

Vivien Jakabova

Change Lives. End Slavery.



"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:

- deceitful techniques they employ through education and community empowerment.
- teams track down victims of modern slavery and rescue them from exploitation.
- 3 guarantees that victims receive justice.
- **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)

PREVENTION - They help vulnerable individuals defend themselves against traffickers and the

RESCUE- In collaboration with law enforcement and other organisations, their investigation

RESTORE - Hope for Justice offers aftercare of the highest calibre. Their legal representation



BRAND PORTEOLO

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 knowledgable - enpowering 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







HOPE FOR JUSTICE







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).









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





<u>ΜΜΜΑΥΝΑΥ</u>

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



"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

"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)





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).





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."



"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."

"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."













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

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?

Suide for

e working with children

change Lives. End Stavery.

MIKE'S STORY & COUNTY LINES GUIDE

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



Example page spread- "Mike's Story"



MIKE'S STORY & COUNTY LINES GUIDE



The people who Mike thought were his friends were now threatening his family with violence too.

In order to protect them, Mike was forced to deliver unknown packages to make up for his dept.

Vulnerable and scared, Mike was manipulated into an act, which he had no idea was actually a crime.



Example page spread- "Who we are"

Who we are

Hope for Justice is a charity working to bring an end to slavery through our 4-step approach:

PREVENTION - We help vulnerable individuals defend themselves against traffickers and the deceitful techniques they employ through education and community empowerment.

RESCUE- In collaboration with law enforcement and other organisations, our investigation teams track down victims of modern slavery and rescue them from exploitation.

RESTORE - Hope for Justice offers aftercare of the highest calibre. Our legal representation guarantees that victims receive justice.

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.

11

HOPE FOR JUSTICE www.hopeforjustice.org #playyourpartinchange

MIKE'S STORY & COUNTY LINES GUIDE







Example page spread- "What is County Lines?"

www.hopeforjustice.org #playyourpartinchange

What is County Lines?

County Lines is the name given to the phone lines that criminal gangs use to plan the distribution and sale of illegal substances across the UK. Most of the time, drugs are sold by children; they are lured in by gang members posing as friends, who eventually trap them with violence.

Children involved in County Lines are not criminals, they are victims of modern-day slavery. They are often targeted because they are easier to manage and less likely to be discovered by the authorities.

Children involved in County Lines are most often lured in by criminals who pose as their friends and eventually trap them with violence. Due to constant demand for drugs such as heroin, cocaine and ecstasy.County Lines turn over huge amounts of money.

Any child, regardless of their background, can be at risk of County Lines Exploitation, which is why it is crucial to educate as many people as possible.

13

MIKE'S STORY & COUNTY LINES GUIDE







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

www.hopeforjustice.org #playyourpartinchange

How to spot the signs?

Sometimes it can be difficult to determine whether a child is simply acting like a regular adolescent or whether there is cause for concern.

The signs provide a list of things to watch out for, no single item means that there is a serious problem, however if you identify 3 or more of the items on this list, then you should consider seeking help.





More than one phone, exessive number notifications, calls

Unexplained amounts

of cash



New expensive

belongings (clothes,

shoes, accessories)

Staying out late regularly with "friends"

17

MIKE'S STORY & COUNTY LINES GUIDE





EMAIL ON BEHALF OF HOPE FOR JUSTICE

7:50

< 1



Mike's County Lines Story

County Lines Exploitation is when criminals make friends with children and then coerce them into drug dealing.

Any child, regardless of their background could be at risk of exploitation. Young people involved in county lines are not criminals, they are victims of Modern Slavery.

Mike was vulnerable and an older man managed to manipulate him into commiting a crime with the use of violence and extortion.

Mike's story is just one of many. By learning how to spot the signs of county lines exploitation you can help thousands of children, like Mike.



Everest Community Academy 8:02 am To: veronikarigo@gmail.com > Did you know any child could be at risk of County Lines Exploitation?

-

~ V

Π



Dear Veronika,

At Everest Community Academy, we take children's safety very seriously. We are sending you this email on behalf of Hope for Justice, who are a charity working on bringing an end to Modern Slavery.

They aim to prevent, rescue, restore and reform in our community, with the help of people like you.

Government figures report that in 2020, 47% of potential victims of modern slavery said they were exploited as children. An estimated 27,000 children are involved in county lines. This issue is more serious now, than ever before.

