

# INJUSTICE IS NEVER IN FASHION

An integrated campaign to inspire the audience to take injustice personally

**AMNESTY**  
INTERNATIONAL



## FROST AGENCY

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## The Big Idea

“Injustice is Never in Fashion” is a campaign which will highlight injustice towards a person’s right to self-expression through their clothes.

We believe that this campaign will resonate with the target audience (18-25 year-olds) as fashion plays a big role in their everyday lives.

They see fashion and the clothes they wear as a form of self-expression and an extension to their personalities and beliefs. Learning that some of the outfits that they wear could lead to imprisonment and even torture aims to encourage them to support the organisation.

## The Strategy

In order to achieve our objective, we knew we had to develop a strategy which would highlight examples of injustice into the audience’s everyday lives.

We chose to create a predominantly digital campaign supported by OOH advertisements. We believe this is a strong strategy due to the target audience’s high levels of online interaction.

We chose to make Instagram our primary campaign platform. as posting one’s outfit along with the hashtag #ootd (outfit of the day) is a popular trend amongst Instagram users (the #ootd has been used on Instagram over 73 million times to date).

## The Execution

Social experiment: Customers at a restaurant are exposed to a woman mistreated for wearing a human rights t-shirt.

Digital: Sponsored Instagram ad showing Mahmoud Hussein, current prisoner of conscience.

Traditional: 6 sheets at public transport stops in the style of Instagram #ootd posts.

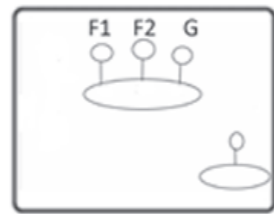
T-Shirt: Launch of Amnesty t-shirt with the campaign slogan “injustice is never in fashion”. This operates as the call to action for both donations and advocacy.



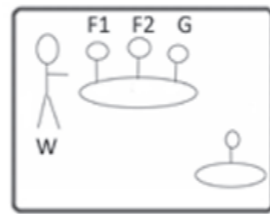
Shots of customers in the café



G, F1 and F2 enter the café. G removes her cardigan to reveal t-shirt



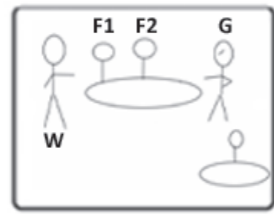
G, F1 and F2 take their seats in the centre of the café. Look at menu



Waiter comes over to ask G to cover her t-shirt. G begins to get annoyed



Shots of customers noticing G beginning to get annoyed



G stands up to defend herself against W



Shot of customers supporting G, led by actors



W telling G she has to leave the café



G, F1 and F2 leave the café



The campaign slogan appears on screen along Amnesty logo and website

The scene is set in a spacious café during a busy lunch period. A woman (G) and her two friends (F1 and F2) walk into the café. As they are entering, G removes her cardigan, exposing a white t-shirt with an image of current prisoner of conscience, Mahmoud Hussein. The writing on the t-shirt reads 'Tortured and Beaten'. They take a seat at a middle table in the café where they, and the t-shirt are easily seen by the rest of the customers. As they are deciding what to eat, a waiter (W) approaches their table.

- W: Excuse me, Miss, I'm going to have to ask you to put your cardigan back on

- G: Um, well I took it off because I was warm. Can I ask why you would want me to do that?

- W: Well, the t-shirt you're wearing, it's a little... outspoken

- G: Outspoken?

- W: We don't really allow that in here, so if you wouldn't mind-

- G: \*voice gradually gets louder\* You don't allow t-shirts promoting human rights? Are you kidding me?

- F1: That is ridiculous!

- F2: I can't believe what I'm hearing

- W: \*afraid of causing a scene\* Ladies, could you lower your voices, please?

- G: \*defensive\* No I will not lower my voice! \*stands up\* I wear this t-shirt in support of a young man who has been punished for exercising his human rights. He was arrested over two years ago and has been beaten and tortured ever since.

- W: With all due respect, Miss, that guy is not my problem right now, so if you-

- G: And that's exactly why it continues to happen! People turn a blind eye because it's not happening on their front doorstep. They don't experience such barbaric treatment themselves so they don't see the need to take injustice personally. But we are all human beings; we should be taking injustice personally no matter where it's happening!

\*applause from the acting customers in the café, encouraging the real customers to acknowledge and react to what's going on\*

- W: Miss, I really need you to stop raising your voice; you're disrupting everyone's lunch


- G: Well maybe that's a good thing! Maybe we need a disruption to realise that there is still injustice happening everywhere, even here!

