

A campaign for Amnesty International and the legalisation of abortion in the Republic of Ireland

**Campaign Designed by:
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RATIONALE

The campaign aims to support the **legalisation of abortion**, beginning in Ireland and then moving on to other countries where it is still illegal.

The cases of carrying sick or dying babies to full term, rape victims, and now the emerging issue of the Zika virus are threatening women's emotional and physical well-being, leaving them with no choice.

Abortion has been associated with death and murder, and is considered a **criminal offence** in many countries including Ireland. The **social stigma** and **cultural prejudice** that surrounds the issue, as well as the involvement of the church in legislation, has worsened the problem for women in need.

The campaign is asking people to empathise and “**Take Injustice Personally**” by becoming advocates of this cause.

THE IDEA

Abortion is a **taboo** in Ireland. It is a hard and stressful time for a woman, **painful** both physically and emotionally. It is a hard enough decision, without having to endure the stigma and prejudice that come with it, not to mention travelling to a different country.

The stigma is currently a **permanent burden** that a woman who has had an abortion will have to carry. It is permanent, much like a tattoo.

Through various executions, the permanent **emotional mark** of an abortion due to stigma will be compared and symbolised with a **tattoo**.



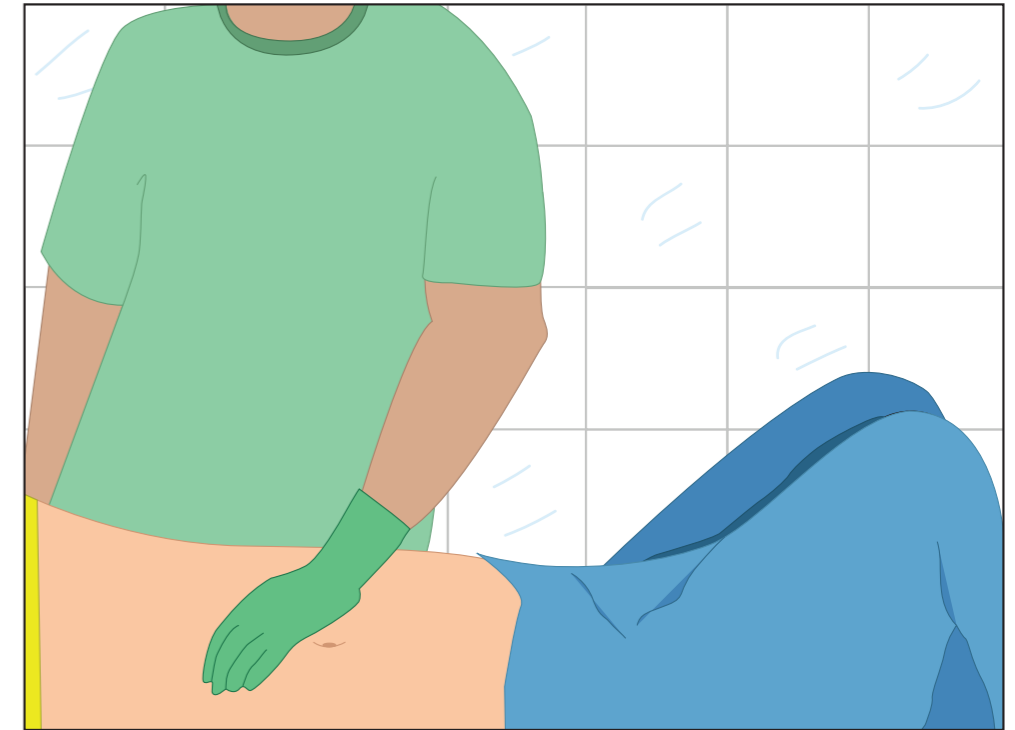
VIDEO



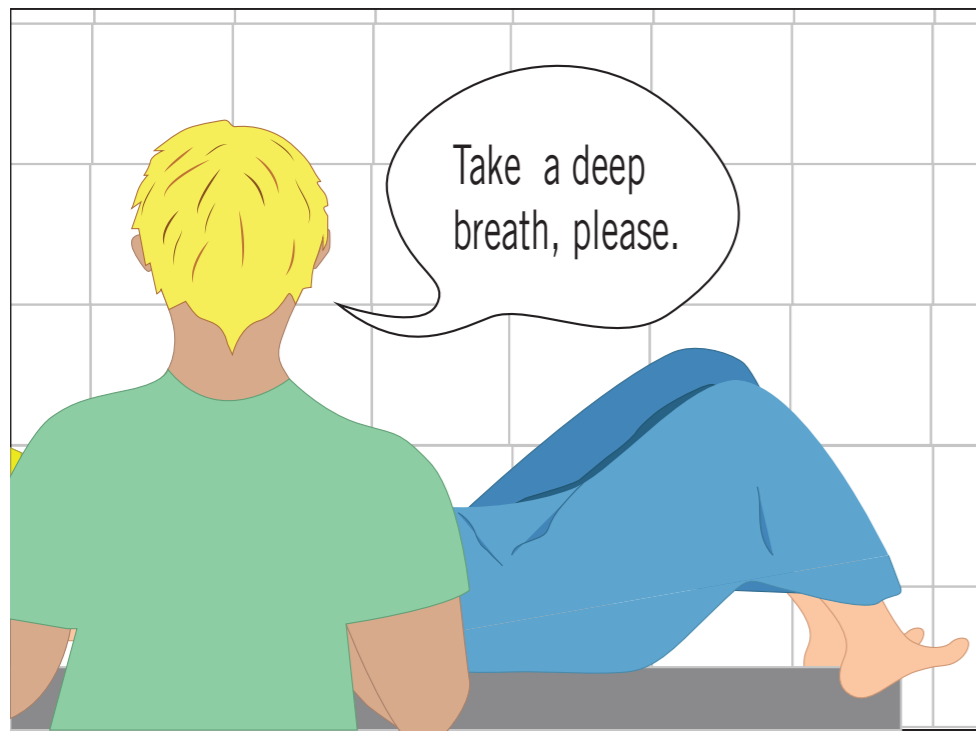
Claire looking out the window of a bus, tearing up.



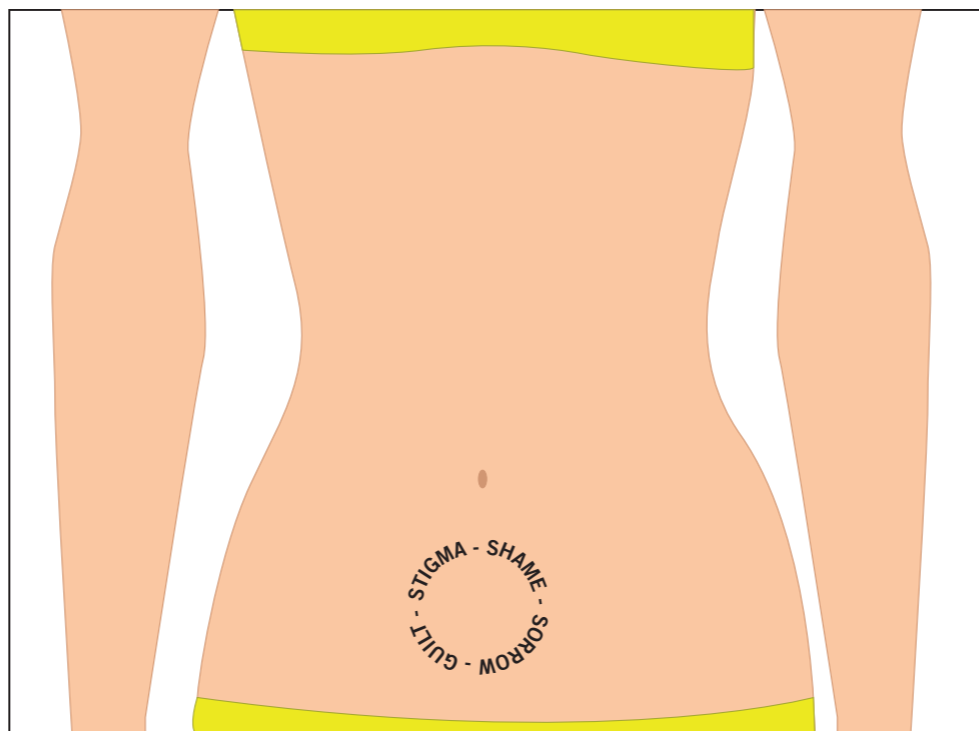
Claire standing in between a tattoo parlour and an abortion clinic. Seemingly contemplating a decision.



