



Make another world possible

Strategy, Design and Execution by

THE PROBLEM

Half the Sky Movement Global Engagement Initiative works at the national and community levels to foster public dialogue on these issues and transformational behavioral, attitudinal, and knowledge changes on gender-based issues.

They asked us to develop a campaign that would deliver on the following program goals:

- 1) Improve public dialogue on key gender-related concerns at a national scale.
- 2) Foster transformational attitudinal and behavioral changes, shifting the knowledge, attitudes, and practices of target audiences and community norms.
- 3) Nurture policy changes by encouraging global policymakers, business leaders, and influencers to advocate institutional changes to support gender equality.

THE PROBLEM

In a market that was already crowded with many non-profit (and for profit) organisations devising campaigns around women's issues, we devised a campaign that would deliver on the objectives with a short span of time.

Violence against women (VAW) is something that was an unseen evil within a large number of commercial films, our idea was to highlight the existence of VAW and use it to lobby for policy change - we were asking for the Central Board of Film Certification to revise its certification mechanism to make VAW one of the criteria's for certification.

RATIONALE

The campaign played off the Indian Cinema goers, which is a massive market. The idea was to bring forth the issue of VAW which was portrayed nonchalantly and even glorified in many cases.

Once the audience was engaged with this issue, we used the opportunity to encouraged them to participate in a debate around women's rights with a focus on issues like women's empowerment, economic empowerment, girls education, family planning, maternal health, gender-based violence, and human trafficking.

The Frame Her Right campaign was an outcome of this strategy.

APPROACH

We launched the Frame Her Right campaign on International Women's Day with an online video targeting India's Censor Board.

In the next nine months, using a broad toolkit of campaign tactics, Frame Her Right engaged with various segments of civil society, online and offline, across seven metros, and was able to reach **10 million people** with targeted messaging.

The campaign culminated with the Ministry of Information and Broadcasting setting up a panel to revamp the 1952-vintage film certification system.

ENTICE

ENTICE . ENGAGE

ENTICE . ENGAGE . EMPOWER

CAMPAIGN WEBSITE

The FHR website was viewed more than **373,644 times** in the first nine months. It hosted the campaign videos, sign-up forms, “viralising” functionalities (social network integration and petition) and links to larger campaign content.

Every tenth person visiting the website signed the petition.



CAMPAIGN VIDEOS

LAUNCH VIDEO

The campaign launch video was viewed over 100,000 times within the first week of release.

It was viewed 178,786 times in total.

UNCENSORED



178 K +
VIEWS

SECOND VIDEO

It received 102,119 views.

Many celebrities joined us in promoting the video.