5



We have created a guide especially for parents and carers, which infroms you of all matters regarding county lines; including Mike's story, how and why children are targetted, how to spot the signs of it and what to do if you suspect county lines exploitation.

The more people that are aware of county lines exploitation, the bigger difference we can make in our community.

Help us prevent, rescue, restore and reform so we can put smiles back on children's faces like Mike's. All profits go towards making children's lives safer and happier, free from exploitation.

Play your part in change.





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?



PRINT AD

HOO

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 our County Lines Guide to learn of an emergency, because someone's life could be in your hands. of an emergency, because someone's life could be in your hands.

PLAY YOUR PART IN CHANGE



FB & IG POST - COUNTY LINES GUIDE GIVEAWAY

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

hopeforjusticeintl • Follow

-	0	∇
	4	V

1,460 likes

hopeforjusticeintl County Lines is more serious now than ever before. Thousands of children across the UK are being exploited at the hands of criminals.

....

We have created a guide, especially for parents, carers and anyone working with children, of everything you need to know about County Lines.

Help us raise awareness about this crucial issue and put smiles back on children's faces. Sometimes all it takes is a click and a share and you could save someone's life.

To win our County Lines Guide:

- Like this post
- Share it to your story

P Tag a friend that should ve known about County Lines PlayYourPartInChange

hopeforjusticeintl 🖉 - Follow

COUNTY LINES FACTS

County Lines exploitation is when criminals or gangs befriend children and coerce them into drug dealing.

0



47% of potential victims of modern slavery said ey were exploited as children.







Any child could be at risk of County Lines exploitaton, regardless of their gender, age and background.

 \square

We have created a full County Lines Guide, where you can learn the signs of CL exploitation and how to act in case of an emergency, because someone's life could be in your hands.

....



1,460 likes

hopeforjusticeintl County Lines is more serious now than ever before. Thousands of children across the UK are being exploited at the hands of criminals.

We have created a guide, especially for parents, carers and anyone working with children, of everything you need to know about County Lines.

Help us raise awareness about this crucial issue and put smiles back on children's faces. Sometimes all it takes is a click and a share and you could save someone's life.

- To win our County Lines Guide:
- Like this post
- Share it to your story

P Tag a friend that should've known about County Lines #PlayYourPartInChange





1,460 likes

We have created a guide, especially for parents, carers and anyone working with children, of everything you need to know about County Lines.

Help us raise awareness about this crucial issue and put smiles back on children's faces. Sometimes all it takes is a click and a share and you could save someone's life.

P Like this post P Share it to your story

WE ARE GIVING AWAY **5 COUNTY LINES** GUIDES (see caption for details) \square

a ()

hopeforjusticeintl County Lines is more serious now than ever before. Thousands of children across the UK are being exploited at the hands of criminals.

To win our County Lines Guide:

Tag a friend that should ve known about County Lines #PlayYourPartInChange



anyone working with children, of everything you need to know about County Lines.

Help us raise awareness about this crucial issue and put smiles back on children's faces. Sometimes all it takes is a click and a share and you could save someone's life.

- To win our County Lines Guide:
- P Like this post
- Share it to your story

P Tag a friend that should ve known about County Lines #PlayYourPartInChange



1,460 likes

hopeforjusticeintl County Lines is more serious now than ever before. Thousands of children across the UK are being exploited at the hands of criminals.

We have created a guide, especially for parents, carers and anyone working with children, of everything you need to know about County Lines.

Help us raise awareness about this crucial issue and put smiles back on children's faces. Sometimes all it takes is a click and a share and you could save someone's life.

- To win our County Lines Guide:
- P Like this post
- P Share it to your story

Tag a friend that should ve known about County Lines #PlayYourPartInChange



OH, YOU THINK THIS IS CRUEL?

SO IS COUNTY LINES EXPLOITATION.

OOH- BILLBOARD



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



REFERENCES

50forFreedom (2017) Modern slavery: Myths & facts, 50 for Freedom. Available at: https://50forfreedom.org/modern-slavery/ (Accessed: March 21, 2023).

Anti-Slavery (2022) What is modern slavery?, Anti-Slavery International. Available at: https://www.antislavery.org/slavery-today/modern-slavery/ (Accessed: March 21, 2023).

Bhasin, H. (2017) What is a high involvement product and characteristics of High involvement purchase?, Marketing91. Available at: https://www.marketing91.com/high-involvement-product/ (Accessed: March 8, 2023).