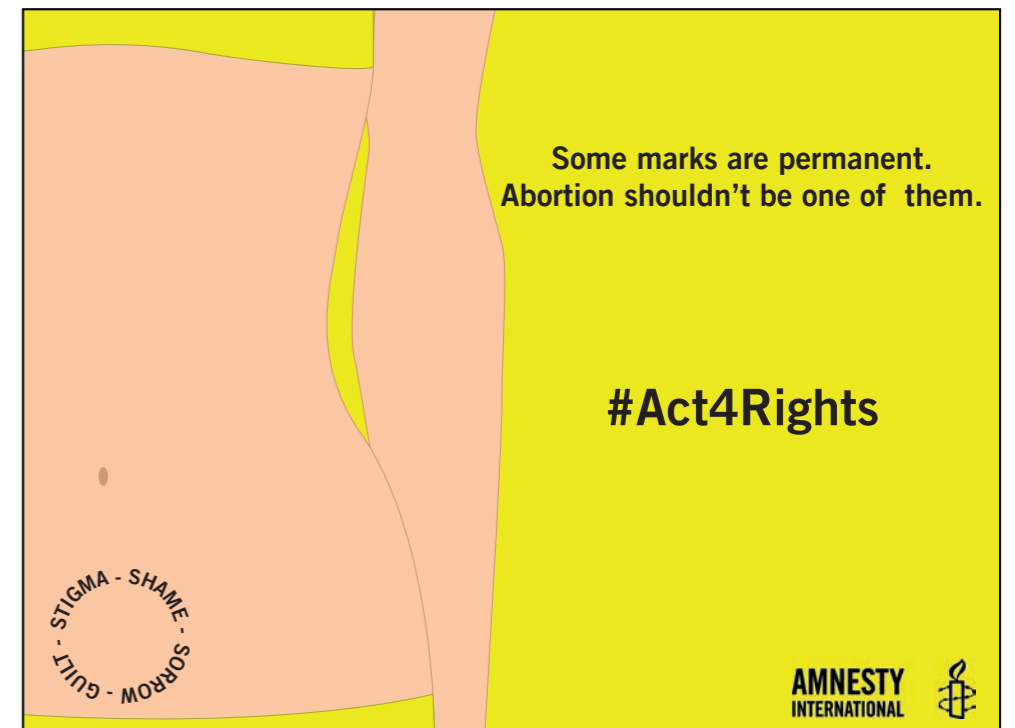
Claire being examined by what it looks like a doctor.



Claire being examined by what it looks like a gynaecologist. It is assumed she's getting an abortion.



Claire faces the camera, showing her new tattoo. The words on her tattoo symbolize the feelings of what it's like to get an abortion.



Camera moves her to the side and a message appears on screen, encouraging people to legalize abortion.



00H



**Some marks are permanent.
Abortion shouldn't be one of them.**

#Act4Rights

Visit www.amnesty.ie to see how you can get involved.

**AMNESTY
INTERNATIONAL** 

This poster will feature as a 48-sheet in key locations around Ireland. A series of executions with the same concept will be placed alongside this poster on bus shelters (6-sheets), and will also be used as banner ads online.

DIGITAL ACTIVATION

Following the OOH advertisements and other digital advertisements, a Digital Activation will be initiated.

Temporary tattoos will be handed out by Amnesty International activists on central locations in Dublin, Cork, and Galway (e.g. Grafton Street, Dundrum Shopping

Centre, etc). Supporters of the cause will be called to place the tattoos on their body and post a photograph on Twitter or Instagram, using the hashtag **#Act4Rights**, or alternatively post without images. Supporters will be proud of wearing the **mark** that symbolises their support.





