

IPR PRACTICE

CAMPAIGN PROPOSAL



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CAMPAIGN OUTLINE

This is a hypothetical scenario that is based on actual events which will be used to analysis how the reputation of an individual public figure can be maintained during a crisis situation.

Toolkit 1.5 Campaign Analysis - exploration

On 15 March, two mosques were attacked in Christchurch, New Zealand. In response to the (real) event, (fictional) celebrity John Doe spoke at a vigil that was broadcasted nationally in the U.S. In his speech, Doe made a call-to-action, stating everyone world-wide had to ban together to stop the gun violence that is becoming increasingly common world-wide. While his speech itself received positive attention and praise for focusing on creating a safer environment for people of all faith and religions, backlash soon began after old tweets by Doe began circulating on multiple social media platforms, where he made light of the issue surrounding gun violence.

Who is John Doe?

John Doe is an actor and activist, who rose to fame last year when he stared in a movie that broke box-office records and received many awards. In the last three years Doe has become more active in participating in campaigns that seek to solve national issues, including ending gun violence. His fans are those who: have followed him since his early days as an actor; those who became fans after his previous movie. The majority of these fans have values that align with the liberal and democratic parties..

What is the concern?

Doe's reputation is at stake after tweets from 2011 have resurfaced in which he made jokes about the rise of shootings that are taking place in the U.S. His fans and many others have begun tarnishing his reputation by sharing and reposting these old tweets and claiming him to be a hypocrite after his public statement at a vigil held in the U.S. for those lives lost in the New Zealand massacre.

Where/when is the problem?

This is a problem in: the United States, where the vigil that Doe's speech took place; In New Zealand, where the shooting took place; United Kingdom and Australia, because of its close ties to the United States and New Zealand. The problem is due to something that happened in the past (tweets Doe made 7 years ago), takes place in the present (where immediate action is needed), and affects the future (not only for John Doe, but for those involved as well).

Involved in this hypothetical issue are stakeholders / brands who sponsor and collaborate with John Doe. As John Doe has a new movie coming out soon, all members involved in the production of the movie are at stake for a loss of profit if audience members boycott the film due to Doe's tweets from previous years. Doe's management team as well as agency are at stake, as Doe's reputation will reflect and impact theirs as well.

Who is involved?

Posts condemning John Doe are being spread across multiple social media platforms, with many individuals claiming to boycott Doe's new movie and brands he is associated with. This is resulting in the potential loss of future projects, as well as a potential loss of sponsorships and income.

How is he affected?

John Doe's reputation is at stake, jeopardizing his future career as not only an actor and activist. Furthermore, all of the brands he sponsors and collaborates with are at risk for losing support as well, making the issue effect not only John Doe, but everyone he works with as well.

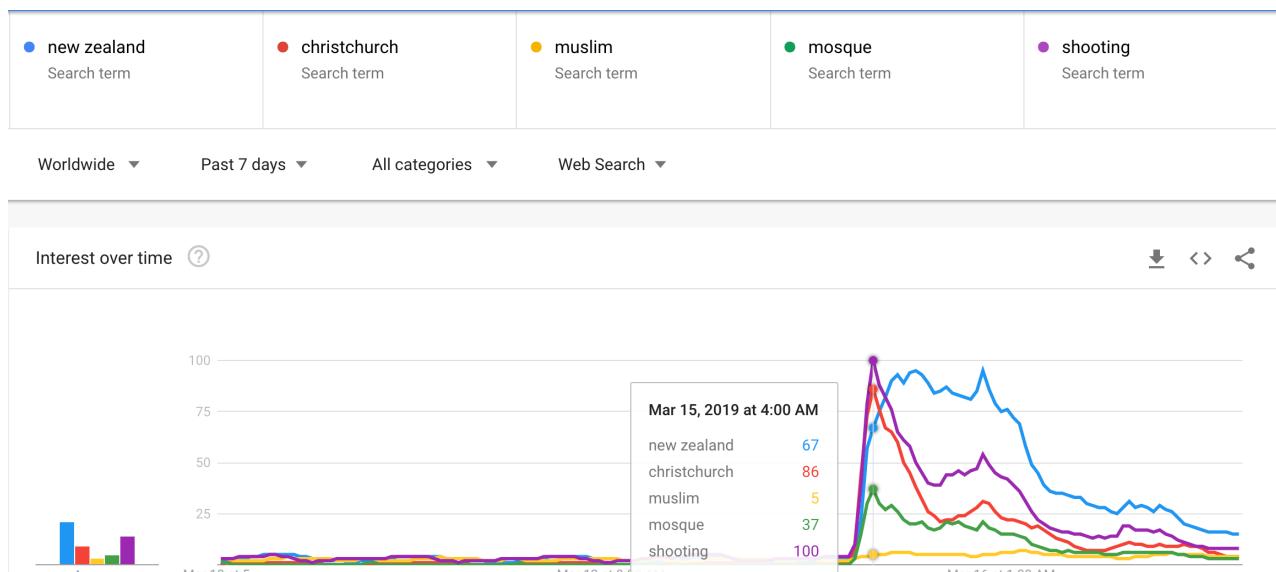
Why is this a problem?