- W: \*annoyed\* Okay, Miss, I've tried to ask you to calm down, but you're refusing to do that, so I'm just going to have to ask you to leave

- G: \*looks around at the customers\* I'm lucky I'm just being asked to leave, there's so many people in the world that experience severe, physical punishments just for wearing t-shirts like mine, just for trying to support human rights. \*leaves the café with F1 and F2\*

- As part of "Injustice is Never in Fashion", we will launch a social experiment in which customers in a busy cafe witness a woman denied her right to express herself through her clothes.
- The role of the waiter and the woman and accompanying friends will be played by actors, with a few actors in the cafe supporting the woman's defense. This will be done to encourage the customers to support injustice in their own environment.
- The experiment will be recorded and launched across social media.

amnesty 2h




40 lashes

**amnesty** Mahmoud Hussein is a 20yr old prisoner of conscience. He was arrested over two years ago for exercising his right to wear an anti-torture t-shirt at a protest in Egypt. He is tortured and forced to confess to crimes he has not committed. Learn more about Mahmoud's story at [www.amnesty.org](http://www.amnesty.org) #injusticeisneverinfashion

- This sponsored Instagram post will show the audience 20 year old Mahmoud Hussein, current prisoner of conscience.
- The post will give a brief insight into Mahmoud's story, a link to the website, and the hashtag #injusticeisneverinfashion.

amnesty 2h



41 lashes

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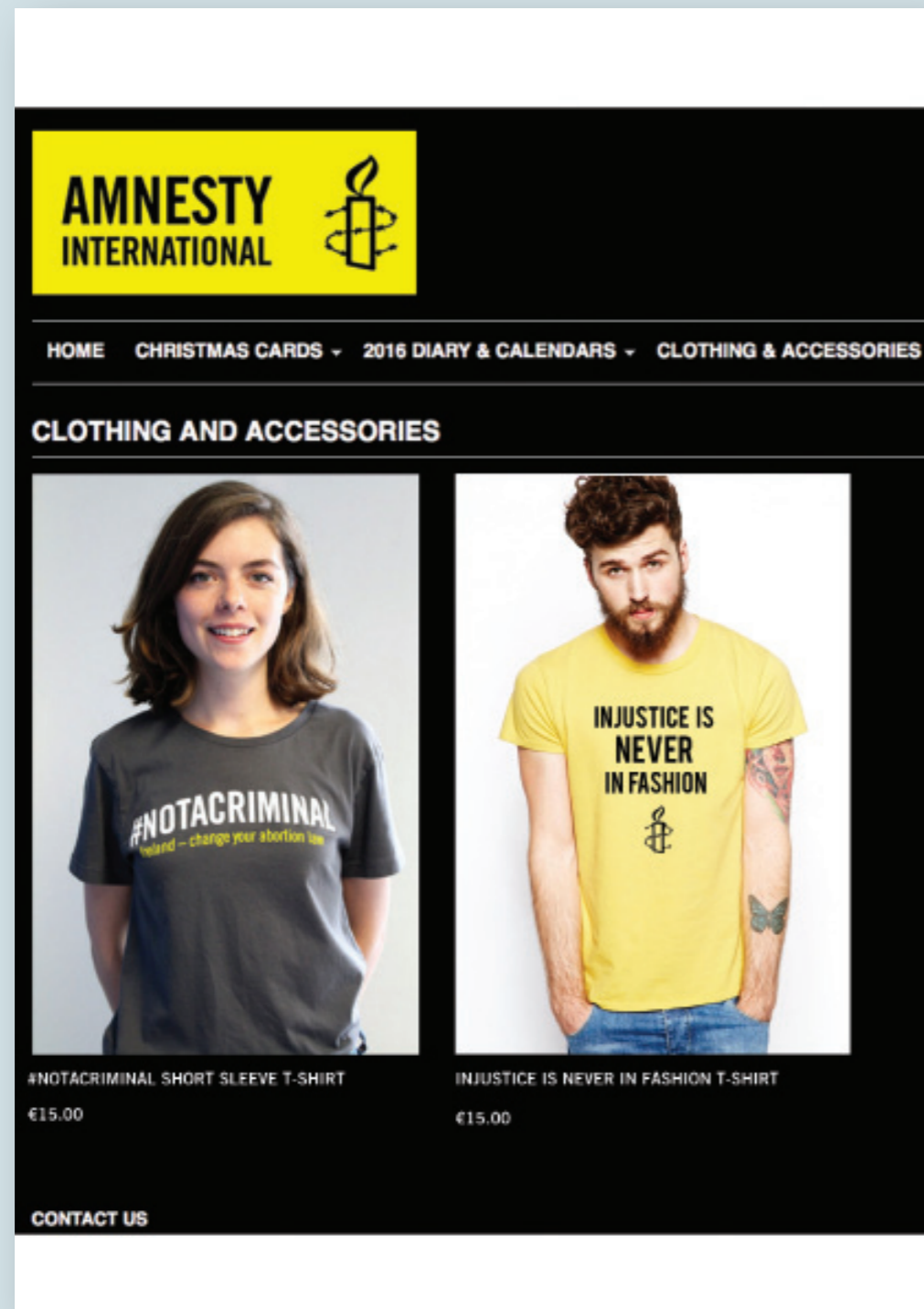
- The post will collect "lashes" instead of "likes" from interactive users. When the audience double-click on the image, a whip will appear in front of the image, adding a subtle shock value to the Instagram post.