DIGITAL ENGAGEMENT

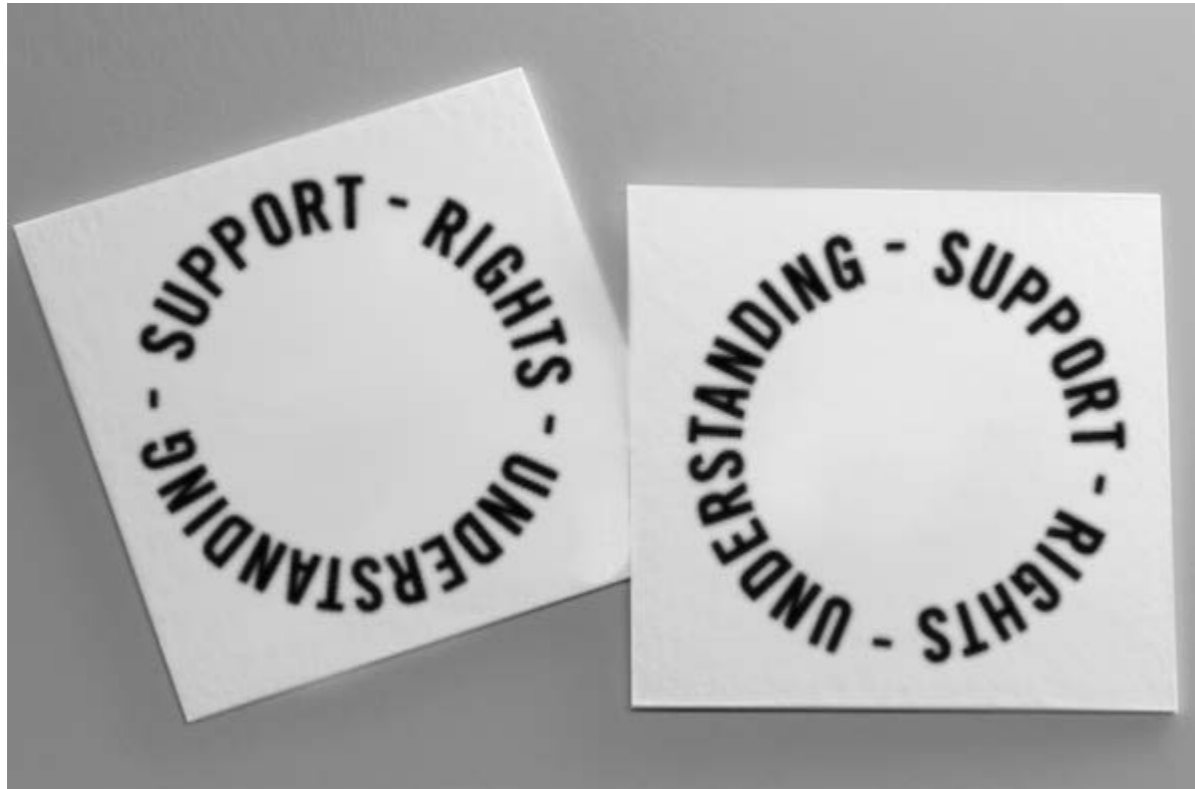
The Digital Activation will lead to strong Digital Engagement through **Social Media** – mainly Twitter (as displayed above). The aim is to flood Social Channels with **messages of advocacy and support**, alongside images of women (and potentially men) who proudly wear their temporary

tattoos in support. Women will also be encouraged to share their abortion-related stories.

Demonstrations will follow, lead by advocates of the cause and activists of Amnesty International.



NEXT STEPS



This campaign aims to reach other countries which face the same problem through Digital Activation. The video, banner ads, and Social Media posts originating from women in Ireland will be seen and shared by people across the globe. The **temporary tattoos**, which will initially be handed out on the streets of Ireland, could be placed at checkouts in stores, available for interested parties to purchase for a minimal charge (this is not for profit). They could also be sold online.

The aim is for this to become a **symbol** of the cause, similar to charity wristbands or pins for cancer awareness.

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