



Returning Protest to the People Research Agenda

Terms of Reference

Concept:

ARTICLE 19 is looking for an agency that will design a behavior change campaign that will influence public opinion and maximise noise through innovative concepts and evidenced campaign tactics. We recently conducted research to understand people's perception towards protests, their motives for protesting and attitudes towards those who were involved in protest. The results of this research will be used to inform an advertising (digitally centric) and behavior change campaign. The agency will design eye-catching and transformative products to build positive affirmative narrative to protest while maximising the impact through social media, traditional media and other channels.

The agency will also need to work in collaboration with campaign coalitions in Kenya and Brazil. The coalitions will amplify the reach and secure bigger impact towards our campaign goals.

ARTICLE 19 seeks to monitor the results of the campaign in real-time or near real time, allowing for adaptation and innovation throughout the campaign life-time. The agency must have experience tracking outcomes from behavior change campaign and develop tools and approaches for ARTICLE 19.

Locations:

The campaign will be launched in Brazil and Kenya; with a focus on major metropolitan areas. Ideally, we would like to contract one firm that can operate in both locations.

Submission Deadline: 18th December 2018

Methodology:

ARTICLE 19 desires that that campaign be based on rigorous data and analysis. We anticipate that the desired outcomes will be achieved via a combination of qualitative (focus groups, in-person interviews) and quantitative data (surveys, social media monitoring and research). However, we are open to hearing about proposed methodologies.

Part of the approach will be to work closely with campaign coalition (CSOs, research centres, bloggers, media outlets, etc) that will help design messages and amplify the campaign.

We intend that a major focus of the campaign will be on digital influencing channels, we anticipate that a good portion of the quantitative research will involve research into offline channels as well as social media habits.

Audience:

ARTICLE 19 seeks to reach audiences engaged in core social and political issues, as well as political decision-makers as a secondary target. We anticipate that registered voters may be one factor examined in determining engagement.

Campaign timeline:

- Campaign design (including message testing) will be carried out for approximately 2 months
- Campaign implementation will be carried out for approximately 4-5 months
- Campaign evaluation will be carried out during and at the end of implementation

Key activities

- Selection of target groups for the campaign
- Identification of means of communications channels to raise attention (social media and offline), change attitudes and empower individuals
- Creation of innovative- visual/audio products that engages and inspire positive reaction to protest
- Identification of messaging and message testing, that will counter the negative perception to protest
- Create monitoring and evaluation tools to track behavior changes in people in support of protest

Desired product:

The outcome will include well designed with proper M&E behavior change campaign that will seek to shift perceptions on protesters in Kenya and Brazil.

- The overall outcome is show how everyone can be an activist and can protest.
- Create an ambitious behavior change campaign that will change the narrative towards right to protest
- Using range of campaign products facilitate the launch of the campaign (purpose for social amplification) including media pitch and online/offline activities that put right to protest on top of the agenda
- Monitor, plan and track changes in attitudes, perceptions and empowerment during the campaign journey

Proposal Submission

The Agency shall submit Campaign and Financial proposal for this assignment latest by **18 December 2018** to the following:

Barbara Dockalova, Senior Campaigner

Email: dockalova@article19.org

Tel: +44 20 7324 2575

a) Campaign proposal

The proposal should include, but not limited to, Approach and Methodology and detailed schedule that will be adopted by the agency towards achieving the scope of work.

ARTICLE 19

Agencies are encouraged to adopt an innovative approach towards the assignment, to the extent possible. In assessing the proposals, ARTICLE 19 will ask the Agency to make a presentation on the strategy they will be using and examples of campaigns that the Agency delivered in the past.

Details which should also be included as a part of proposal are mentioned below:

- Evidence of relevant experience creating behavior change campaigns in Brazil and Kenya
- Tell us about your company, talent and how you work through your offices in London, Brazil and Kenya
- Client achievements won by the Agency in the field of Campaigns, Communications and/or Advertising

b) Financial Proposal

The agency will include a budget breakdown of research, message testing, creatives and launch activities. The above should be inclusive of any Out of Pocket Expenses.

Potential future work: After the launch of the campaign, we will evaluate, revise and potentially create one iteration to the campaign. There is potential scope to revisit the initial research during this stage.

Budget: Between £120,000-£180,000 (includes comprehensive monitoring, evaluation and campaign report)