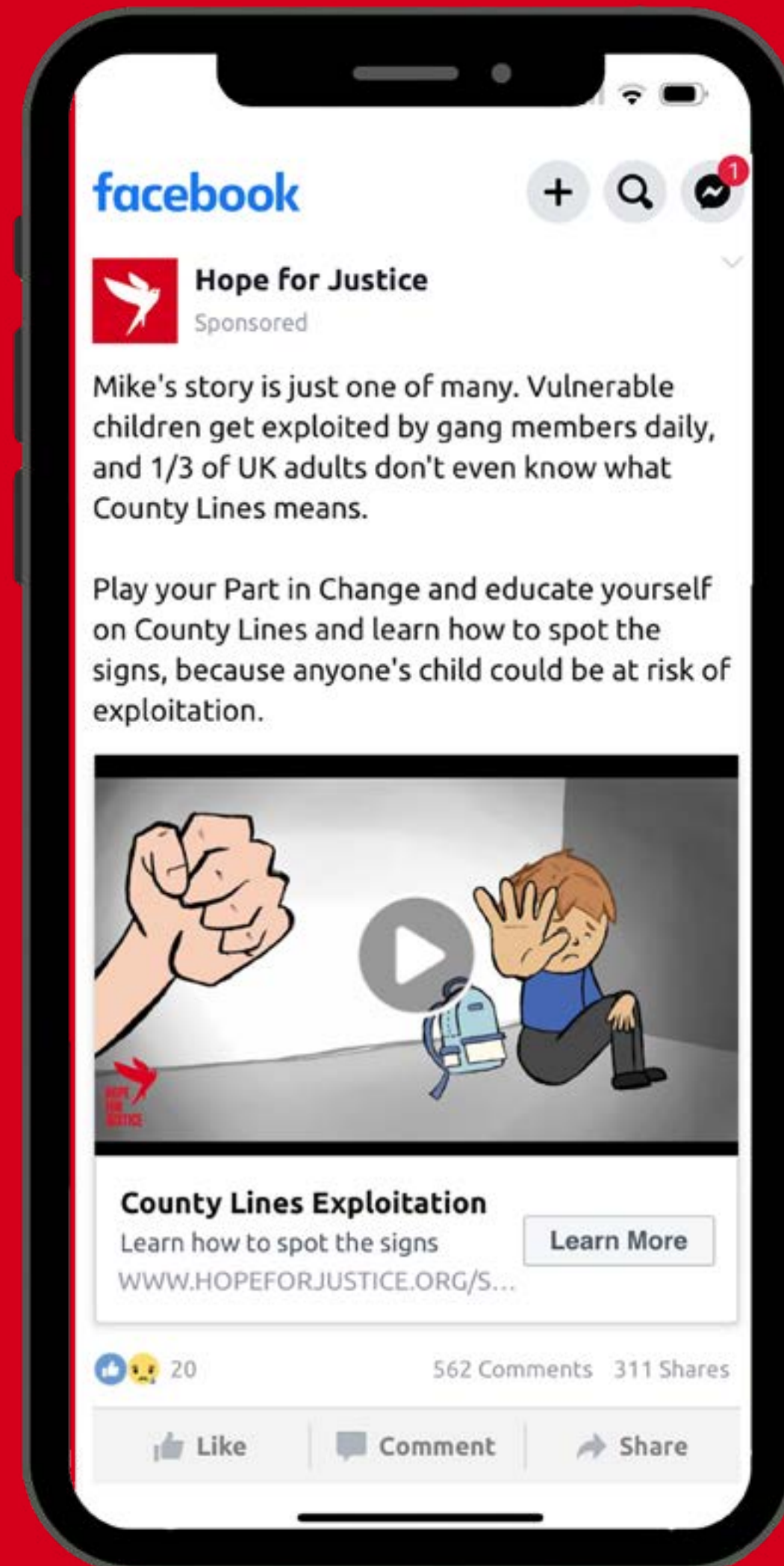
“I am going to spread awareness about County Lines exploitation to help raise money for Hope for Justice, as this will allow them to support more vulnerable children and adults.”

TIMELINE



EXECUTIONS

VIDEO AD - Mike's Story



This video ad tells the story of a young boy, Mike, who was vulnerable and got manipulated into violence-induced drug dealing. His teacher was trained to spot the signs of County Lines exploitation and managed to get him help safely through Hope for Justice.

