

WHEN LIFE IS UNCERTAIN: YOU ARE IN GOOD HANDS

100 YEARS OF SOCIAL PROTECTION

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1. THE BRIEF

1.1 CONTEXT

The ILO was founded 100 years ago to pursue a vision based on the premise that universal, long lasting peace can be established only if it is based on social justice.

Today, the ILO helps build sustainable national social protection systems through development cooperation, knowledge development, and forming partnerships with a wide range of stakeholders to advocate for universal social protection.

Only over the past ten years, the ILO has supported the development of social protection floors in 136 countries, including:

- More than 3 billion people covered with social protection.
- Health protection in 30 countries.
- Child benefits in 20 countries.
- Maternity benefits in 20 countries.
- Unemployment insurance schemes in 20 countries.
- Public employment programs in 31 countries.
- And old-age pensions in 43 countries.



1.1 CONTEXT

The fourth industrial revolution is expected to change the workplace and its dynamics. New technologies and global challenges, such as climate change, migration trends, the increasingly importance of automatisisation of processes and tasks in the workplace powered by artificial intelligence, rising inequality, among others, are bringing new opportunities and challenges to working lives.

Artificial intelligence is already substituting some work activities that humans currently perform, machine learning and predictive models are achieving levels of automatisisation and accuracy that will have important implications for workforce skills and wages. Governments have a big role in it, making sure that the society base can get into it and have the skills that this new paradigm requires. (Christopher Pissarides and Jacques Bughin, 2017).

On the other hand, the career landscape of the 21st century is often characterised by opt-outs, contingent employment contracts, and part time work, differing from the linear career path (World Economic Forum, 2018). While the new career landscape has its benefits, workers are also exposed to new risks. For example, gig or crowd workers and self-employed or short-duration contracts employees, tend to have less access to social protection (OECD, 2018). Lack of social protection leaves people vulnerable to poverty, inequality and social exclusion across the life cycle. The ILO is working to make universal social protection a reality in this new landscape, by driving forward progress and raising awareness on the importance of social protection throughout the world. Although, countries have made considerable progress in this area, billions around the world still do not benefit from adequate social protection. That is why by 2030, the ILO has set the goal of extending access to social protection to 100% of the global population.

Sources

World Economic Forum (2018), AI raises lots of questions. These are the ones we should be asking.

World Economic Forum (2018) These are the three key dynamics shaping modern careers

McKinsey & Company (2017) Jobs lost, jobs gained: What the future of work will mean for jobs, skills and wages.

The Organisation for Economic Co-operation and Development (2018) The Future of Social Protection: What works for non-standard workers?



1.2 THE ASK

Develop a communications campaign strategy aimed at the French Youth communicating the importance of social protection in the new workplace - and the critical role that the ILO plays in this arena, showcasing ILO's labour globally and the need of supporting it in building and reinforcing social protection schemes globally.

The campaign needs to actively encourage activism, driving participation and in the form of pledging / sharing support and where possible activating donations.



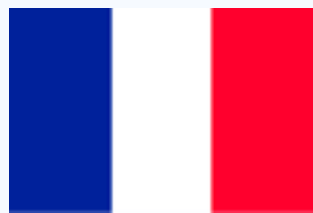
2. SITUATION ANALYSIS



2.1 AUDIENCE ANALYSIS



KEY DEMOGRAPHIC FACTS



Population Total:
67.118.648 (by 2017)

Groupe d'âges	Femmes	Hommes	Total
15-19 ans	2 038 916	2 140 382	4 179 298
20-24 ans	1 860 041	1 903 554	3 763 595
25-29 ans	1 970 018	1 923 405	3 893 423
30-34 ans	2 082 129	1 981 056	4 063 185

Unemployment rate:
8,9%

Literacy rate:
99%

Source: Worldbank available data 2017, Institut national de la statistique et des études économiques (INSEE) 2018, Eurostat 2018 , The economist 2015, The Independent

Workplace

- Within the 15 - 24 age group, the youth unemployment rate decreased from 22.3% in 2017 to 20.4% in 2018 (Statista, 2018).
- Moreover, there are other features of the French job market that create difficulties for the youth, e.g. French employment contracts tend to be more short-term which makes it much harder for French youth to gain permanent employment.
- According to an article by the Economist (2015) a person’s origin has a significant impact on employment success and on the unemployment rate. French-born citizens with parents born in Africa (including sub-Saharan countries) have an unemployment rate of 32%. For those descending from the Maghreb, this figure is twice as high compared to those French citizens with no foreign ancestry.
- Also French citizens descending from African parents have less stable working conditions, and are more likely to live in poor neighbourhoods, compared to non-African immigrant backgrounds. (The Economist, 2015).

Education

- 44% of 25-34 year-olds in France hold a tertiary degree, in comparison with other European and OECD countries France is above the average. (OECD, 2017).
- In France 40% of young people between 25 and 34 year-olds have a higher level of educational achievement than their parents. (OECD, 2014).

Maternity

- In 2017, the number of French women having children has hit its lowest level in 40 years. The country's birth rate fell to an average of 1.93 children per woman last year, compared with two per woman in 2014, according to the latest population study by France's National Institute of Statistics and Economic Studies (INSEE, 2017).
- The mother’s mean age at fist birth is 28.1 years (2010 est).



2.1 AUDIENCE ANALYSIS

Within our general French Youth audience, we essentially have two audiences:

16 - 24 YEARS



Students and youth entering the work force.
7.9 M people

25 - 35 YEARS



Young professionals
7.8 M people

These audiences are at different life stages with different priorities and expectations.

It is important that ILO's campaign speaks and appeals to BOTH these audiences.

2.1 AUDIENCE ANALYSIS

FACEBOOK



16-24: 6.5 M users
25-35: 9.7M users

INSTAGRAM



16-24: 4.9 M users
25-35: 4.9 M users

YOUTUBE



18-24: 4.4 M users
25-35: 6.6 M users

LINKEDIN



16-24: 1.5 M users
25-35: 2.2 M users

Sources: Facebook Insights, Instagram, You Tube, Linked In and Twitter.

2.1 AUDIENCE ANALYSIS

MAIN CONVERSATION TOPICS

To determine which topics related to social protection are the most widely discussed in France, we used a social listening tool called Synthesio which enables users to track real-time conversations around the world and provides access to the most complete collection of data on the market.

This information clarifies what are the main concerns of the audience related to social protection.

Main conversations related to ILO & SOCPRO activities on Social Media:
Healthcare: Health at work, disability at work, employment injury insurance.
Future of work

Globally

Topic	Verbatim*
Working time	13,465,29
Future of work	5,311,328
Wages	4,574,470
Forced labour, slavery	3,993,913
Health at work	3,685,853
Safety at work	1,712,922
Gender equality	1,436,569
Decent Work	1,160,464
Skills and knowledge	963,514
Maternity leave	674,217
Green jobs	423,519
Labour law	293,000
Child Labour	284,786
Domestic workers	282,114
Equality at work	275,667
Employment security	250,770
Cooperatives	232,330
Freedom of association	224,691
Youth employment	222,009
Disability at work	217,860
Labour immigration	163,336
Fair recruitment	49,025
Employment promotion	48,998
Non standards form of employment	12,155
Employment injury insurance	8,859