Bullas, J. (2011) 4 key elements for a viral video, identityzoom. Available at: http://www.identityzoom.dk/4-key-elements-for-aviral-video/ (Accessed: April 26, 2023).

Charette, M. (2019) 7 school email marketing mistakes you need to stop making, Finalsite.com. Available at: https://www.finalsite.com/blog/p/~board/b/post/school-email-marketing-mistakes (Accessed: April 26, 2023).

Choudhury, P. (2021) "How different generations use social media in 2023 (updated)." Available at: https://wpsocialninja.com/ how-different-generations-use-social-media/ (Accessed: April 26, 2023).

Colin (2021) "What is Shock Advertising and Does it Work?," SEO Design Chicago, 19 July. Available at: https://seodesignchicago.com/advertising-blog/what-is-shockvertising-and-does-it-work/ (Accessed: April 26, 2023).



GlobalSlaveryIndex (2018a) Global findings, Globalslaveryindex.org. Available at: https://www.globalslaveryindex.org/2018/ findings/global-findings/ (Accessed: February 24, 2023).

GlobalSlaveryIndex (2018b) Highlights. Available at: https://www.globalslaveryindex.org/2018/findings/highlights/ (Accessed: February 24, 2023).

GlobalSlaveryIndex (2018c) United Kingdom, Globalslaveryindex.org. Available at: https://www.globalslaveryindex.org/2018/ findings/country-studies/united-kingdom/ (Accessed: March 21, 2023). GovUK (2021) 2021 UK Annual Report on Modern Slavery (accessible version), Gov.uk. Available at: https://www.gov.uk/govern-

ment/publications/2021-uk-annual-report-on-modern-slavery/2021-uk-annual-report-on-modern-slavery-accessible-version (Accessed: February 24, 2023).

GOVUK (2021) County Lines exploitation: applying All Our Health, Gov.uk. Available at: https://www.gov.uk/government/publications/county-lines-exploitation-applying-all-our-health/county-lines-exploitation-applying-all-our-health (Accessed: March 31, 2023).

Gwoke, P. (2015) Four generations for charity: Who really gives a buck?, Bridgeworks. #creator. Available at: https://www.generations.com/insights/four-generations-for-charity-who-really-gives-a-buck (Accessed: March 31, 2023).

Hattar, M. (2022) Why storytelling wins in marketing, Forbes. Available at: https://www.forbes.com/sites/forbescommunicationscouncil/2022/06/09/why-storytelling-wins-in-marketing/?sh=7054504a73a7 (Accessed: April 26, 2023).



Hope for Justice (2021) What we do, Hope for Justice | End Slavery. Change Lives. Hope for Justice. Available at: https://hope-forjustice.org/what-we-do/ (Accessed: April 25, 2023).

Moore, C. (2022a) Marketing to Generation X: 10 strategies for businesses, Heymarket. Available at: https://www.heymarket. com/blog/marketing-to-generation-x/ (Accessed: April 1, 2023).

Moore, C. (2022b) Marketing to parents: How to get in front of busy moms and dads, Heymarket. Available at: https://www. heymarket.com/blog/marketing-to-parents/ (Accessed: April 1, 2023).

National Crime Agency (2019) County lines drug supply, vulnerability and harm 2018, Gov.uk. Available at: https://nationalcrimeagency.gov.uk/who-we-are/publications/257-county-lines-drug-supply-vulnerability-and-harm-2018/file (Accessed: March 31, 2023).

Sky News (2017) Special report: Exploited: Britain's hidden slaves. Youtube. Available at: https://www.youtube.com/ watch?v=VDcG2iwyGvU (Accessed: February 24, 2023).

Star, J. (2017) Public transit: The neglected way to reach Millennials, CivicScience. Available at: https://civicscience.com/pub-lic-transit-millennial-advertising/ (Accessed: April 26, 2023).

TEDxTalks (2019) Modern slavery, hidden in plain sight | Kate Garbers | TEDxExeter. Youtube. Available at: https://www.you-tube.com/watch?v=xYQdZWj5G0g (Accessed: February 24, 2023).

Tewary, A. (2021) FCB Model Framework and COVID impact, Ashit Tewary. Ashit. Available at: https://ashittewary.com/fcb-model-framework-and-covid-impact/ (Accessed: March 8, 2023).



Unseen UK (2021a) County Lines: a third of UK adults don't know what County Lines is; 38% would not know what to do if their child was involvednew figures, Unseenuk.org. Available at: https://www.unseenuk.org/wp-content/uploads/2021/10/County-Lines-press-release-FINAL-1.pdf (Accessed: March 21, 2023).