S

Strengths – Doe is active and has a large reach on social media platforms such as Twitter and Instagram. Since the premier of the film that lead to his stardom, Doe has publically aligned himself with the values of the liberal and democratic parties, which are similar to a majority of his fans. He has also previously been a part of campaigns that aimed to raise awareness of social issues.

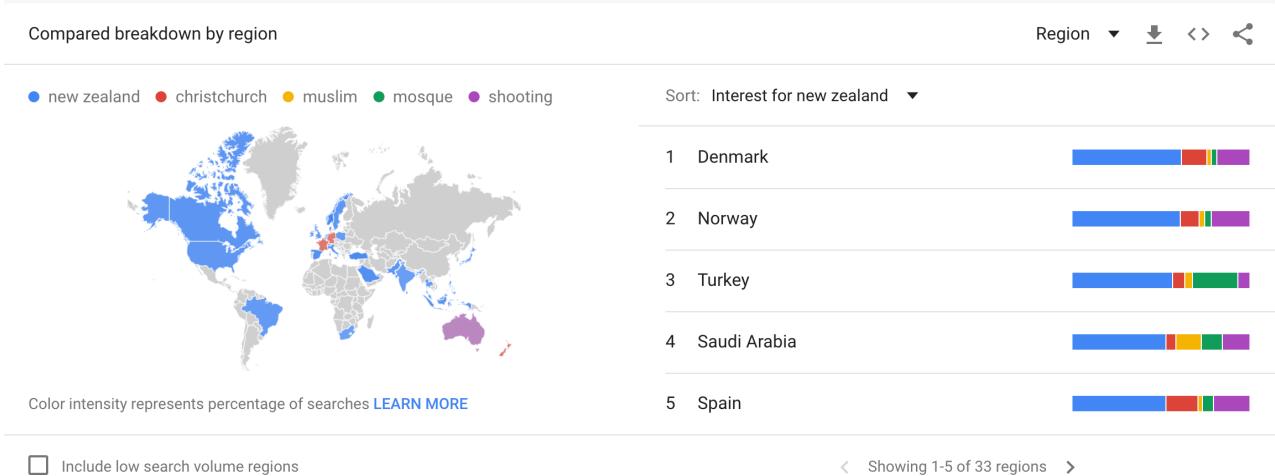
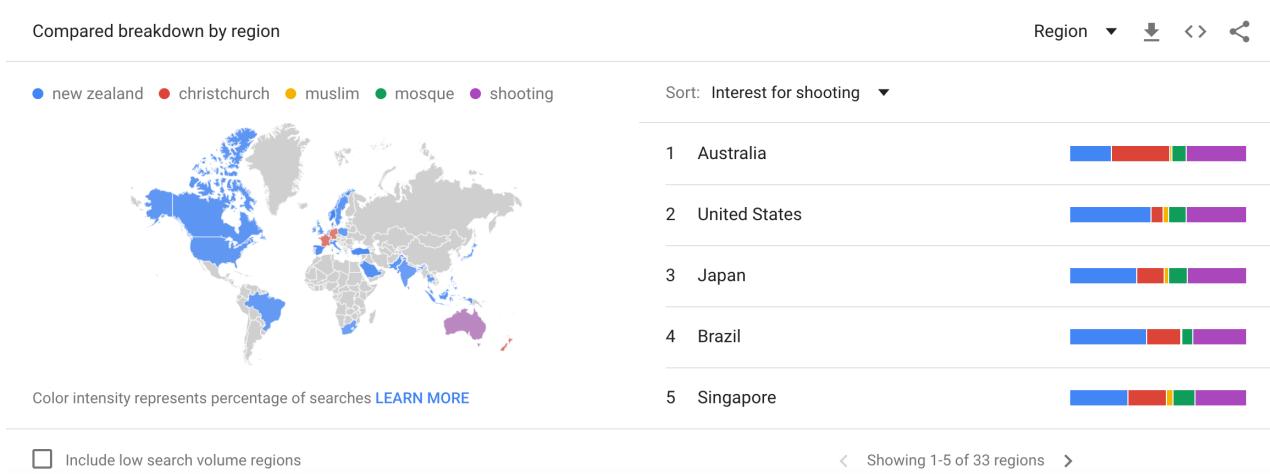
W