France

Topic	Verbatim*
Wages (salaire)	669,601
Working time (temps de travail)	510,423
Forced labour, slavery (travail forcé, esclavage)	448,958
Labour law (droit du travail)	206,949
Child Labour (travail des enfants)	156,407
Health at work (santé au travail)	154,176
Safety at work (sécurité au travail)	127,195
Youth employment (emploi des jeunes)	83,025
Gender equality (égalité des sexes)	70,345
Employment security (sécurité de l'emploi)	59,713
Future of work (avenir de l'emploi)	43,661
Equality at work (égalité au travail)	32,637
Freedom of association (liberté d'association)	29,047
Cooperatives (coopératives)	28,686
Green jobs (travail vert)	28,426
Skills and knowledge (compétences et connaissances)	14,905
Employment promotion (promotion de l'emploi)	14,048
Fair recruitment (recrutement juste/équitable)	12,877
Disability at work (incapacité au travail)	12,131
Maternity leave (congés maternité)	10,209
Decent Work (travail décent)	3,388
Employment injury insurance (assurance accidents du travail)	2,544
Domestic workers (travailleurs domestiques)	838
Labour immigration (immigration liée à l'emploi)	645
Non standards form of employment (forme d'emploi atypique)	296

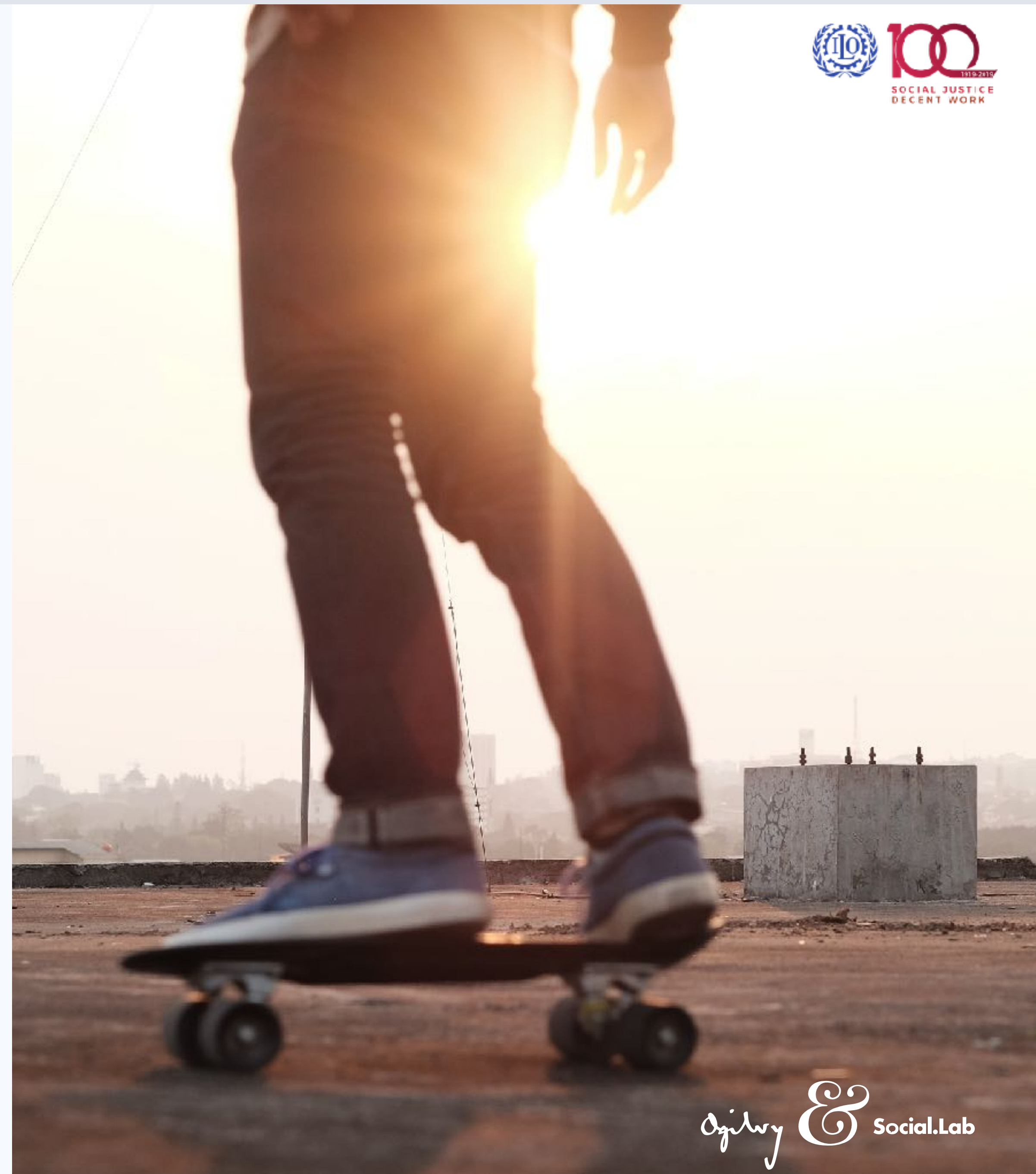
2.1 AUDIENCE ANALYSIS

MAIN BARRIERS TO OVERCOME

The French Youth may not necessarily recognise the benefits that it has from being covered by social protection. Firstly, this is due in part to the fact that social protection is a complex concept and secondly because the audience was born with these rights, thus not having to imagine living without them.

The majority of French Youth is not yet aware of how new technologies and global challenges will change the workplace.

French Youth does not fully understand the real impact that can be caused by a lack of social protection on future literacy and work opportunities, which could affect not only the audience's life but also the lives of future generations.



It is important that the ILO brand behaves in a consistent manner, adhering to the following:

BRAND ARCHITECTURE



PERSONALITY

Humane
Efficient
Trustworthy

TONALITY

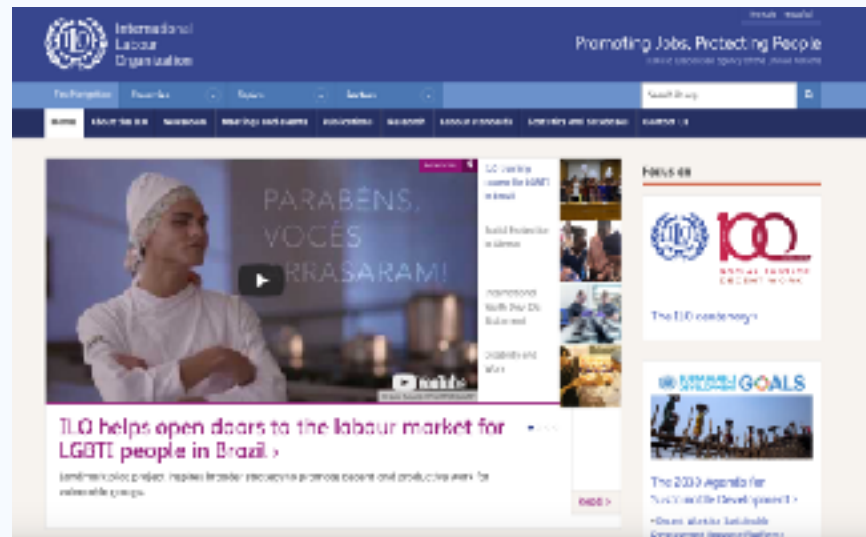
Serious
Respectful
Caring
Dignified
Uplifting
Sobering

2.2 LOOKING AT THE ILO

CURRENT WAYS OF COMMUNICATING



Currently, ILO communicates across the following platforms and channels:



Website



Twitter



Facebook



You Tube



Sound Cloud



LinkedIn

For the campaign, the ILO will be maximising these channels. We also recommend additional platforms.



ILO on Twitter

ILO posts several times a day on Twitter and tend to use an informative, factual, and neutral tone of voice.

See [here](#).



ILO reports:
These posts receive moderate engagement

Tweets **11.6K** Following **1,386** Followers **115K** Likes **5,059** Lists **7** Moments **1**



Facts and stats, sometimes with short videos or pictures:
These posts receive a lot of engagement



Testimony or reporting:
These posts tend to receive moderate engagement, but some perform better than others



About events related to social protection:
These posts receive moderate engagement



Quotes from public figures committed to social protection:
These posts receive less engagement



ILO on Facebook

The ILO posts every few days on Facebook.

Posts on Facebook do not receive a lot of engagement. However, facts and stats seem to perform better than other publications.

