



International SOS Foundation

Campaign Proposal

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Unpacking the brief

◆ Background

The International SOS Foundation launched in 2011, is a non-profit independent organisation, dedicated to providing information and training on employee risk thereby engaging, educating and influencing on duty of care.

◆ The Challenge

The harrowing impact of the pandemic as poised the challenge of protecting global workforces. There is an obvious common-good and collective need to get back to the office, operations as well as travel safely and sustainably, and to support the recovery of the global economy. **More than ever businesses need to look after their people.**

◆ The Task

To create a campaign that educates, engages and influences key audiences on duty of care to support the foundation's objective to promote best practice on employee safety, security, health and wellbeing.



Audience Mapping

	Audience Category	Motivation/Interest	Key Insight/Strategic Alignment
	HR Execs	<ul style="list-style-type: none">• HR professionals have increasingly had a widened remit, taking in all people-oriented activity, from hiring to risk.	<ul style="list-style-type: none">• The binding thread across the audience spectrum is a deep seated motivation for each audience category to ensure safe, secure and sustainable continuity in work & life events.
	HSE/Risk Managers	<ul style="list-style-type: none">• They need to be kept abreast of the most recent thinking in risk and practical mitigation measures.	<ul style="list-style-type: none">• However more than ever, there is a human-centred approach to addressing these needs. "Success is now measured by how we ease the human experience of the crisis"¹
	C-suite / business leaders	<ul style="list-style-type: none">• Business leaders have necessarily become more hands on in risk and crisis management driven by the pandemic.	<ul style="list-style-type: none">• The critical question to be answered by this proposal is how do we drive research, engage partners and deliver insights and content to maximised audiences whilst establishing the International SOS Foundation as an expert, a thought leader and trusted voice in the risk industry?
	Employees/Partners.	<ul style="list-style-type: none">• This proposal elevates the employees as well as partners to be key audiences to be engaged because;• Employees' health and safety is of primary concern and• For partners, they need to be more invested as advocates. Both employees and partners need to be more aware and engaged with the right information thereby maximising reach.	

Our Strategy

&

Communication Idea

- ◆ To tap into the human and care-first approach of our proposed communication idea to drive a global action to encourage more research, engage partners and deliver insights and content to maximised audiences through a creative mix of PR and marketing approaches such as an immersive virtual music concert and influencer advocacy.

- ◆ In alignment with the Foundation's DNA of Care, our communication idea **#BecauseWeCare** adopts a relatable human and care led communication approach to seed deep emotional messaging in the minds of key audiences and inspire them to care more than ever thereby lend a hand to the foundation's efforts to educate, engage and influence the duty of care.

The idea also aims to strengthen the care mandate of the Foundation and inspire everyone to be 'duty of care' advocates as it showcases empathy/understanding of everyone's plight.



Potential for Impact

Why #BecauseWeCare?

Our communication and strategic approach is inspired by data which indicates that campaigns that lead to changes are inspired by emotions. Hence, our approach seeks to leverage **music as a global and collective human experience** to inspire happiness, stir emotions, gain attention and inspire target audiences to be duty of care advocates thereby maximising audience reach and campaign impact.



Consumers said they would be more loyal to a brand that is human and strikes an emotional connection.

Global impact of the Pandemic

The pandemic has taken a significant toll on people across the world. All stakeholders within the audience spectrum have been affected either emotionally, economically or health wise.

Music as Partner for Change

Music can build a group identity, stir strong emotions, engage audiences, and amass people to act. This makes music the perfect partner for social change.

Duty of Care **Advocates**

More than ever we all need to care and across the world. There is a need to inspire all stakeholders to be advocates at their different levels.

Implementing the Idea

#BecauseWeCare

Break

Sustenance

- Music Video
- Event marketing – virtual fund raiser music concert
- Video marketing on Digital Media & OOH

- ISOS Spotlight
- Research Grant and Funding
- Vaccination Reward Program
- Training Discounts
- Duty of Care Advocates

1 Month

5 months

Channels: We will tactically match campaign activity with relevant channels & platforms such as OOH, Social Media etc. that would ensure deepened connection to target audience.

Campaign Break

Expected Outcome: gain attention, educate and foster new partnerships to drive the Foundation's objectives.

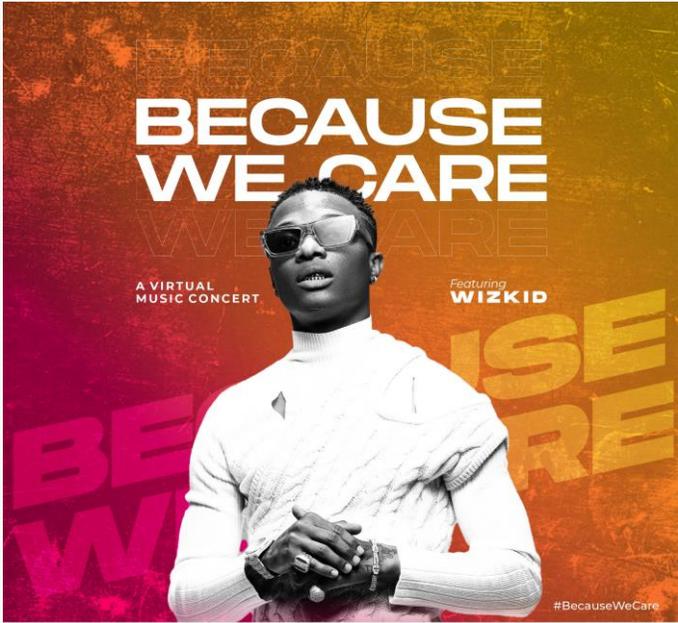
1. **Music Video:** Bring together music artists from different regions in the world to leverage their star power and sing a #BecauseWeCare song. Song to be premiered at the virtual music concert and will feature **BTS** – Asia & Oceania, **Wizkid** – Africa, **Adele** – Europe, **Rihanna & J Balvin** – Americas.
2. **Virtual Music Concert:** this event is an immersive virtual music concert/fund raiser that will create a convergence point for the foundation and its target audience to discuss engage, educate and influence on duty of care. The proposed sustenance initiatives will be discussed at the event as well as the music video premier. Proceeds from the music video and donations from the event will go into a fund to finance sustenance activities.
3. **Video marketing:** the music video and other owned video collateral to be amplified on key strategic channels that has high consumption and retention rate amongst target audience such as OOH Billboards, Social Media etc to inspire action.

Sustenance

Expected Outcome: deliver and sustain influence on the duty of care.

1. **ISOS Spotlight:** This platform is to recognise individuals within their workspace as well as organisations that are leveraging insights from the foundation to ensure employee well-being and safety.
2. **Research Grant and Funding:** As the impact of pandemic equally marred academic research endeavour, funding will be provided for research individuals and organisation on new research into the Foundation's area of focus.
3. **Vaccination Reward Program:** Create a reward and incentive program for *glocal* businesses and start-ups whose workforces are fully vaccinated to encourage safe return to work.
4. **Training Discounts:** With available funding, we propose a 3 months subsidy for the Foundation's course and trainings to encourage more sign ups.
5. **Duty of Care Advocates:** Identify and work with global and local public figures to act as partners and duty of care advocates within their communities of influence.

Creative Expressions



FRIDAY 29 OCTOBER, 2021 | 7PM (WAT)

International SOS
Foundation

International SOS
Foundation



**DUTY
OF CARE
ADVOCATE**

This is to recognise

UFOMA GEORGE

for her care and
people-oriented efforts
within her work
environment.



#BecauseWeCare

**Thank
You!**

