

2018 ENTRY FORM

(Note: word count 2,500)

Entry ID:	02053
Entry Title:	Give Nothing to Racism
Client:	Human Rights Commission
Product:	Racism mitigation
First Media Appearance Date:	15 June 2017
Category:	K – Effective Social Campaign
Category Description:	<p>Campaigns that set out with the explicit purpose of using social as the primary communication channel or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns reformatted for a social media environment. They'll need a clear rationale for why social was the right way to tackle the client's brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You should demonstrate how this social activity resulted in a change in behaviour or a meaningful impact on the brand. You will need to measure and prove the commercial value of social through the direct effect it had on consumer behaviour or perceptions for lasting change beyond the life of the campaign, and demonstrate correlation with the achieved business results.</p>

Title:	Give Nothing to Racism
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Product:	Racism mitigation

1. Case Summary (0%)

Please write a brief summary of the case study and results not exceeding 90 words.

Until now, the wrestle with racism has been a fight just for a few.

To many of us, racism existed in dark parts of society, hate filled hearts, or in systems infused with historical inequality.

Racism was a job for activists, for politicians, for the police. Not for mainstream NZ.

This belief is troubling, because racism exists everywhere; in our jokes, in our snap judgements, in our casual comments. It lives in us.

Give Nothing to Racism shifted racism from an issue people desired distance from, to an issue people chose to opt in to.

2. What was the challenge and what were the objectives? (10%)

What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the short and long-term objectives that were set for the campaign?

Racism is a problem in New Zealand.

It isn't new and it's growing: 1 in 4 complaints to the Human Rights Commission involve some form of racial discrimination (on the grounds of colour, race, ethnic and/or national origins). Globally and closer to home we've seen a rise in racial intolerance and prejudice.

While the diversity of our population grows rapidly (e.g. Asian groups nearly doubling since 2001 to 11.8% of the population) we needed to facilitate productive conversations and systems planning to enable a culture of inclusivity in New Zealand.

As Kiwis, our understanding of racism is extreme, overt, systemic racism. It isn't really 'in our world'.

But while we believe it's not us, our world, or our businesses, it's also not our problem, it's not a priority, and it's not going to change.

Racial prejudice and intolerance can exist in small, quiet places, in our everyday lives. It is passed on to the next generation with the subtlest of teachings. When it becomes normalized it becomes part of the fabric of society.

This makes it easy to ignore in daily lives, and allows systems, policies and structures to remain unchallenged.

The objective of HRC's racism mitigation programme is to create a culture in which **racist attitudes, statements and actions are considered unacceptable** by a majority of New Zealanders.

It's not easy to talk about racism in Aotearoa. NZ has a largely non-confrontational culture; we don't go looking for unnecessary trouble.

We needed mainstream NZ – comfortably distancing themselves from the problem – to opt in.

Goal: create a culture in which racist attitudes, statements and actions are considered unacceptable by a majority of New Zealanders.

Objectives:

- raise awareness of racism, its consequences, and urge people to reflect on the racial biases present in their attitudes and behaviours (Year 1)
- promote the adoption of bias reduction tools (Year 2)
- increase support for HRC endorsed policies, systems or legislation (Year 3)

Specific year 1 objectives:

Objective	KPI	Metrics
Increase our support base	10% Audience Growth [Note: we weren't looking to grow our audience for growth's sake; we needed people who would share HRC's message with their networks]	<ul style="list-style-type: none"> • Facebook page likes • Organic video reach, shares and comments • Submissions of user-generated content • Public support from influential New Zealanders and organisations
Raise awareness about casual racism in NZ	Majority people agree even small acts of racism can be harmful to others	<ul style="list-style-type: none"> • Post-campaign research • Educational content shares, comments, pledges, likes
Challenge the racial biases present in attitudes and behaviour	Evidence of self-evaluation/ Acceptance of the problem Uptake of tools to address racism	<ul style="list-style-type: none"> • Post-campaign research • Use of #givenothingtoracism and blank face emoji (tools) • Organisations taking action

3. What was the strategic thinking that inspired your big idea? (15%)

What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set?

Cultural change comes when a majority of people support an idea. As more people visibly align with a message, it invites others to do the same.

When it's a message people are comfortable with – e.g. protecting our oceans by rejecting plastic bags – it's easy to influence en masse. But we were asking people to align with a taboo topic.

To have a sizeable impact on New Zealander's hearts and minds, we needed to have a way to influence them more directly. Ideas are most effective when they are owned and popularised by many voices, and people are

far more likely to align with a message that comes from people they trust. We needed 'ball carriers' who would share our message with their networks.