On this channel, the ILO tends to use an informative, factual, and neutral tone of voice.

See [here](#).



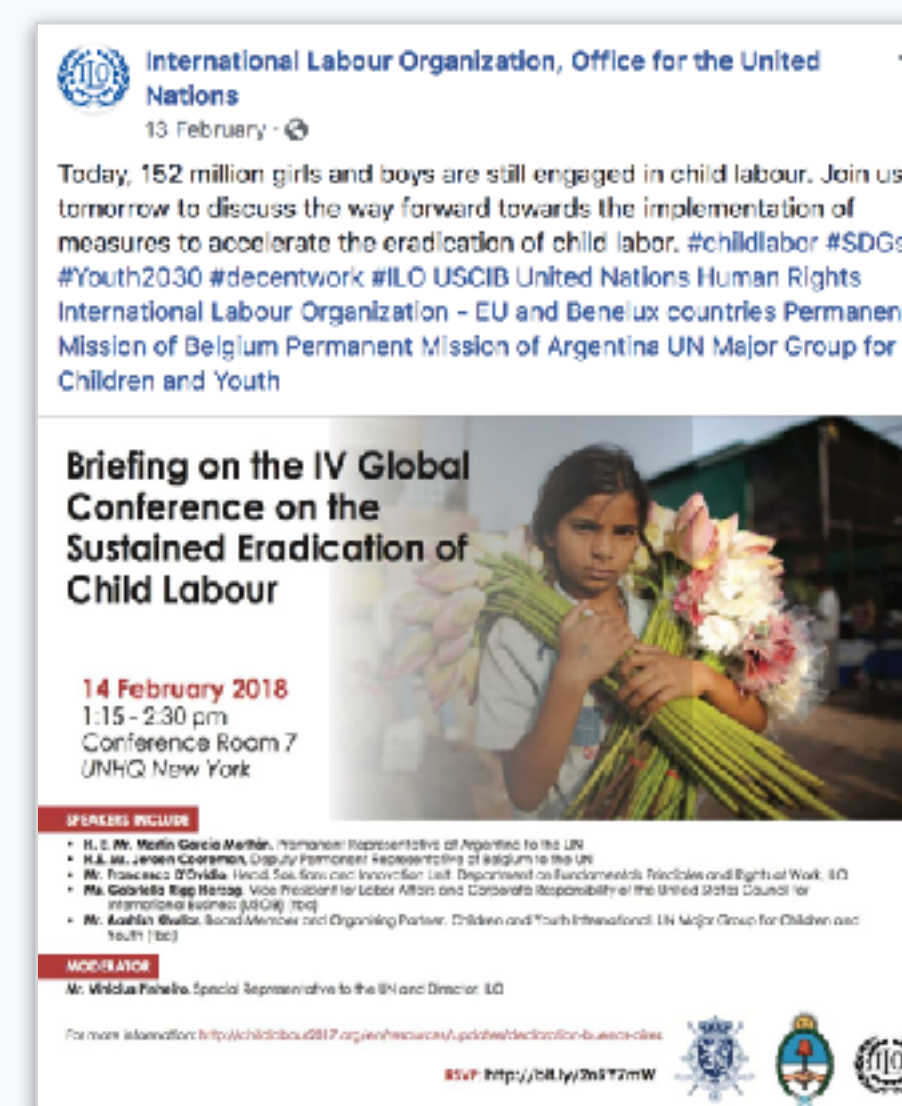
ILO reports



Testimony or reporting



Facts and stats, sometimes with short videos or pictures



About events related to social protection





ILO on YouTube

The ILO posts between 3 to 5 videos per week.

Posts on You Tube do not receive a lot of engagement.

See [here](#).



International Labour Organization ✓

26,954 subscribers



Green jobs, the key to sustainable development

429 views • 2 weeks ago

Explanation Video



Empowering indigenous women through decent work

279 views • 1 week ago

CC

Video Report

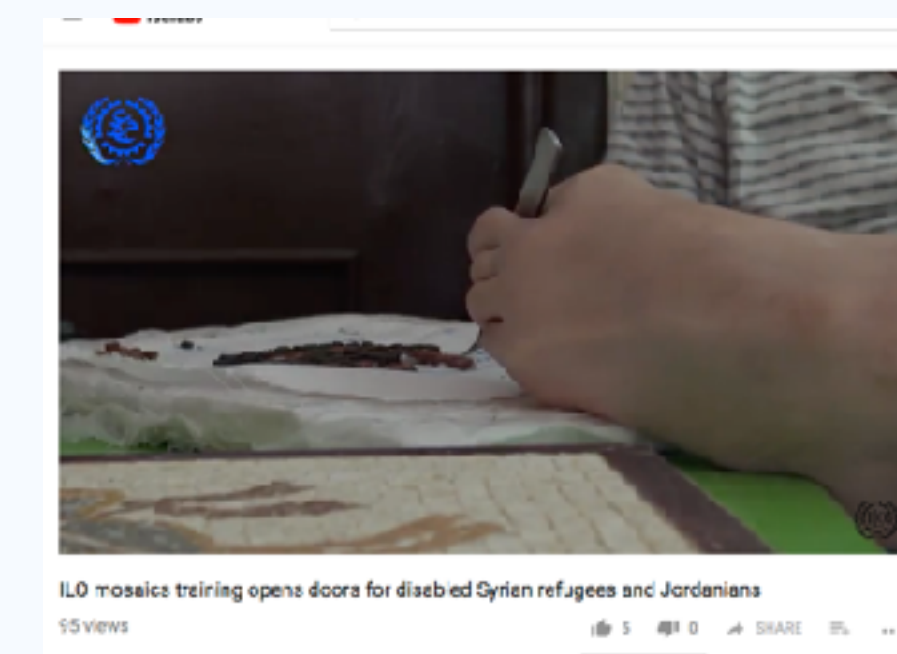


Caring for the carers

268 views • 1 month ago

CC

Explanation Video



Video Report



SOCPRO on Twitter

SOCPRO posts every few days on Twitter.

SOCPRO uses an informative, factual, neutral tone of voice, and often shares/retweet content from other pages, including the general ILO account.

See [here](#).

Tweets **1,439** Following **2,220** Followers **2,354**



Facts and stats, sometimes with short videos or pictures:
These posts receive moderate engagement but some perform better than others



About events/online courses related to social protection:
These posts receive moderate engagement



