

## Campaign Development



### THE ISSUE

A campaign 'Where do you draw the line?' had been developed to promote respectful relationships among young people.

However, teenagers were confused by the question, and / or thought there were too many 'grey areas'.

The campaign had to evolve, to remove the 'grey areas' and provide clear guideline, especially for young males.



### WHAT WE DID

At the core of the new campaign was the idea of loss of reputation, that 'hurting a girl will only hurt your reputation'.

Four concepts were developed. The proposed media strategy (largely social) meant that the final concept needed to have impact and be 'shareable' by the target audience – teenage boys.



### OUTCOME

The loss of reputation among teenage boys at 14-15 yrs of age is a strong motivator to change – at that age your 'rep' is everything.

'Indelible Mark' was thought to have the right level of impact and shareability.



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