Link to full video ad:

https://drive.google.com/file/d/1rgctBQDoLOZhNptGapfcKogUo55fS4JA/view?usp=share_link

MIKE'S STORY & COUNTY LINES GUIDE

A full guide on County Lines exploitation for parents, carers and anyone working with children.

CONTENTS:

- Mike's Story
- Who we are
- What is County Lines?
- Who is at risk?
- How and why are children involved?
- How to spot the signs?
- What to do if you suspect County Lines exploitation?



MIKE'S STORY & COUNTY LINES GUIDE

Example page spread- "Mike's Story"



MIKE'S STORY & COUNTY LINES GUIDE

Example page spread- "Who we are"



MIKE'S STORY & COUNTY LINES GUIDE

Example page spread- "What is County Lines?"

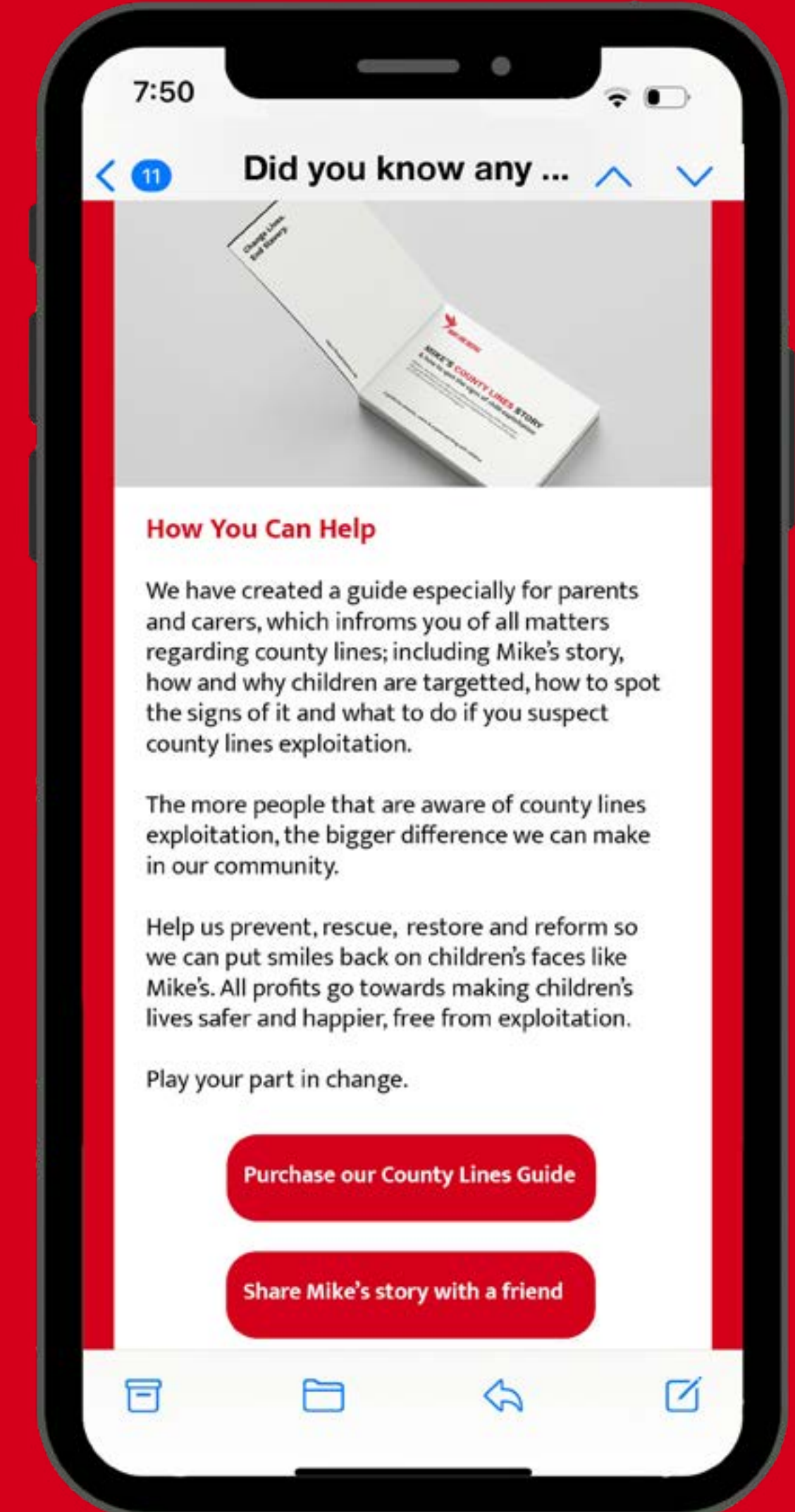
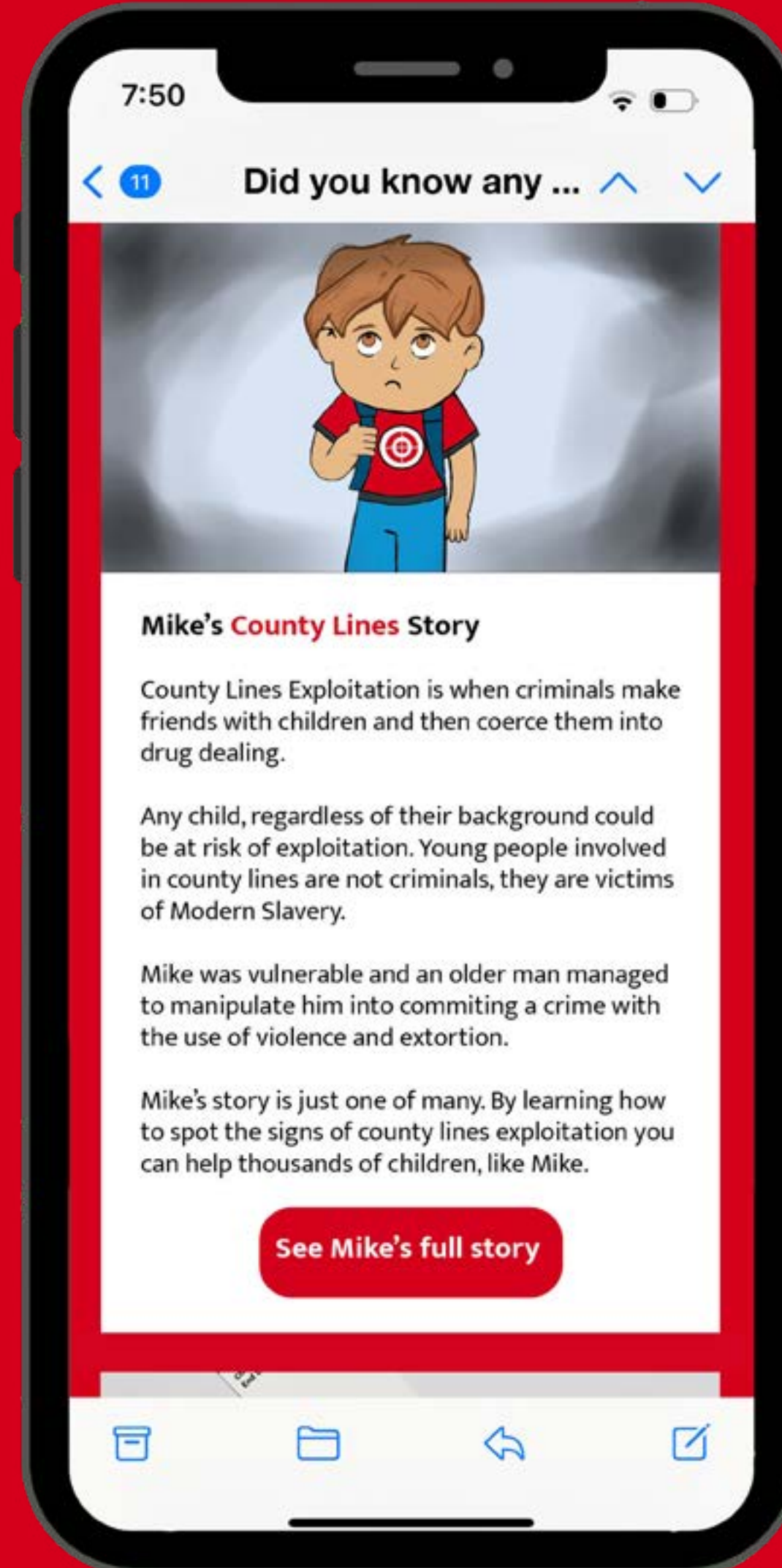
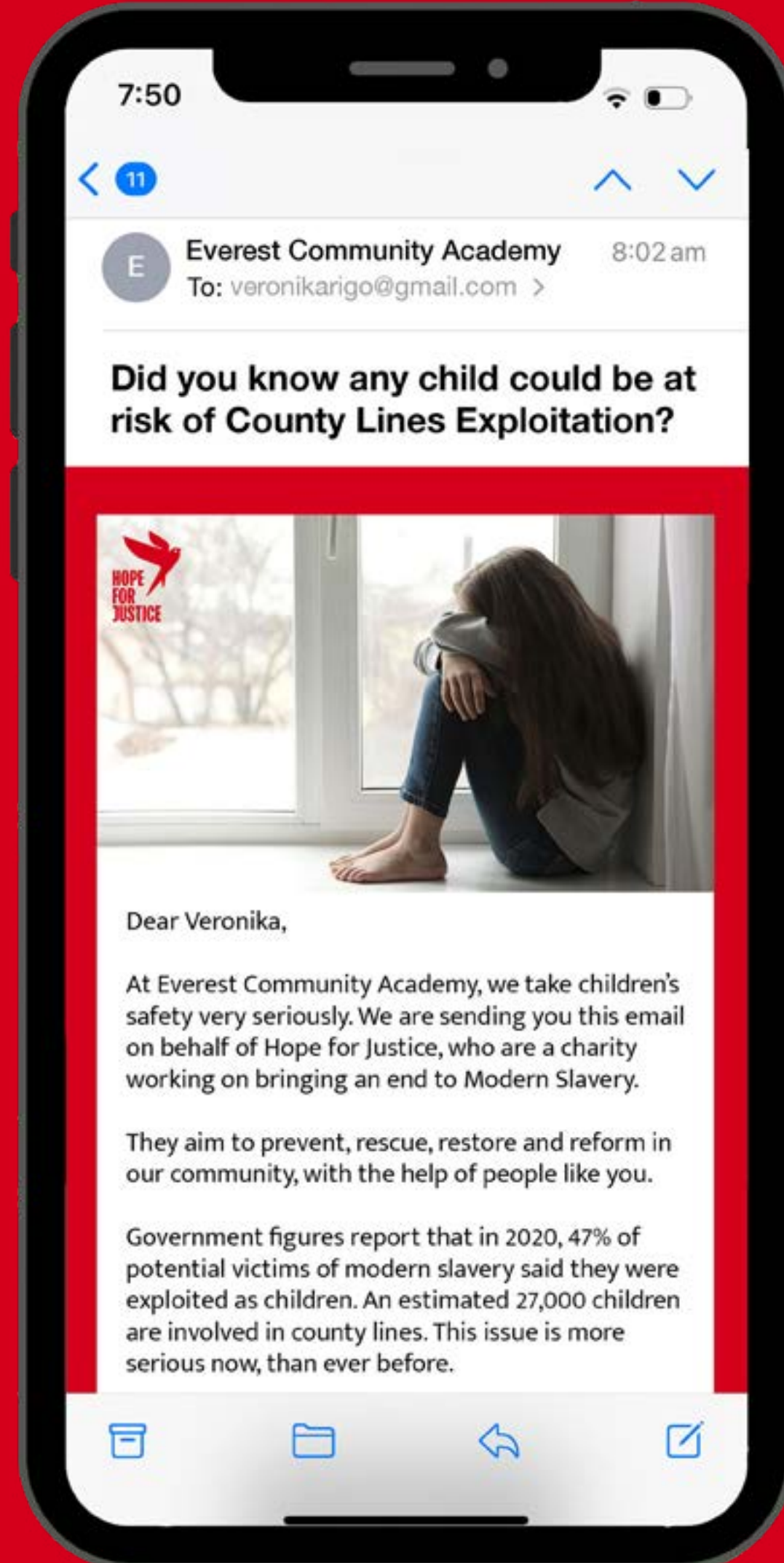