Testimony or reporting:
These posts tend to receive moderate engagement



ILO reports:
These posts receive moderate engagement

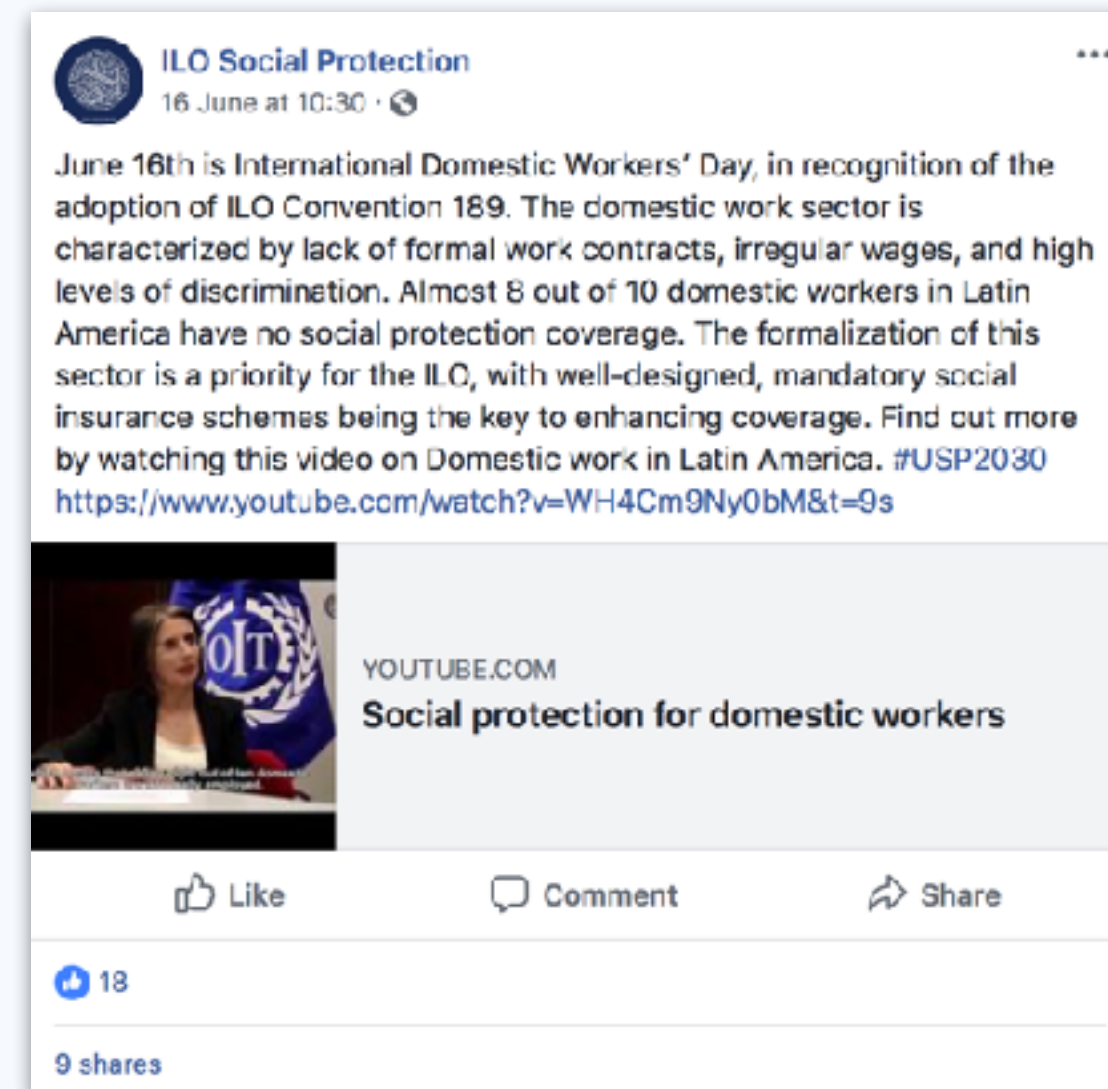


SOCPRO on Facebook

SOCPRO posts every few days on Facebook.

SOCPRO uses an informative, factual, neutral tone of voice, and often shares content from other pages, including the general ILO page.

See [here](#).



Facts and stats, sometimes with short videos or pictures:

These posts receive moderate engagement but some perform better than others.



Testimony or reporting:
These posts tend to receive moderate engagement



About events/online courses related to social protection:

These posts tend to receive more engagement than others



ILO reports:
These posts receive moderate engagement

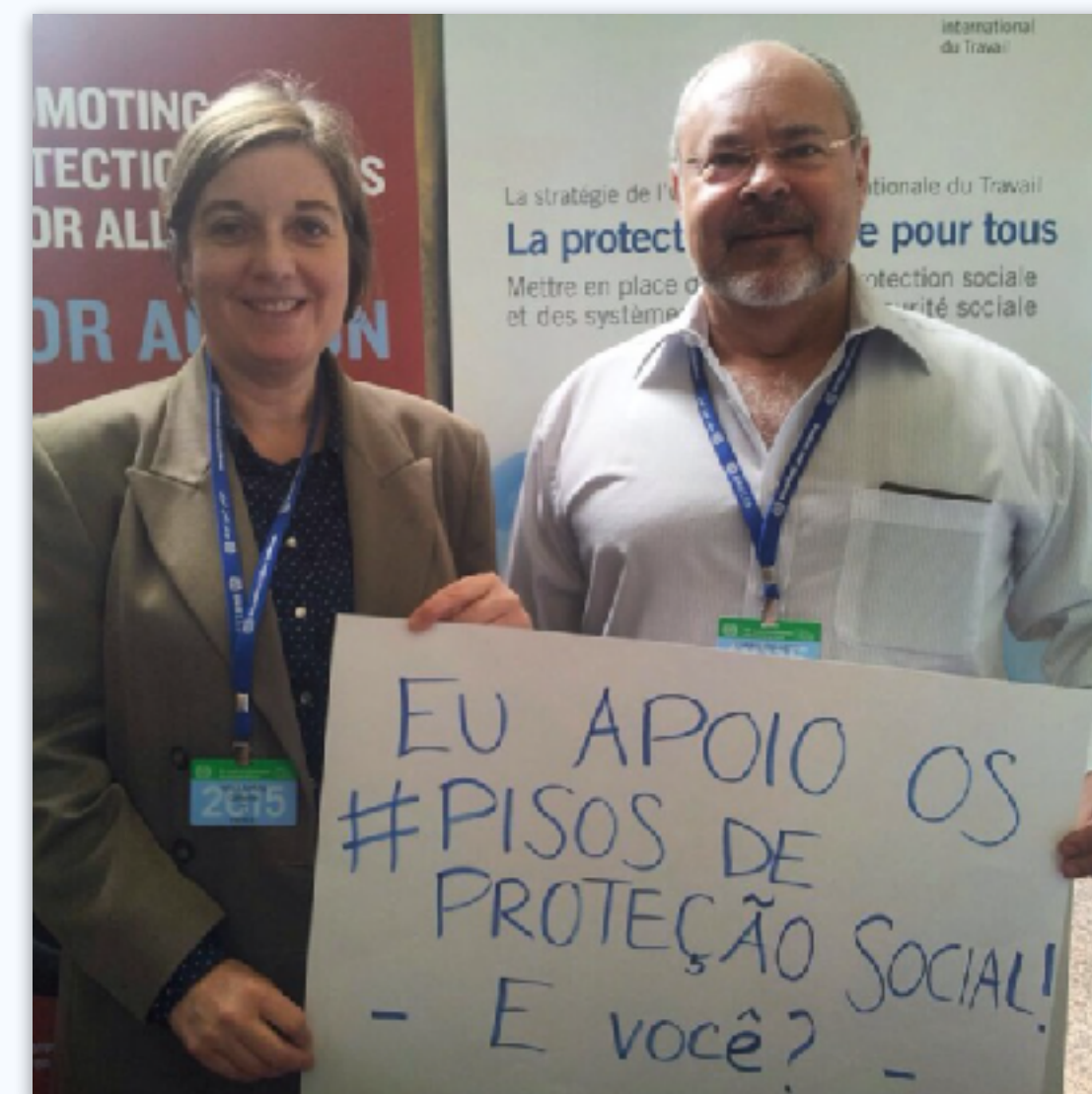


SOCPRO on Instagram

Mostly posted between July and October 2015. Only posted pictures of social protection floors supporters stating: I support #SocialProtectionFloors ! Do you ? », in different languages.

See [here](#).

The posts did not receive considerable engagement.





SOCPRO on LinkedIn

SOCPRO used to post a few times a week, but the frequency has gone down to only a few times a month recently.

SOCPRO uses an informative, factual, neutral tone of voice.

See [here](#).



Facts and stats, sometimes with short videos or pictures:
These posts receive a lot of engagement



ILO reports:
These posts receive a lot of engagement



About events related to social protection:
These posts receive moderate engagement



Testimony or reporting:
These posts tend to receive moderate engagement



SOCPRO on YouTube

SOCPRO posts a few videos per month in many languages, not only English.

See [here](#).