Weaknesses – Doe's history on social media contradicts his current brand identity. Although he has previously been a part of campaigns that aligned with his views now, it has been forgotten and ignored when the tweets began resurfacing. As Doe is very vocal against gun rights, he is limiting his audience to those whose values and beliefs align with his. In other words, those who support gun rights will not support Doe, and there is a risk this audience will continue to tarnish his reputation by focusing on his old tweets and supporting it. Another weakness relates directly to the mosque shootings in New Zealand. Since the event has received worldwide attention, it will be more difficult for Doe to save his reputation as what is his old tweet and what is being said about him now will show up anytime someone searches any of the terms listed below.



<https://trends.google.com/trends/explore?date=now%207-d&q=new%20zealand,christchurch,muslim,mosque,shooting>

O Opportunities – The publicity Doe is receiving will allow him to rebrand as well as give him the opportunity to become more involved in civil rights activities. As the shooting is being widely searched globally, including countries such as Denmark and Norway, it will potentially allow Doe to expand his fame outside of the United States.



<https://trends.google.com/trends/explore?date=now%207-d&q=new%20zealand,christchurch,muslim,mosque,shooting>

T Threats – both fans of John Doe and people who actively engage in discussion surrounding gun rights and religious freedom are using social media as a platform to condemn John Doe, meaning his old tweets are being spread quickly and widely. The extent of this hypothetical situation could be imagined by looking at the actual trends of the New Zealand massacre. Other celebrities who actively campaign for equality and anti-gun violence may speak out against John Doe, perpetrating the situation and reaching a larger audience.

Toolkit 2.1

Strategy - Proposition

Plan of action:

1. An immediate public apology for previous statements, where Doe addresses the changes he has made since those comments showing how those statements do not align with his beliefs today. For example, Doe will elaborate on how he only works with brands whose values align with his and actively condemn gun violence, hate crimes, and hateful rhetoric targeting specific groups (in this case Muslims). This will take place within 24 hours after his old tweets have resurfaced, on all social media platforms. However, after the public apology, Doe will no longer focus on the past, rather focus on explaining what he is currently doing, and what he plans to do in the future. This way, the conversation is not focused on the negative past, but rather the potentially more positive future.
2. The next step to resolving this issue will be creating a Call-To-Action, where John Doe will explain how he will use his platform and reach to spread awareness of the issues surrounding gun violence and hate crimes. He will explain his plan and desire to work closely with non-profit organizations who are helping victims of gun-violence, and how his audience can participate as well.
3. After making these public claims on his desire to help, John Doe will join and work closely with Amnesty International's campaign In the Line of Fire[1], which aims to stop gun violence in the United States, labelling it as a human rights issue. Doe will use his platform on social media to spread Amnesty International's campaign.