MIKE'S STORY & COUNTY LINES GUIDE

Example page spread- "How to spot the signs?"



EMAIL ON BEHALF OF HOPE FOR JUSTICE



OOH- PRINT AD



Mike, 14, has been beaten and manipulated into drug dealing.

DID YOU KNOW YOUR CHILD COULD BE AT RISK OF COUNTY LINES EXPLOITATION TOO?

Mike's story is just one of many. Every day, thousands of children are being exploited at the hands of criminals, without your knowledge.



Is your child expressing sudden violent or challenging behaviour?



Do they have unexplained cash or new expensive belongings?



Have they recently made new friends with older individuals or groups?

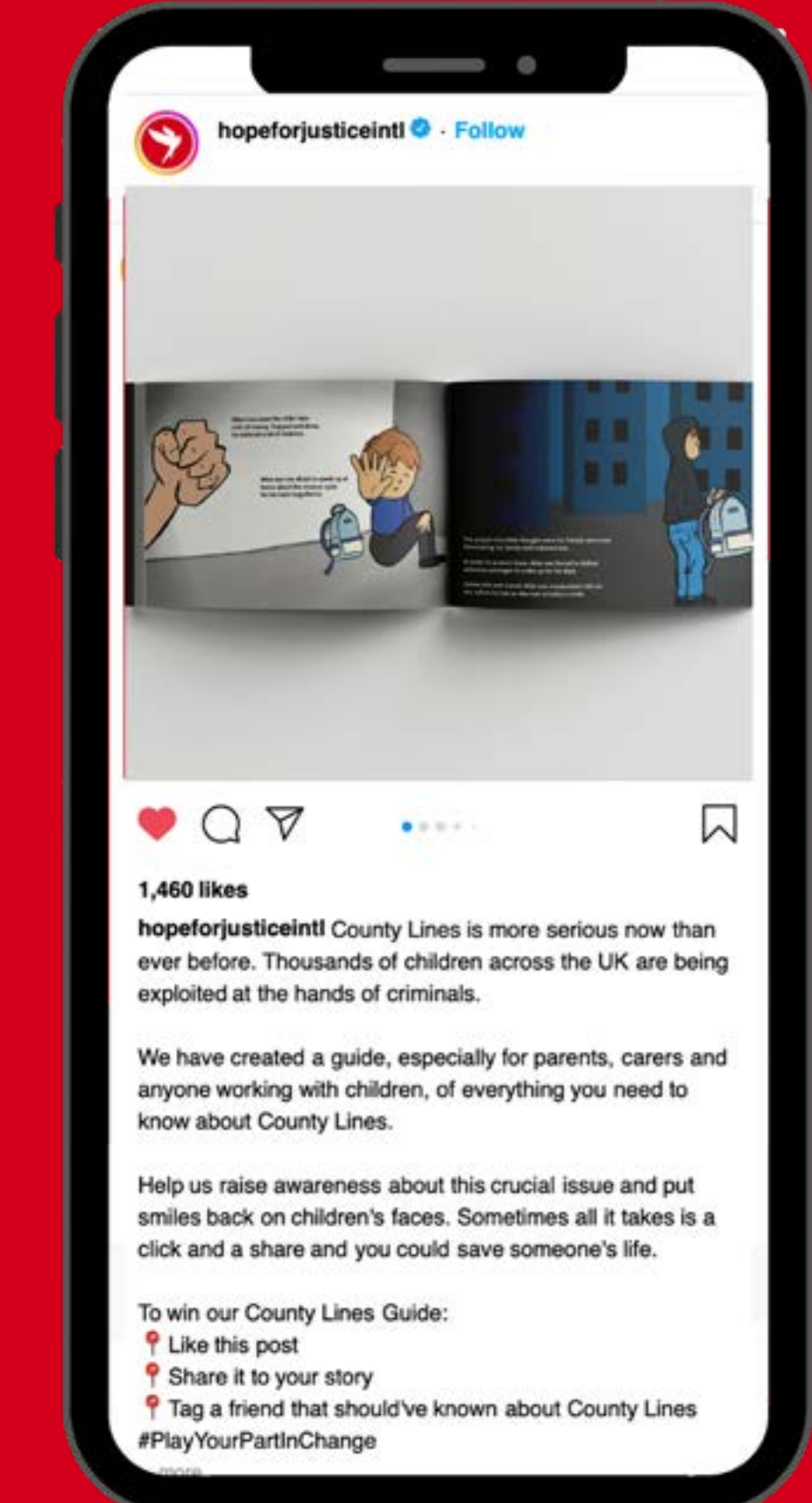
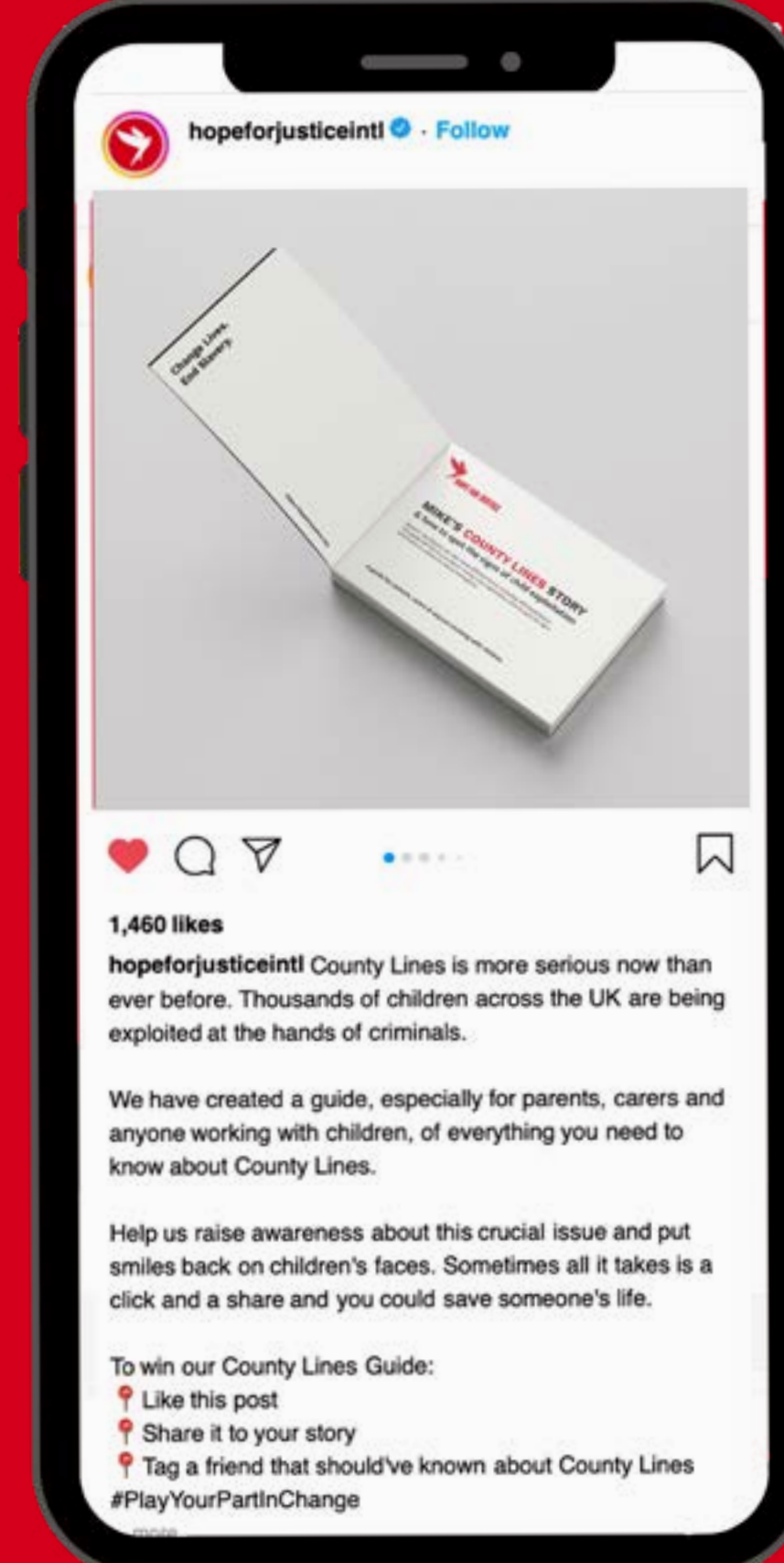
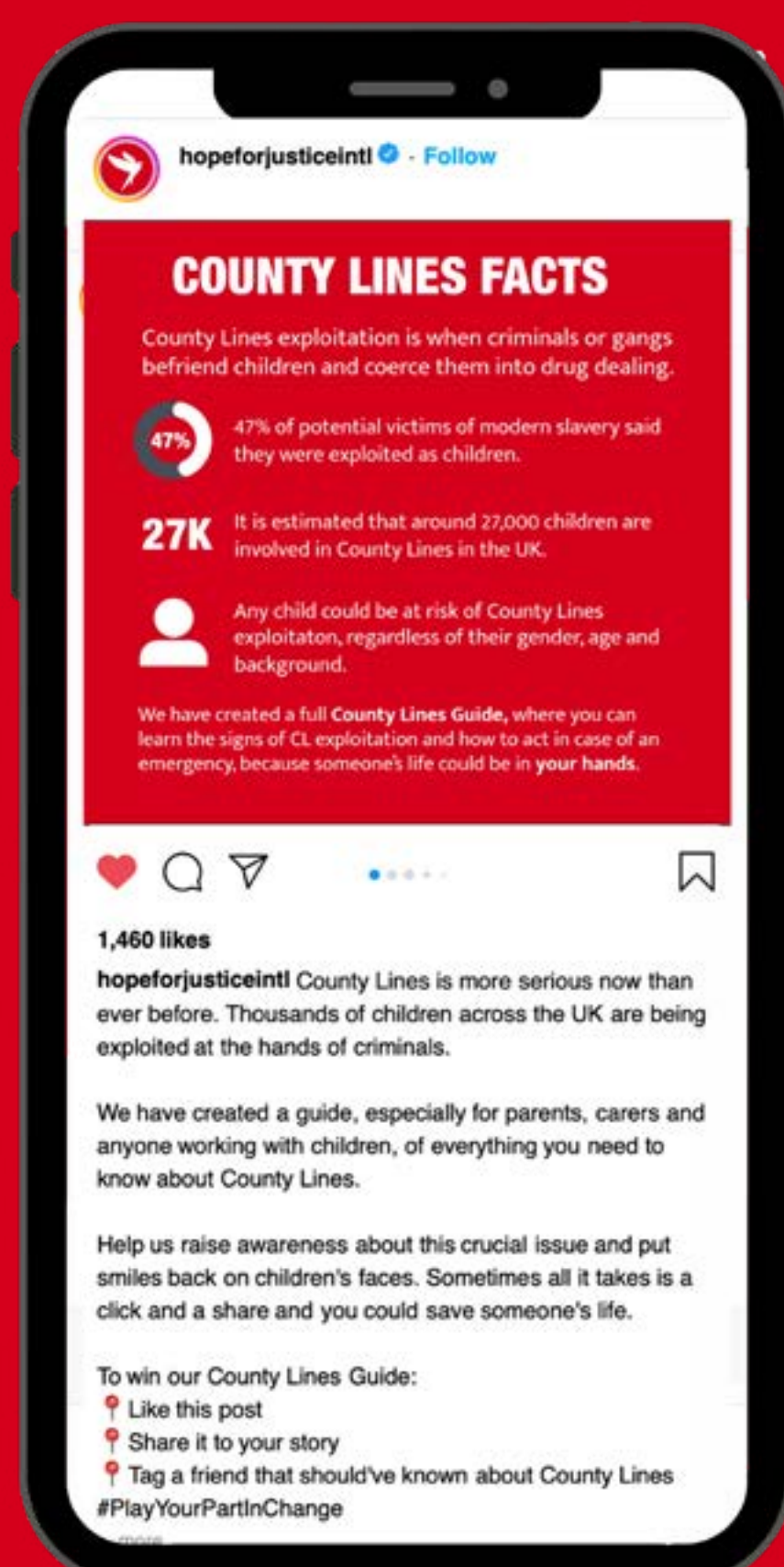
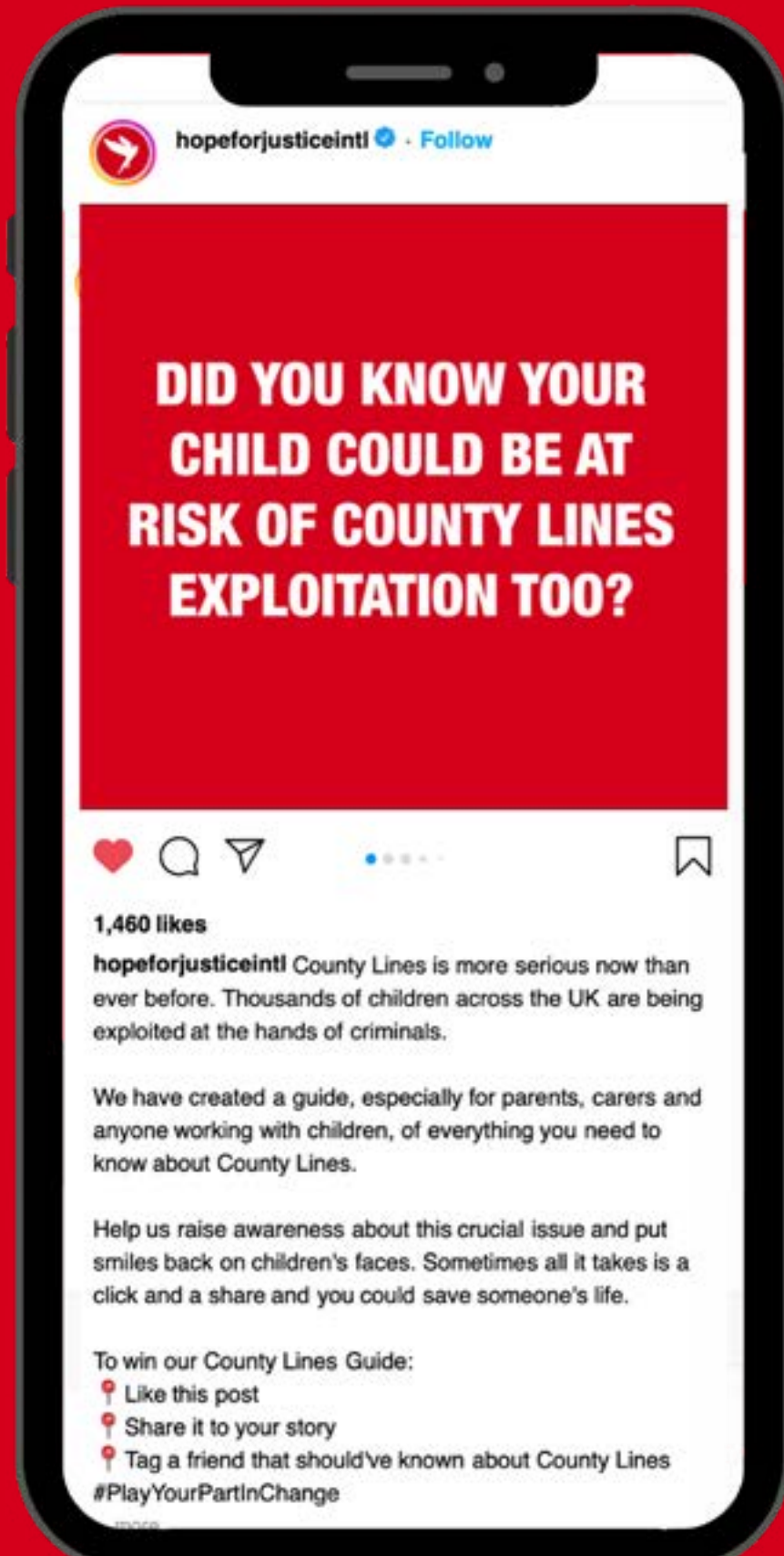
These are just some signs that your child could be in danger.