Protección social y trabajo infantil

36 views • 2 years ago

Facts and stats, sometimes with short videos or pictures:
These posts receive moderate engagement



ILO International Labour Conference 2016

76 views • 2 years ago

Videos from events related to social protection:
These posts receive moderate engagement



Interview of Paola Mastropietro

16 views • 1 week ago

Interviews of experts and politics:
These posts tend to receive moderate engagement



Timor-Leste - Proteção Social para o povo Timorense

75 views • 7 months ago

Testimony or reporting:
These posts tend to receive A lot of engagement

2.2 LOOKING AT THE ILO: FOCUS TOPICS

Since we are dealing with a highly complex concept, the key focus for this campaign will be:

THE FUTURE OF WORK

What is happening
worldwide? what
are the mega trends?

RAISING
INEQUALITY
WORLDWIDE

NEW TECHNOLOGIES
& ARTIFICIAL
INTELLIGENCE

CLIMATE
CHANGE

MIGRATION
TRENDS

NEW WORK
MODELS

NON-LINEAR
CAREERS

Why ILO is
important in
this context?

SOCIAL
PROTECTION
CONCEPT

ILO GLOBAL
MISSION AND
ACHIEVEMENTS

2.3 CATEGORY REFERENCES

In order to better understand how to activate the French youth, we looked at a few different foundations as reference and inspiration. These include:

THE OCEANS OF THE FUTURE- GREEN PEACE



DILEMMAS



#FIGHTUNFAIR



PILLS AGAINST THE PAIN OF OTHERS



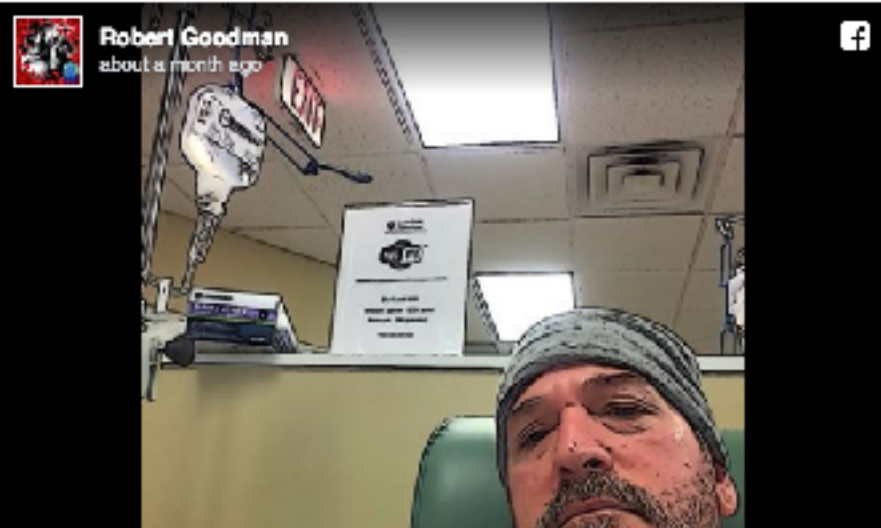
HUNGRY KIDS IN YOUR SHOPPING CART



ALL THAT WE SHARE



100 SICK DAYS



THE WORLD'S BIGGEST ASSHOLE



2.3 CATEGORY REFERENCES

THE OCEANS OF THE FUTURE- GREEN PEACE

Objective

Raise awareness about the importance of putting an end to polluting the oceans with plastic.

Format

Social experiment content distributed through digital channels & PR.

Strategy

The campaign is tapping into an interesting resource, showing a dystopian scenario of what could happen if we do not stop contaminating oceans.

Reason for including:

If you want your audience to do something and take action, show them what the future could be like if something they take for granted was taken away. In this case the fish in the ocean suddenly disappeared.



2.3 CATEGORY REFERENCES

DILEMMA- UNITED NATIONS AND THE RULE OF LAW

Objective

Awareness- change a harmful perception of the audience about refugees.

Format

Video content distributed through digital channels, influencers & PR.

Strategy

Changing the audience's perception about refugees by showing them the refugees point of view, in that way the audience understands that no body has chosen to be a refugee.

Reason for including:

If your audience has a certain perception or misconception, show the other perspective by changing the roles.



2.3 CATEGORY REFERENCES

#FIGHTUNFAIR- UNICEF

Objective

Awareness- Make people aware of child poverty & encourage them to take action.

Format

Social experiment distributed through digital channels & PR.

Strategy

Granting visibility to the fact that poor children are ignored and pushed aside. If they are all kids, why do we treat them differently based on what they are wearing.

Reason for including:

If your audience is insensitive about the problem, reveal something that is hidden and make them ask themselves why they acted this way. In this case, people were more concerned about children that were well dressed and ignored children that were dressed to look underprivileged. Why were they treated differently?



2.3 CATEGORY REFERENCES

HUNGRY KIDS IN YOUR SHOPPING- FEED S.A

Objective

Raise awareness and donations - by showing how easy is to help kids in South Africa by through small donations that don't have a significant financial impact on the audience but that can make a considerable contribution to those in need.

Format

Guerrilla campaign

Strategy

The guerrilla campaign shows that the things taken for granted like grocery shopping or a simple can of beans, etc. is something that hungry kids in South Africa do not have.

Reason for including:

If your audience is insensitive, make the issue visible and put it into context. In this case it was achieved by showing daily items that are taken for granted even though other people do not have access to these items.



2.3 CATEGORY REFERENCES

ALL THAT WE SHARE - TV2

Objective

Awareness- change harmful beliefs that trigger discrimination.

Format

Video content distributed though digital channels, influencers & PR.

Strategy

To show the audience that there are more things that bring people together than separate them.

Reason for including:

To change a harmful belief or attitude towards others, reveal something that is hidden and shared by both groups of people to destroy the belief.



2.3 CATEGORY REFERENCES

100 SICK DAYS - ROBERT GOODMAN

Objective

When the Florida history teacher was diagnosed with colon cancer in May 2018, he used up the last of his annual sick leave to receive treatment, but it was not enough to help him recover from Cancer. He was going to be forced to return to school within two weeks or take unpaid leave. The school system allows other employees donate their days to a colleague if need be. Goodman posted on his Facebook account asking people for day donations and he got 100 sick days.

Reason for including:

This is a very direct way of “doing something tangible to help others” as it triggers the audience's attention and involves them in the cause. In this example, this is not just another sad story seen by an audience that can do little to help. There is a direct call to action stating how the audience can help.



Urgent Help Now: Battling Cancer Chemo : I work at Pal Beach Gardens High School -I'm looking into catastrophic leave of absence by the school district but I'm short 20 days sick days to qualify for that. Already used 38 days this year already which is all I had left as I was sick a couple years ago and used about two weeks. if I can get 20 more sick days from any teacher or district employee volunteers that would allow me to take more time to recover in battle through chemo ... [See more](#)

👍 429 💬 428 ➡ 2.4K

2.3 CATEGORY REFERENCES

THE WORLD BIGGEST ASHOLE- DONATE LIFE AMERICA

Objective

Persuade millennial men to become organ donors in the US.

Format

Long format video distributed through YouTube, digital banners and experiential stunt.

Strategy

Millennial men enjoy watching long format videos online and have an appreciation for dark humour. "The World's Biggest Asshole" was created with these insights in mind, resulting in a long-form video, developed with edgy humour. "The World's Biggest Asshole" was posted on YouTube under a character's pseudonym.



Reason for including:

Using an appealing story telling that mimics the kind of content that the audience usually consumes is a good way to catch and keep attention.

2.3 CATEGORY REFERENCES

SHARE HUMANITY- UNITED NATIONS

Objective

Persuade millennials to stand up for a better world.

Strategy

Inspire the millennial generation and awake a greater sense of responsibility, solidarity and social activism, using the impact of social media.

The campaign asked social media users to "donate" their social media feeds. Activating brand ambassadors and media during the word humanitarian day.

Reason for including:

The campaign uses the right timing “humanitarian day” to raise the millennial voice and create real buzz, encouraging the audience to use their Facebook feeds to express and show their compromise with the cause of making the world a better place for all.