[1] <http://endgunviolence.amnestyusa.org/>

Offer

In order to save John Doe's reputation, he will need to create a campaign that raises awareness of issues surrounding gun violence and hate crime. To do this, Doe will become a supporter and partner of Amnesty International, a "worldwide movement of people who campaign for internationally recognized human rights." He will work directly with the In the Line of Fire campaign, using his reach on social media to raise awareness and gain support for the campaign. By working with a trusted organization, Doe will improve his reputation. Amnesty International will partner with Doe due to his previous humanitarian work, which proves his desire to end gun-violence.

Insight

#NoRoomForHate

Using this hashtag, playing off his last name sounding similar to 'no', Doe will convey the message that hate crimes are never the solution, and that guns should be more regulated, if not completely illegal. Doe will use this 'slogan' as a way to engender discussion surrounding gun violence in a positive and proactive way across multiple media platforms.

Interests

Doe's audience care about ending gun violence and hate crimes. They want to support public figures whose views align with theirs. By campaigning against gun-violence and hate-crimes, Doe will be able rebuild his reputation and build the trust and support of his audience.

Toolkit 2.3

Strategy - task map

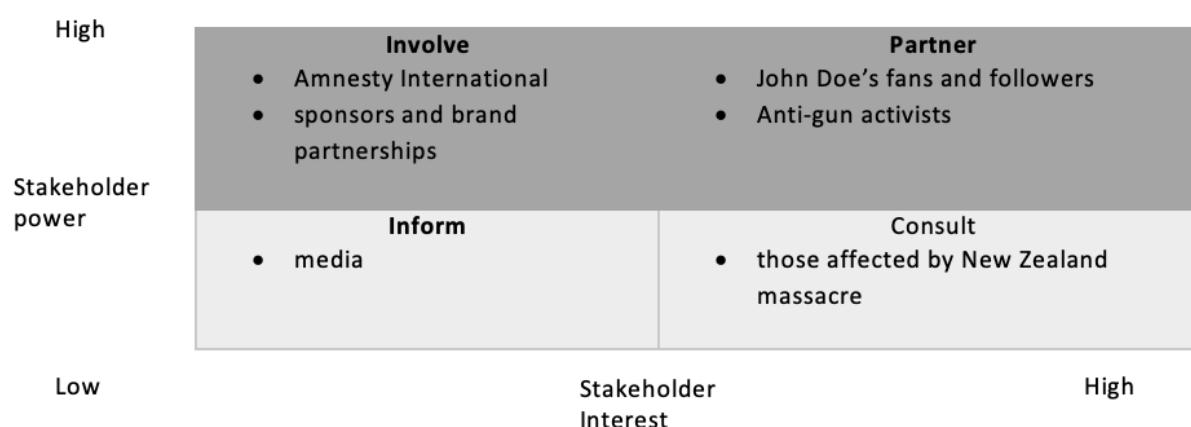
	Now	Future / Desired
Attitude	John Doe is a hypocrite who makes jokes about serious situations surrounding gun violence and hate crimes. He is only pretending to be against these in order to gain more fame and is using his sponsors as a way to make more money.	John Doe has changed his opinions and behaviour and is an advocate for anti-guns and ending hate crimes.
Behaviour	There is a large community who is taking to social media to "call-out" Doe for his statements made on Twitter many years ago.	John Doe's fans become supporters of his campaign and of Amnesty Int., by talking about it on social media and donating money to the cause

Stakeholder / Audience (Implementation)

Toolkit 3.1 Stakeholder mapping

John Doe's main and most important target audience are his fans as well as anti-gun/anti-hate-crime activists, as it is these two groups who are sharing Doe's old tweets which are ruining his reputation. It is these audiences who are also vital in rebuilding Doe's reputation, as they will be the main audiences sharing his campaign across social media platforms.