WHAT DO WOMEN WANT



102 K +
VIEWS

CELEBRITY SUPPORTERS



**Priyanka Chopra, Actor
& UNICEF Ambassador**



**Farhan Akhtar, Actor
& UN Women Ambassador**



**Ritesh Sidhwani
Leading Film maker**



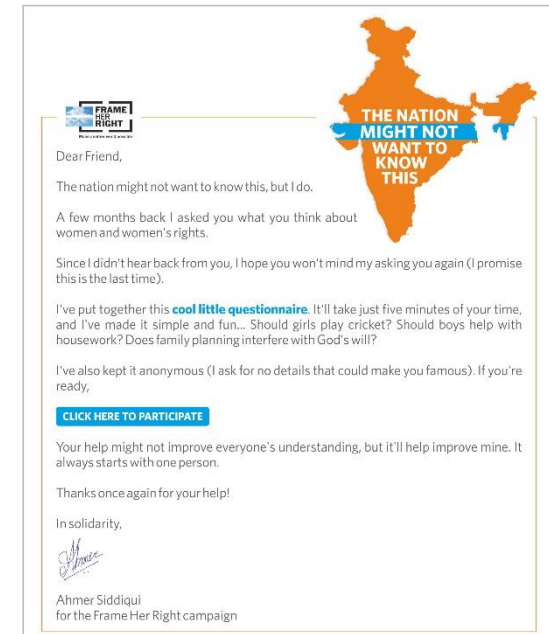
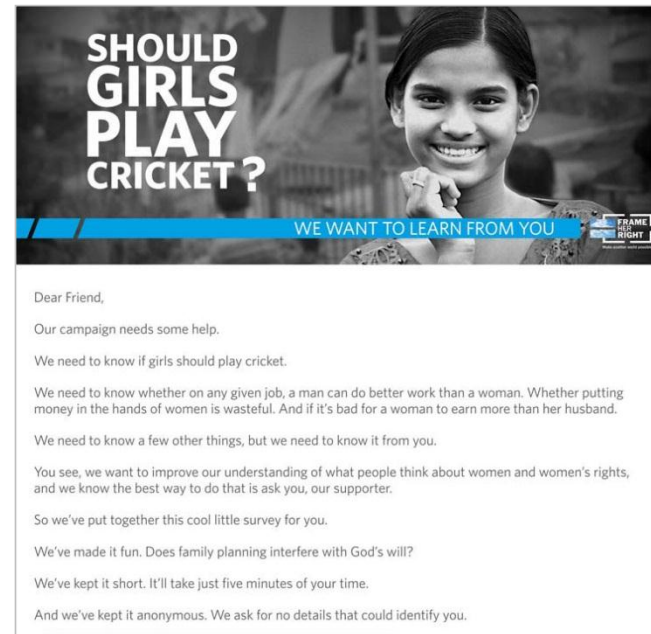
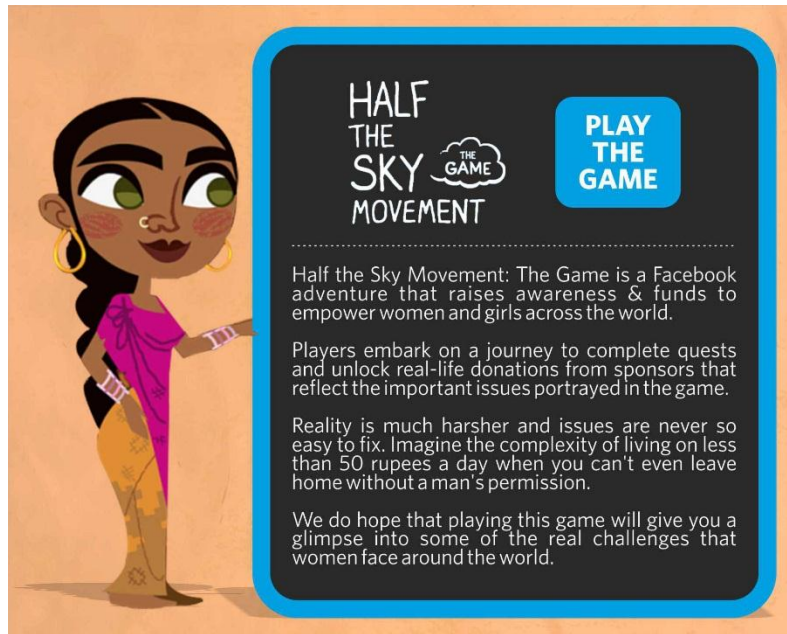
**Sona Mohapatra
Singer & Social Activist**



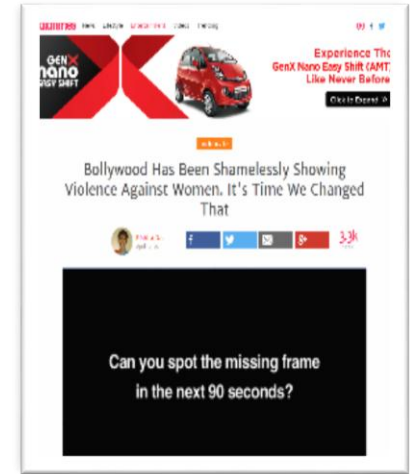
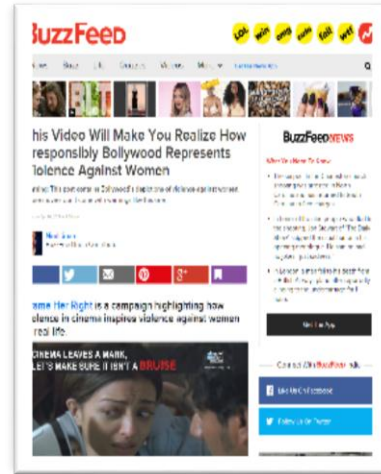
**Swara Bhaskar
Actor**

ONGOING ENGAGEMENT

A series of issue-based emails were sent to the 41,000+ petition signers, with detailed content around HTSM-focal issue and links to HTSM material and further information. Every email had a personal call-to-action that tied into the campaign.



Nearly 100 news stories were published around the campaign



RESULTS AT A GLANCE



10 Million+
Web reach



9 Million+
Advertising and
social media reach



2.05 Million
Facebook reach



373 K+
visitors



280 K+
views



41 K+
Petitions collected and
delivered to the Censor board



11 K+
Twitter impressions



594
Selfies / photo petitions
in support of campaign



97
News stories around the
campaign