2.4 KEY LEARNINGS

After analysing our target audiences, the ILO, and the category references, we found:

CAMPAIGNS FOR THE PUBLIC GOOD

Have different objectives that in the end will change the behaviour of the audience.

1

Destroy a harmful belief that determine the behaviour and judgments of the audience towards a minority.

Examples:
Refugees
Discrimination

2

Bring visibility to something that the audience does not see or is not aware of because the problem is outside of their context and does not affect them directly.

Examples:
Pollution impact
Poverty
Hunger

2.4 KEY LEARNINGS

After analysing our target audiences, the ILO, and the category references, we found:

CREATIVE METAPHORS USED

to make the “invisible” visible to the audience due to its complexity

1

Making the issue visible and tangible in day to day environments.

Example:
Hungry kids in your shopping or Pills against the pain of others.

2

Encouraging the audience “to do” something to help, is a way to engage them.

Example:
100 sick days Robert Goodman, Pills against the pain of others and Hungry kids in your shopping cart

3

Creating a scenario where things that they are taken for granted are not there anymore.

Example:
Oceans of the future takes the fish out of the ocean.

4

Revealing something that is hidden, a behaviour that implies a harmful belief.

Example:
Fight Unfair reveals that the audience unconsciously treats children in need of help completely differently based on how they are dressed.

5

Social experiments amplified through social media is a common effective format. Mostly because it is believable and not fictional.

Example:
100 sick days Robert Goodman

6

Hashtags are used to create social movements.

Example
#fightunfair
#allthatweshare

3. STRATEGIC APPROACH

3.1 STRATEGIC OBJECTIVES

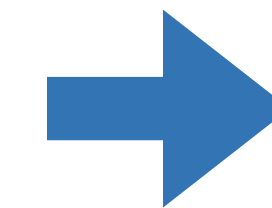
CAMPAIGN OBJECTIVES

- 1 **Drive** French Youth to take action on social protection - and to advocate for its end purpose in the new workplace
- 2 **Demonstrate** how social protection measures will be important in the future lives of French Youth
- 3 **Create visibility** for the ILO - and highlight its important mission of developing social protection schemes worldwide
- 4 Ultimately encourage **activism, driving participation** among the French Youth audience.

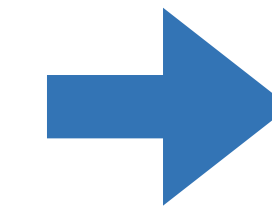
3.1 STRATEGIC OBJECTIVES

CAMPAIGN OBJECTIVES

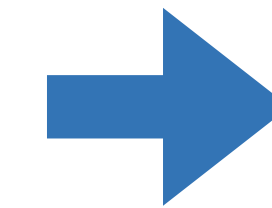
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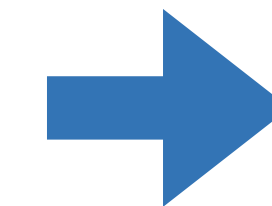
AWARENESS



AWARENESS



AWARENESS /
CONSIDERATION



ENGAGEMENT /
ADVOCACY

3.2 MESSAGING

THE ILO BELIEVES IN YOUR RIGHT TO:

- Access to the healthcare system regardless you age, income or status
- Have a paid maternity leave to allow you to care for your children.
- Have access to a pension scheme when you are old.
- Have a invalidity pension to ensure your wellbeing if something happens to you and you cannot work.
- Have security of income when you do not have a job to make sure that you can keep a dignified life.

HOWEVER, THIS IS HUGELY UNDER THREAT BY THE UNCERTAINTY OF THE FUTURE WORKPLACE.

3.2 MESSAGING

CAMPAIGN NARRATIVE

The fourth industrial revolution is expected to drastically change the workplace and its dynamics. Bringing in new technologies and global challenges, such as climate change or migration trends, the increasingly importance of artificial intelligence bringing new opportunities and challenges to working lives, such as non-linear careers and new models of work.

Social protection will become increasingly important in helping the French Youth through this eventuality - ensuring the wellbeing & equal opportunities for everyone in the new work place. French youth should be aware of these rights and conscious that unfortunately 70% of the world still does not enjoy the same rights.

Social protection is a human right that will ensure social justice - the only way to achieve lasting peace worldwide.

THE ILO'S ROLE

Warranting the wellbeing & equal opportunities for everyone all over the world by ensuring social protection for all, no matter what the future of the work environment looks like.

3.2 MESSAGING

KEY MESSAGE

Life is uncertain but you are in good hands. Others are not so lucky. Take action so that others in the world can also to be protected.

#SameRightsForAll #TheRightToBeProtected

ALTERNATIVE OPTIONS

When you fall, the ILO is there to catch you. Everyone has the right to get up when they fall. Pledge your support for the wellbeing of all. #SocialProtectionForAll
#ARightNotAPrivilege

3.2 MESSAGING

ALTERNATIVE OPTIONS

Social Protection ensures the young workforce's wellbeing. Without wellbeing there is no equality for opportunity.
Everybody deserves to feel protected, help the ILO in its aim to extend wellbeing to all.

ensure #WellBeingForAll

3.2 MESSAGING

ALTERNATIVE OPTIONS

#FightForTheirRights

We are all vulnerable but some face increased exposure to risk because their wellbeing is not looked after!

Support the ILO's global cause of providing wellbeing and diminishing the exposure to social risks in the work place.

In the workplace you have measures that prevent you from being at risk of unpaid sick days, unpaid disability, and unpaid old age. Others are not so lucky.

3.3 COMMUNICATION STRATEGY

YOU WILL

Generate awareness and education around social protection and the ILO among our French Youth audience

WHO RIGHT NOW

doesn't fully grasp the concept of social protection or of the ILO, nor appreciate the impact it has today and WILL have in the landscape of an uncertain future of employment

BY

Communicating simply what social protection is, why it is important, how the ILO fits into the picture and what critical role it will play in “future of work”

THROUGH

an attention-grabbing social-by-design campaign
(also seeded through PR)