Unseen UK (2021b) Unseen. Unseen UK. Available at: https://www.unseenuk.org/about-modern-slavery/facts-and-figures/ (Accessed: March 21, 2023).

Wang, A. (2022) How does online spending vary by generation?, Cbre.co.uk. Available at: https://www.cbre.co.uk/insights/articles/omnichannel-how-does-online-spending-vary-by-generation (Accessed: March 31, 2023).

YouGov platform (no date) Yougov.com. Available at: https://platform.yougov.com/profiles-lite/dashboard/21709fef477b04d-732c08d7bbd800122/default_view (Accessed: April 22, 2023).

Acti-

-

LIST OF IMAGES

Fig. 1 - Reward Gateway (no date) Hope for justice, Rewardgateway.com. Available at: https://www.rewardgateway.com/hope-for-justice (Accessed: April 28, 2023).

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).

Fig. 3 - Bedi, K. (2020) Modern slavery, Bexley Safeguarding Partnership. Available at: https://bexleysafeguardingpartnership. co.uk/for-professionals/modern-day-slavery/ (Accessed: April 28, 2023).

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).

)e-

Э.

LIST OF ELEMENTS USED IN THE CREATIVE PROCESS

3,344 School Bully Cartoon images, stock photos & vectors (no date) Shutterstock. Available at: https://www.shutterstock. com/search/school-bully-cartoon (Accessed: April 26, 2023).

Andrew (2020) Free landscape book mockup, Mockups Design. Available at: https://mockups-design.com/free-landscape-book-mockup-2/ (Accessed: April 23, 2023).

Andrew (2022) Wide street billboard mockup, Mockups Design. Available at: https://mockups-design.com/wide-street-bill-board-mockup/ (Accessed: April 25, 2023).

Assets, W. 13 44k (no date) Premium Photo, Freepik. Available at: https://www.freepik.com/premium-photo/lonely-sad-girlhome-saddened-alarmed-child-alone-home_16821837.htm (Accessed: April 23, 2023).

Aşula, S. (2023) Close-up portrait of happy positive boy. The boy is smiling and laughing looking at the camera in the children's room, Vecteezy. Available at: https://www.vecteezy.com/video/21602381-close-up-portrait-of-happy-positive-boy-theboy-is-smiling-and-laughing-looking-at-the-camera-in-the-children-s-room (Accessed: April 21, 2023).

Boy Threatened Two Robbers Illustration stock vector (royalty free) 2145415575 (no date) Shutterstock. Available at: https://www.shutterstock.com/image-vector/boy-threatened-two-robbers-illustration-2145415575 (Accessed: April 26, 2023).

Canva (no date) Canva.com. Available at: https://www.canva.com (Accessed: April 28, 2023).



LIST OF ELEMENTS USED IN THE CREATIVE PROCESS

Hope for justice free course (no date) Hopeforjustice.org. Available at: https://free.learningacademy.hopeforjustice.org/users/sign_in (Accessed: April 21, 2023).

Shackles PNG image, Shackle, Chain, Lock, Locks PNG image for free download (no date) Pngtree. Available at: https://png-tree.com/freepng/shackle_866409.html (Accessed: April 25, 2023).

Sharma, T. (2020) Sad Piano Music (no copyright). Youtube. Available at: https://www.youtube.com/watch?v=2Tv9N3Lu5Y0 (Accessed: April 21, 2023).

Thompson, E. (2019) School refusal. Ways in which school can help, Fresh Thinking Therapy. Available at: https://freshthink-ingtherapy.co.uk/school-refusal-ways-in-which-school-can-help/ (Accessed: April 26, 2023).

Time (no date) "Father and son friendly talking." Available at: https://www.dreamstime.com/father-son-friendly-talking-ad-vise-father-son-friendly-talking-image173182342 (Accessed: April 26, 2023).

TNN (2019) My 10-year-old son doesn't like his grandparents!, Times Of India. Available at: https://timesofindia.indiatimes. com/life-style/parenting/ask-the-expert/my-10-year-old-son-doesnt-like-his-grandparents/articleshow/69040165.cms (Accessed: April 26, 2023).

Yahoo is part of the Yahoo family of brands (no date) Yahoo.com. Available at: https://consent.yahoo.com/v2/collectConsent?sessionId=3_cc-session_c3a881df-c116-475e-a1fa-ea19084811f2 (Accessed: April 23, 2023).