Scan the QR code to purchase our County Lines Guide to learn all the signs of County Lines exploitation and how to act in case of an emergency, because someone's life could be in your hands.

PLAY YOUR PART IN CHANGE

FB & IG POST - COUNTY LINES GUIDE GIVEAWAY



**OH, YOU THINK
THIS IS CRUEL?**

**SO IS COUNTY LINES
EXPLOITATION.**



Every day, thousands of children in the UK are being exploited by criminals, who coerce them into drug dealing without your knowledge.

As a community, it is our responsibility to educate ourselves to protect children from this cruel crime.

PLAY YOUR PART IN CHANGE

www.hopeforjustice/countylines



OOH- BILLBOARD

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LIST OF IMAGES

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Fig. 2 - Cohen, D. (2020) Face-to-face visits for London's vulnerable children increase after lockdown, Evening Standard. Available at: <https://www.standard.co.uk/news/health/vulnerable-children-london-face-to-face-visits-increase-a4569286.html> (Accessed: April 28, 2023).

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Fig. 4 - Canva (no date) Canva.com. Available at: <https://www.canva.com> (Accessed: April 28, 2023).

Fig. 5 - Times (no date) "County lines: a chilling insight into the exploitation happening on Britain's streets." Available at: <https://www.thetimes.co.uk/article/county-lines-a-chilling-insight-into-the-exploitation-happening-on-britains-streets-cjz50fkmm> (Accessed: April 28, 2023).

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