3.3 COMMUNICATION STRATEGY

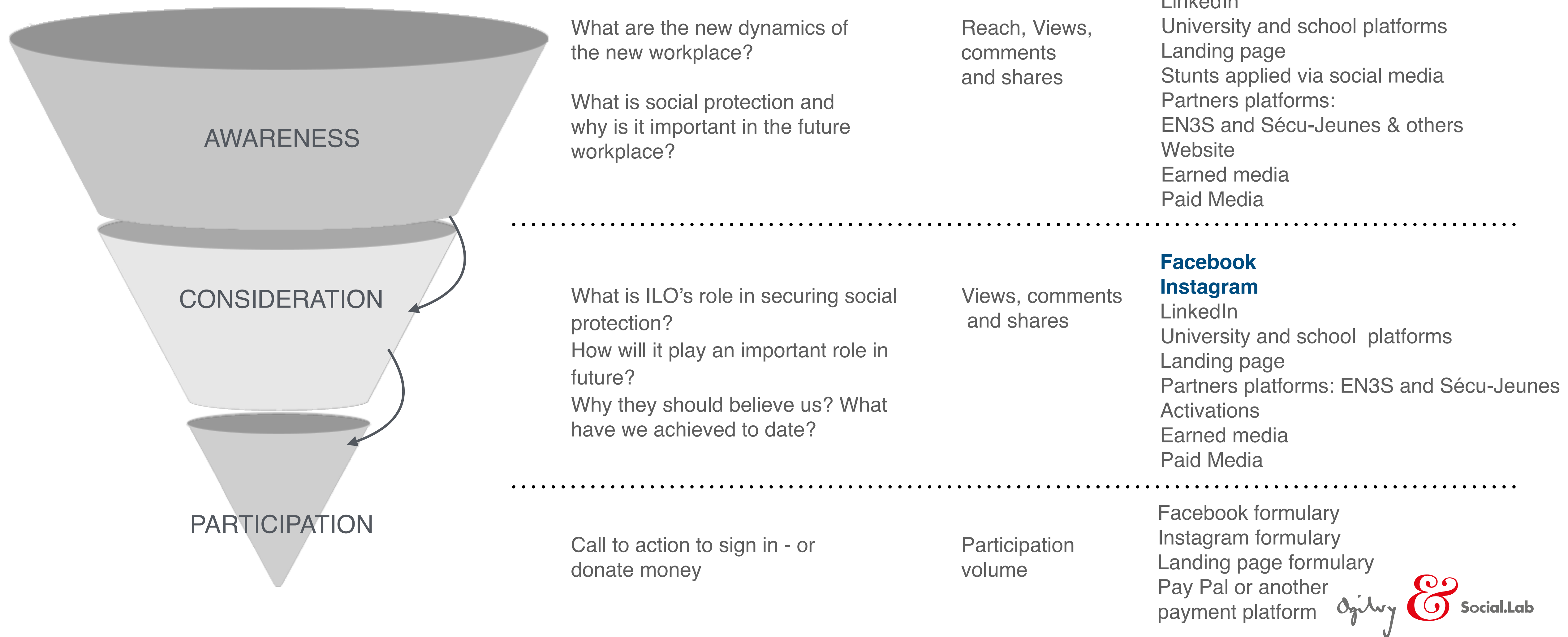
DECONSTRUCTING SOCIAL PROTECTION

Social Protection diminishes exposure to risks in the workplace and enhances the capacity to manage the uncertainties of life like sickness at work, being pregnant without maternity leave, getting a disability without access to a pension, getting old and being unable to work without access to a pension.

The world can be filled with risks and the first step to ensuring equality of opportunity is well being. Social protection creates policies around the world aimed at reducing vulnerability and risk of poverty, promoting wellbeing and equality for all.

3.3 COMMUNICATION STRATEGY

CHANNEL MIX



3.3 COMMUNICATION STRATEGY: AWARENESS



MAIN TOPICS:

1. What are the new dynamics of the new workplace?
2. What is social protection and why is it important in the future workplace?

CHANNEL SELECTION

1. Social Media (Facebook, Instagram & LinkedIn)
2. Wide Scope Instagram Influencers
3. University & School platforms
4. ILO Website landing page
5. Activation / Stunts
6. Partner platforms: EN3S and Sécu-Jeunes & others
7. Earned Media- PR
8. Social Paid Media

CAMPAIGN OUTPUTS

SOCIAL CONTENT

- **One video** it could be a fictional story or a video of the stunt or social experiment. The aim of this video is to trigger the audience's attention, drive emotions and involve them in the storytelling.
- **7 video shots** (stories, real or fictional testimonies) to address specific subjects of social protection (wage, maternity, healthcare, etc.).
- **Wide scope Influencers** content to increase reach and build credibility.

WEBSITE CONTENT

- Landing page hosted on the ILO's website to host and centralise campaign information using an appealing and easy to understand language for the audience.
- Doing appropriate search optimisation (SEO) will drive all trending topic searches about wages, future of work, working time, etc. to the landing page or at least will help relate social protection as a solution for their searches.

STUNT / ACTIVATION

- Stunt or activation that will be recorded afterwards and used as social media content.

EARNED MEDIA

- Articles in the main journals of France.

3.3 COMMUNICATION STRATEGY



AWARENESS

Social protection is a right that allows French Youth to be protected in any life event. It is the best way to tackle inequality by ensuring equal opportunities for everyone and their wellbeing in a new world where new technologies and global challenges such as climate change, migration trends, rising inequality and the increasingly importance of artificial intelligence will have a big impact in our working lives.

The career landscape of the 21st century is rapidly changing, short term employment contracts, part time work, and a current trend of millennials of pursuing entrepreneur ventures differs from the linear and economically secure career path. Even though this landscape has its benefits and rewards, workers are exposed to new risks.

In France and worldwide, social protection systems will ensure people's wellbeing allowing them to manage and overcome situations that adversely affect them:

Through social protection, French Youth have access to:

- Access to the healthcare system to every French citizen regardless age, income or status
- Sick leave allowing people to take the necessary time to recover from a disease or health related condition.
- Paid maternity leave allowing expecting mothers to have paid time off to take care of themselves and their babies.
- A pension that allows French Youth to have a dignified life during old age so as to not depend economically on anyone.
- Invalidity pension that guarantees the wellbeing of people that suffer a long term illness or disability leaving them unable of working.
- Security of income when you do not have a job or when you have a forced break at work to make sure that you can keep a dignified life

AWARENESS CAMPAIGN IDEAS

CAMPAIGN IDEA 1

Creating a social media challenge based on “video challenges” encouraging the audience to create a video.

This could be tested with the EN3S youth camp and kick off from there and then get amplified during the campaign launch. The young people would be asked to make a video and then call on friends and family to take action. This is already a big contribution that can help increase the wellbeing of others that don't have protection against social risks. Urging social media communities and friends on social media platforms to also share their videos allows for awareness and for taking action.

The video should start with the statement phrase “I believe” that everybody should have the right to be protected no matter what the future brings. The young people would express and explain to their communities that people should have access to social protection, to be covered by a healthcare system, a pension scheme, a right for a maternity leave, etc. and explain the importance of being aware and activated in the cause, making sure that international institutions ensure this right to everybody around the world.

The video would finish with asking/tagging a friend to take the challenge and create a similar video followed by
and you,
in what do you believe?

Should the young people consent, these mini videos could be used on social media when the campaign launches so as to further promote the campaign messaging.

AWARENESS CAMPAIGN IDEAS

CAMPAIGN IDEA 2 Facebook Birthday Fundraiser #GoBeyondYourRights

Facebook fundraisers have gained prominence over the years and have become a useful way to raise donations, including from people who might otherwise never visit the charity's own donation links. Moreover, Facebook fundraisers are an example of how social media activism can translate into tangible results.

It could be worthwhile to showcase that while the French Youth is covered by social protection, more than 70% of the world population does not have the same rights.

The ILO could create a Facebook challenge asking the French Youth to go beyond their own rights and use their birthdays to raise funds that contribute to protecting their peers in other parts of the world.

The messaging could appeal to them by stressing that you can only #UseYourRights when you have them but if you #GoBeyondYourRights you can tangibly help those in need to have the same kind of protection that you have.

AWARENESS CAMPAIGN IDEAS

CAMPAIGN IDEA 3 See the World

Creating a social protection rights map that divides the world into areas protected by social protection and areas lacking social protection. Different colours could serve as identifiers of the type of social protection that exists in the countries, areas that have most are all of the colour identifiers would visually highlight which countries are most privileged and how much remains to be done worldwide.

This idea could go hand in hand with the World Cafe groups that could be tested out during the EN3S youth camp. World café groups: the youth could be divided into groups that represent different parts of the world that need to see improvements in the social protection arena and the group moderators would explain how the ILO has helped so far and what remains to be done.

The youth would be asked to brainstorm ideas for solutions and to present them. The ILO could take photos and mini videos of some of the young people and of their responses during the group breaks. Should the young people consent, these mini videos could be used on social media when the campaign launches so as to further promote the campaign messaging.

3.3 COMMUNICATION STRATEGY: CONSIDERATION



MAIN TOPICS:

- 1. What is ILO’s role in securing social protection?
- 2. How will it play an important role in future?
- 3. Why they should believe us? What have we achieved to date?

CHANNEL SELECTION

- 1. Social Media (Facebook, Instagram & LinkedIn)
- 2. University & School platforms
- 3. ILO Website landing page
- 4. Activation / Stunts
- 5. Partner platforms: EN3S and Sécu-Jeunes & others
- 6. Earned Media
- 7. Social Paid Media

CAMPAIGN OUTPUTS

SOCIAL CONTENT

- Using existing impactful videos for social media. The aim of this videos is to convey relevant information about ILO and its mission.