We targeted people who are sympathetic to multiculturalism and inclusion – educated, urban New Zealanders aged 20-40 who consider themselves respectful of other races.

Nationwide interviews uncovered a core audience belief: they're good people who don't believe in racism's right to exist in any way. But, they sometimes let 'small things' slide.

Even those of us that don't consider ourselves racist, still allow casually racist thoughts, actions, comments into our lives. We dismiss them as "no big deal", "It's nothing".

But in doing so, we're helping racism flourish and grow, passively endorsing and agreeing with it.

We needed to give people a way to spot this low-level support, in themselves and others, in a way that would disarm them and encourage them to publicly support starving racism, rather than silencing them with shame.

4. What was your big idea? (10%)

State in one sentence. What was your core idea that drove your effort? Consider 'idea' in the broadest sense, i.e., ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline.

Make our casually racist 'nothings', 'somethings'.

5. What was the creative execution and how did it bring the big idea to life? (15%)

Describe the creative work that delivered the big idea.

When we encounter little pieces of racism, because we're human and we don't like tension, we laugh it off, excuse it, diffuse it, pretend it isn't what it is.

What if we gave it none of these social graces? No tolerance, no excuses, no room to grow.

What if we expose it, and let it carry the tension, the awkwardness, the consequences that it deserves?

What if we give it nothing.

Creative execution

Taika Waititi, New Zealander of the Year, introduced the 'Give Nothing to Racism' campaign with a social video, appealing to New Zealanders to stop feeding racism and helping it grow. The video delivers a smile, but also a hard-hitting message. He asks how much we, as New Zealanders, are prepared to give to racism.

The video parodied a classic appeal. When it comes to appeals, everyone understands that every little bit makes a difference. So our appeal did the same, with Taika challenging the nation with the question: what will you give to racism?

This made even the smallest bit count, so people felt less comfortable feeding it, tolerating it, and allowing it to grow, and committed instead to giving racism no laughs, no smiles, no positive reactions, no support.

Taika's attitude and cheekiness made him the perfect voice for our message, and allowed us to deliver this confronting message in a way that people, organisations, businesses, and communities wanted to own.

Along with Taika, we asked well-known New Zealanders to join us in standing against racism. Over 50 influential Kiwi celebrities – sports players, musicians, actors, artists, comedians, business leaders – showed their support in the form of a short, 7 second video. The videos demonstrated how to react to racism in real life, with the celebrities taking back their positive responses in the form of a reverse laugh.

The celebrities posted their content in their networks and invited the public to get on board. We gave people an easy way to mimic the celebrities with their own video, and encouraged them to use the straight-face emoji whenever they encountered racism.

The execution framed the discussion in a way that meant Kiwis could question their own attitudes and behaviours and set their own standards, owning the campaign, and the issue, themselves.

6. What was the communications strategy? (10%)

Outline the communication thinking and how the strategic use of channels enhanced the social nature of the idea.

Social media was the central platform for this campaign because it was a place for us to not only popularise the idea, but for ownership of the idea to be shared and personalised in a number of ways, big or small.

Build pre-launch support

Before we launched publicly, we developed toolkits for businesses and celebrities outlining the thinking behind 'Give Nothing' and teasing the content about to go live. Providing multiple ways to get on board and sharing campaign assets, ensured early advocacy from many voices and respected brands through their own channels.

Spark social conversations

Taika Waititi posted the video from his own social channels on June 15th 2017, and paid promotion from HRC ensured broad reach to all NZ. Launching in social we addressed Kiwis directly, challenging them to rethink their views on casual racism in a public forum to spark conversations around a previously ignored or easily brushed off topic.

Give people tools to respond

Social media was also a place where action against casual racism was required. 'Give Nothing to Racism' (and the video itself) served as our call-to-action, an answer for people to use in those debates, and reframe online conversations. Using the hashtag #givenothingtoracism and attaching the message to the existing straight-face emoji meant, as well as being able to share our content, supporters could share their own stories and easily call out racism online with the tools provided. Responding with a straight-face emoji effectively mutes racist comments, rather than inflaming the debate further.

Encouraging the use of these tools and hashtag meant we could identify and hold up positive examples of public action and show true community ownership of the message.

Popularise quickly

We all look to people we respect to inform our social norms; the behaviours we find acceptable and those we don't. Along with Taika, we asked well known Kiwis to join us in standing against racism.