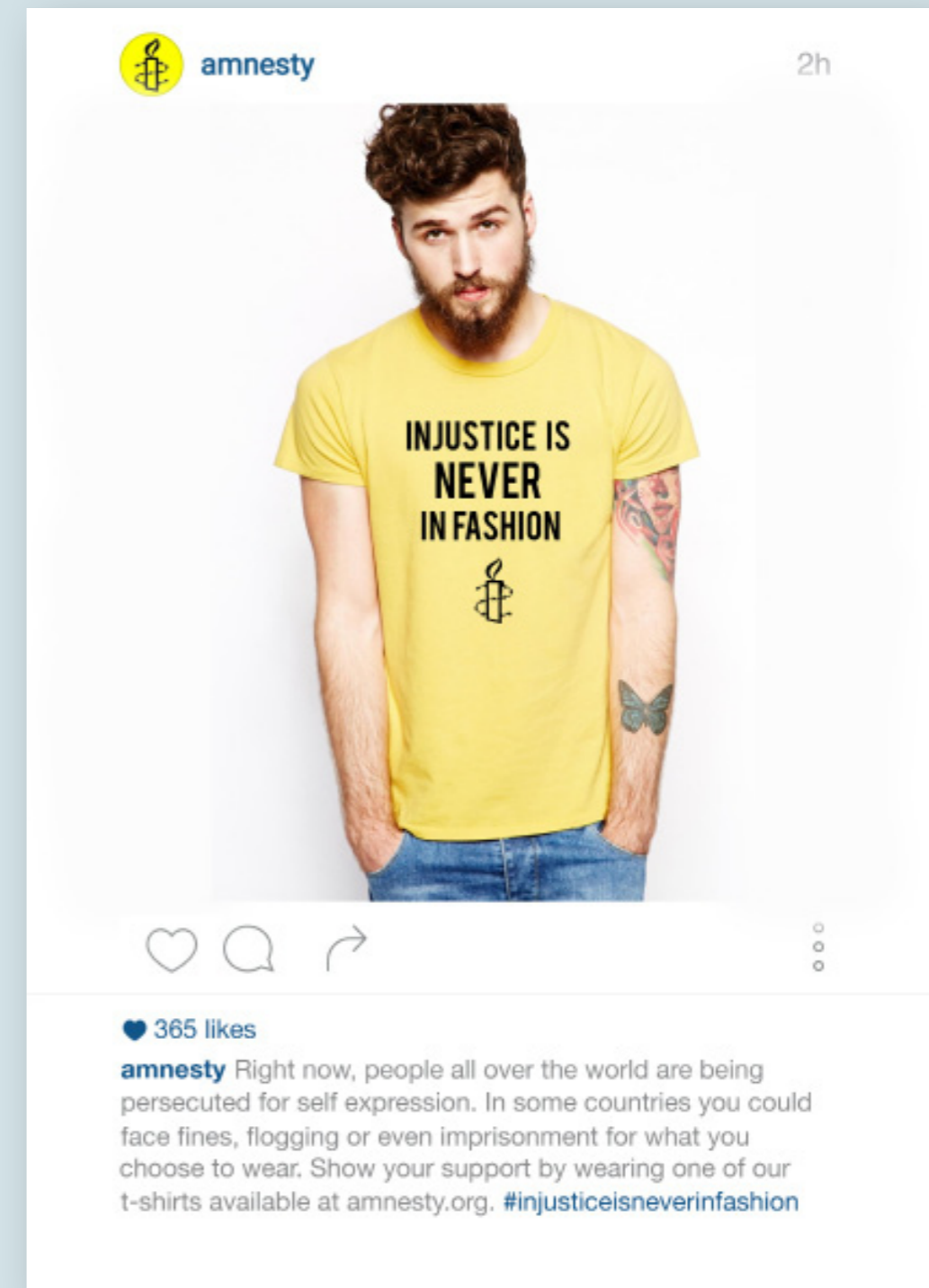
- The OOH advertisements will be 6-sheet posters in the same format as an Instagram post, and will be executed across several bus stops.
- The posters will be a #ootd (Outfit of the Day) post, showing women wearing clothes similar in style to those worn by the target audience in order to catch their attention.



- The copy will explain how this kind of outfit could lead to severe punishment in Eastern countries such as Sudan, followed by a link to the Amnesty website and the hashtag #injusticeisneverinfashion.
- This is an example of one of several 6-sheet posters that will be circulating for the campaign.



- To help encourage donations and attract advocates for the cause, Amnesty will launch a t-shirt as part of the campaign. These will be available on the Amnesty website as shown in the example above.



- The t-shirts will also be advertised on Amnesty's social media accounts, working in conjunction with other social media posts in the campaign. The image above is an example of the t-shirt ad on Instagram
- Those that purchase the t-shirt will be encouraged to upload an image of t-shirt onto their social media.

## Goals for Campaign

- With the support of generated earned media, we would hope that our fashion-oriented campaign would be acknowledged and supported by major fashion industries across the world.
- High-end, well-recognised fashion labels could team up with Amnesty in order to launch a charity fashion show, with all proceeds going towards Amnesty International.
- A charity fashion show created by a well-recognised fashion label would receive attention from fashion-conscious celebrities, who could then mention such an event across their social media accounts, thus generating more earned media for the campaign and the Amnesty organisation.