WEBSITE CONTENT

- Landing page hosted on ILO’s website to host and centralize campaign information using an appealing and easy to understand language for the audience.

STUNTS

- University visits and job fair stands.

EARNED MEDIA

- Articles in the main journals of France and affinity audience media.

3.3 COMMUNICATION STRATEGY

CONSIDERATION CONTENT

100 years ago, The ILO was founded to pursue a vision based on the premise that universal, lasting peace can be established only if it is based on social justice. Today ILO helps to build sustainable national social protection systems through development cooperation, knowledge development, and forming partnerships with a wide range of stakeholders to advocate for universal social protection and in this way tackle inequality.

Only over the past ten years, The ILO has supported the development of social protection floors in 136 countries, including:

- More than 3 billion people are currently covered with social protection
- 100 years of achievements in social protection
- Health protection in 30 countries,
- Child benefits in 21 countries,
- Maternity benefits in 20 countries,
- Unemployment insurance schemes in 20 countries,
- Public employment programs in 31 countries,
- And old-age pensions in 43 countries.

A light gray funnel-shaped graphic pointing downwards, with the word 'CONSIDERATION' centered inside it.

CONSIDERATION

3.3 COMMUNICATION STRATEGY: PARTICIPATION

MAIN TOPICS:

- 1. How to get involved
- 2. Join the movement, sign the petition and get sharing

CHANNEL SELECTION

- 1. Social Media
- 2. Supported by funding platform KBF & maybe others (e.g. PayPal)
- 3. Short Scope influencers
- 4. Website

CAMPAIGN OUTPUTS



PARTICIPATION

PLEDGE YOUR SUPPORT

Video showing young people already involved in the movement to build credibility.

Call to action:

ADD YOUR NAME FOR SUPPORT
SHARE YOUR RIGHT

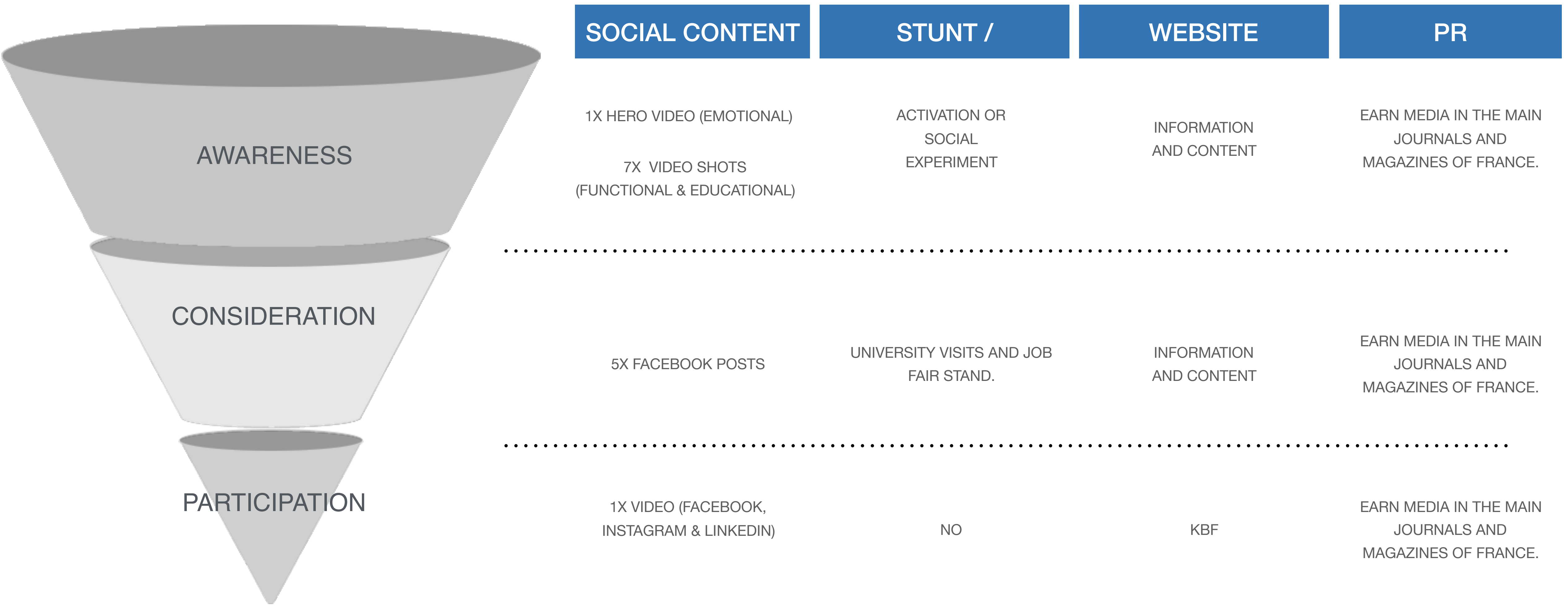
DONATION DRIVE

Posts with strong call to action for donations - how, where and how

Call to action:

HELP ILO WITH YOUR VALUABLE
DONATION

3.4 CONSOLIDATED OUTPUTS



4. NEXT STEPS

4.1 CAMPAIGN DESIGN

1. OSL

- Currently designing the visual element for the campaign in light of SOCPRO's feedback on the mockups.
- Will share a first version on Tuesday 21 August for review.
- Will implement any additional feedback from SOCPRO on 22 August and share final version with SOCPRO.

2. SOCPRO

- Define the needs and support the internal communication and marketing teams to create digital content for the campaign, including photography, infographics, film and other content.
- Work with Communication Department to oversee development and dissemination of traditional and social media messages.

4.1 CAMPAIGN DESIGN- REUSING CONTENT

SOCPRO will reuse existing videos in order to get generate addition interest around the campaign and so as to have additional assets that can be used across its social media channels. These videos should be shortened and should include subtitles to ensure they are social media ready!

- OSL has performed a content audit and picked out the videos that stood out as the ones with the most potential to resonate with the audience. It would be beneficial to add subtitles in this case to ensure viewers don't miss the message.

Why are social protection floors important to you?

- o 2:00-2:07 – Social protection floors can lift millions of people out of poverty.
- o 2:13-2:16 – in French

The following four are similar format videos which answer the question: “Why is social protection important to me?” in [Thailand](#), [Cambodia](#), [Ecuador](#), and [Mongolia](#). Short clips from each could be useful in a larger global in nature montage.

“Social protection is a human right but how many benefit?” uses examples to show each one of the social protection areas (e.g., health, pensions, education, etc.) are beneficial

Building Social Protection Floors together with Development Partners

- o 1:59-2:07 – The French Development Agency
- o 2:32-2:47 – The Government of France

Social Pensions in Cabo Verde

Timor-Leste - Public Service Announcement (PSA) – The colours of the video are vibrant and it has two children explaining why social protection is important.

4.2 SOCIAL PAID MEDIA PLAN



1. OSL

- Currently preparing a media plan and recommendations that will be shared with SOCPRO by 24 August.
- The list of potential ambassadors shared in the approach will be used as one segment of the audience in the media plan.



2. SOCPRO

- Define the budget and capacity to engage in paid media promotion.
- Come back with feedback and determine whether it will activate this aspect of the campaign.



4.3 CAMPAIGN IMPLEMENTATION

1. OSL

- An adapted final version of the strategy that takes into account the ILO's comments and inputs.

2. SOCPRO

- Liaise with country and regional offices to involve them in the development of the concrete campaign implementation plans.
- Identify the most impactful stories & testimonials and use them across SOCPRO's communication channels.
- Redesign or/and develop any web presence to support the campaign.
- Define the needs and support the internal communication and marketing teams to create digital content for the campaign, including photography, infographics, film and other content

THANK YOU