Toolkit 3.2 Publics – identify



Toolkit 3.5

Publics - Engagement

Target Public	Interests	Message	Method
John Doe's fans	<ul style="list-style-type: none"> • John Doe's biggest supporters and the one's spreading the old tweets which are ruining Doe's reputation 	"I regret the words I have written in the past. They do not reflect my beliefs now. This is how I will do what I can to help"	<ul style="list-style-type: none"> • Social media platforms – sharable content • Television talk shows
Anti-Gun Activists	<ul style="list-style-type: none"> • Active and very vocal on media platforms, and are the one's spreading Doe's old tweets that are ruining his reputation 	"Gun violence is a serious issue plaguing everyone around the world. I will do what I can to help bring this to an end"	<ul style="list-style-type: none"> • Social media platforms - sharable content • Television talk shows
Amnesty International	<ul style="list-style-type: none"> • Working with their anti-gun campaign will help save and rebuild Doe's reputation 	"What I have tweeted in the past should not cloud my attempts to create a positive impact in the last couple of years. . ."	<ul style="list-style-type: none"> • Speaking directly to spokespersons and campaign directors of Amnesty International
Sponsors / Brand partnerships	<ul style="list-style-type: none"> • Will prevent Doe's reputation from being further tarnished • A mean of income for Doe 	"Your values do / do not align with mine, therefore I will / will not partner with you"	<ul style="list-style-type: none"> • speaking directly to brands/sponsors
Media (such as news outlets)	<ul style="list-style-type: none"> • covering news and content that is important to its audience 	Acknowledge past tweets, explain what has already be done, and what will be done	<ul style="list-style-type: none"> • speaking directly to journalists • speaking directly to television show hosts/managers
Those affected by the New Zealand shooting	<ul style="list-style-type: none"> • directly impacted by the event which brought to light Doe's old tweet 	"This is a terrible thing that never should have happened to you. Here is how I'm going to use my platform to support anti-gun campaigns."	<ul style="list-style-type: none"> • public statement of apology on social media and news outlets

Evaluation and Metrics

4.3 + 4.4

Evaluation – outputs + outcomes

Output:

Multiple social media posts:

- an apology statement
- Doe's 'call-to-action' / campaign
- Live updates on campaign

Media distribution:

- Doe's social media pages
- News outlets / television talk shows
- Amnesty International website and social media pages

Source:

- The source of coverage will be earned media, as using sponsors (bought media) could lead to further backlash – audience members could twist Doe's attempts to do good as a mean to profit

Channels:

- The coverage will appear on John Doe's social media platforms, as well as Amnesty International's page explaining the In the Line of Fire campaign. Sub-channels include new related media outlets, such as national newspapers and television talk shows.

Reach / Readership / Audience:

- As the campaign is primarily targeted in the United States, the main reach will be Americans whose values align with John Doe and Amnesty International. As Doe's tweets from 2011 were shared internationally, there will be some reach the international audiences who are closely following the situation involving Doe.

Significance:

- media coverage will take place on the platforms the target audience most frequent.

Outcome:

Through this campaign, there should be clear visible results in John Doe's reputation, that can be seen across multiple platforms.

Impact Stage:

- close analysis of how many times content (such as posts and statements published in news outlets) have been shared
- analysis on the Google Trends search results relating to Doe and the New Zealand massacre will increase positively
- Google Trends will show an increase of search for the campaign and ways to get involved
- Wide use of #NoRoomForHate

Effect stage

- discussion surrounding Doe on social media (what's being said)
- discussion surrounding brands Doe sponsors/collaborates with
- use of #NoRoomForHate

Results stage

- increase of followers on all of Doe's social media pages
- active audience engagement on all of Doe's posts
- more engagement in Amnesty International's In the Line of Fire campaign
- any brand sponsorships/collaborations that directly involve Doe have an increase in sales/engagement
- majority of content mentioning Doe focus on a positive brand and what he is doing now