We identified active social commentators, businesses, educational institutions, city councils, mainstream and minority media outlets, and influential Kiwis across industries and ethnicities. We developed personalised approaches to each, calling on them to popularise the idea with their networks and followers and extend their support over time.

Amplify support

Over 50 prominent New Zealanders posted black and white images of themselves 'giving nothing' within the week. Many were willing to share personal experiences of casual racism, solidifying the idea it causes harm and calling others to help starve it.

These influencer images became our outdoor content, with walls of famous 'blank' faces starkly contrasting the usual colourful street posters in urban centres. Amplifying the broad support Give Nothing had in our diverse communities.

Engage then educate

All of this was underpinned by a website where a now-engaged public could learn more about combating casual racism and voice their support by submitting a 'Give Nothing' meme or sharing any of the launch content.

List all consumer communications touch points used in this campaign.

Social, outdoor, website

7. What was the \$ spend? (0%)

Outline the media and production spend on the campaign. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend.

Media Spend:

Total paid media: \$30,000

Outline the media spend in relation to competition and versus last year:

N/A – no activity last year

Creative Production Spend:

Strategy, creative & production: \$240,000

8. What other marketing efforts were used in conjunction with this campaign? (0%)

List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.

Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.

Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form.

HRC supported the launch with op-eds in major newspapers and interviews with media, outlining the evidence of racism in New Zealand.

9. What were the results? (40%)

Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results and outline the return on investment.

In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over-time. Show the compelling evidence that will convince even the most cynical finance director. They will be awarding points on the following basis:

Overall achievement against objectives (10%)

Clear demonstration of long term results beyond 6 months (5%)

Convincing proof that the results were a direct consequence of your campaign, the inarguable evidence. (15%)

Return on investment. This could be expressed as an ROI (Return on Investment) figure, or some other numerical way of demonstrating commercial payback that justifies the investment in the campaign in the first place (10%)

Our goal is a culture in which racist attitudes, statements and actions are considered unacceptable by a majority of New Zealanders.

Success in Year 1 is acceptance that racism is *our* problem to solve.

Here are our results:

Objective	KPI	Results
Increase our support base	10% Audience Growth Attract people who will share HRC's message with their networks	<ul style="list-style-type: none"> - Over 3 million video views in the first two weeks [from only \$30k media spend] - 59,000 reactions and 35,000 shares <p>[The most watched video previously posted on HRC's page attracted 3.1k reactions and 1.4k shares]</p> <ul style="list-style-type: none"> - HRC followers have increased 50% from pre-launch to date - 264 individual user videos were submitted. Schools mimicked the video and posted their own versions. One school alone attracted 287,000 views of their 'Give Nothing' video - Public support from 50 influential New Zealanders [all unpaid] - Some of NZ's largest and most trusted brands made a stand to give nothing to racism: <p>Kiwibank, ANZ, Flick Electric, NZ Football, MBIE, Vodafone, Z Energy, Spark, Plunket, Immigration NZ, Study in New Zealand, Weta Workshop, BNZ, NZ Police, Wellington Police District, Amnesty International, NZ Tax Refunds, NZ Cricket Museum, Paralympics NZ, NZ Comedy Festival, Service IQ, UNESCO, Waikato Hospital</p> <p>ANZ personalised the Give Nothing to Racism 'straight-face' pin to their own brand colours, and had 2000 made to give to frontline staff as an outward sign of support</p>
Raise awareness about casual racism in New Zealand	Majority (>50%) of people agree that even small acts of racism can be harmful to others	<ul style="list-style-type: none"> - 69% of people said they're more aware of the different types of racism because of the campaign, and - 79% of people who saw Give Nothing recognised that even small acts of racism can be harmful to others¹ - Give Nothing website attracted 248,085 page views - The campaign was covered by all national news outlets and internationally by The Guardian, The Independent, The Telegraph, and countless more; reaching 188 countries - The 2018 Race Relations Day was themed 'Give Nothing to Racism', marked by a peace walk from Parliament and events in all major centres

¹ Kantar TNS Casual Racism Mitigation Campaign Evaluation Nov 2017

Highly likely, considering research indicating 14% of people's racial discriminate behaviour changed after the campaign.

A final note

The industry is flooded with causes illustrating model behaviour, asking us to imagine an ideal future, or telling us what we're doing is wrong. Instead of making people feel bad, we invited them to see we're all the same, we all contribute, we all decide what the future looks like.

Give Nothing was presented to the UN Committee on Racial Injustice as a significant action Kiwis have taken against racism, with the words "racism starts small, but so does hope".

TOTAL WORD COUNT (count only words you insert in answer boxes 1 - 9):

2500