



# AMNESTY INTERNATIONAL

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Commercial Design Board

## ***A Refugee's Journey***

This commercial concept is designed to utilize the viewer's existing frustrations about human rights violations and injustices around the world. It then associates relief through Amnesty International's campaign for justice and equality.

Using a series of abstractly representational visuals, this commercial's narrative will illicit participation in Amnesty's goal of restoration of humanity through advocacy, solidarity, and support. The sketch-illustrative style allows for fluid movement from injustices to restoration, guiding this short story to its restorative conclusion with the lighting candle of Amnesty's logo, changing the background from black to yellow.

Viewers will identify the color and typography with existing Amnesty branding and the narrative resolution will combat indifference and apathy for their fellow human, generating participation from this valuable group in Amnesty's mission.

## ***About Amnesty International***

Amnesty International is a global movement of more than 7 million people who take injustice personally. We are campaigning for a world where human rights are enjoyed by all.

We are funded by members and people like you. We are independent of any political ideology, economic interest or religion. No government is beyond scrutiny. No situation is beyond hope.

**Slogan:** Better to Light a Candle than Curse the Darkness.

[<https://www.amnesty.org/en/who-we-are/>]

## ***What Does Amnesty Do?***

We investigate and expose the facts, whenever and wherever abuses happen.

We lobby governments, and other powerful groups such as companies. Making sure they keep their promises and respect international law.

By telling the powerful stories of the people we work with, we mobilize millions of supporters around the world to campaign for change and to stand in defense of activists on the frontline.

We support people to claim their rights through education and training.

## ***The Questions***

1. Have you heard of Amnesty International?
2. What is your opinion of Amnesty International?
3. Do you have a positive, negative, or neutral feeling about Amnesty's work in opposing the death penalty?
4. Do you have a positive, negative, or neutral feeling about Amnesty's work in corporate accountability?
5. Do you have a positive, negative, or neutral feeling about Amnesty's work in freedom of expression?
6. Do you have a positive, negative, or neutral feeling about Amnesty's work in stemming discrimination?
7. Do you have a positive, negative, or neutral feeling about Amnesty's work in protecting indigenous peoples?
8. Do you have a positive, negative, or neutral feeling about Amnesty's work in sexual/reproductive rights?
9. Do you have a positive, negative, or neutral feeling about Amnesty's work in preventing and stopping torture?
10. Do you have a positive, negative, or neutral feeling about Amnesty's work in freeing the unjustly detained?

## ***Results/Interpretation***

All of the respondents were aware of Amnesty International and all respondents had a positive feeling overall about the work that Amnesty does.

Overall, the responses to the remaining questions about just some of the specific areas that Amnesty seeks to stem injustice in were very positive. Some respondents directly associated a number of these activities with what they normally associate Amnesty with. Given the pool of people surveyed; Freedom of Expression, Sexual/Reproductive Rights, Stopping Torture, and Stemming Discrimination seemed the most recognized.

## ***Market Identification***

Educated: interested in the overall health of the human race and the planet we occupy. Likely to be interested in the impact and study of world cultures.

Male/Female: equally engaged in a variety of social justice issues, sexual/reproductive rights are important to this group as they have seen the array of injustices throughout their lives.

30-60: broad age range with numerous life experiences, but all likely to be engaged in gainful employment that is easily effected by a variety of conflicts around the world.

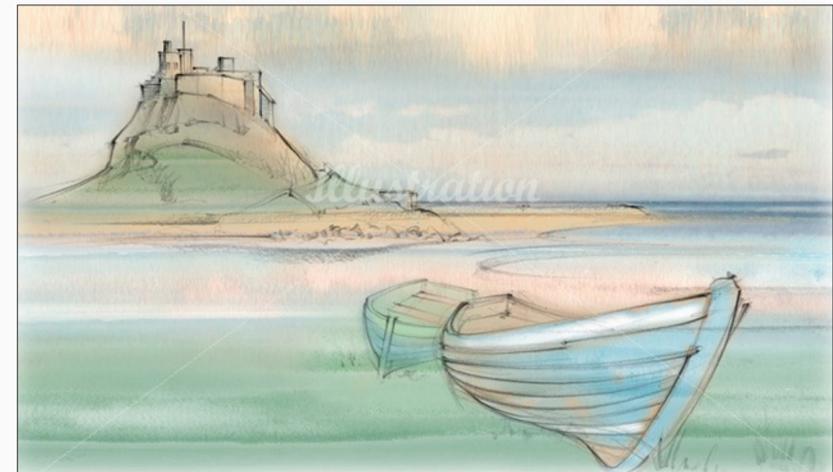
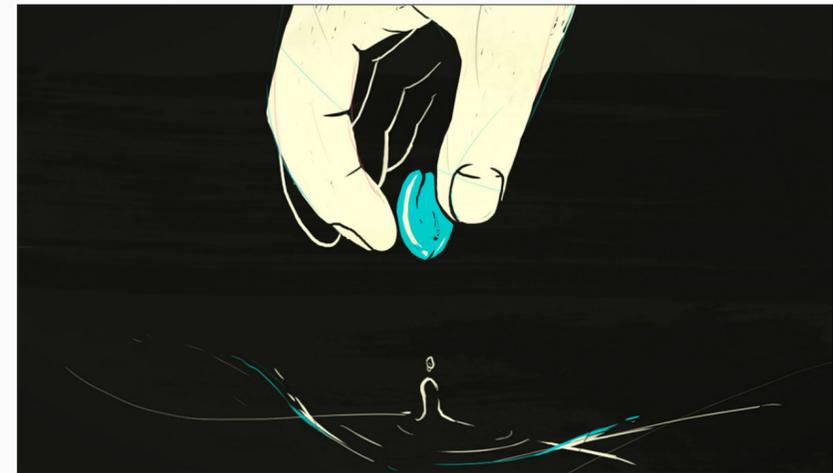
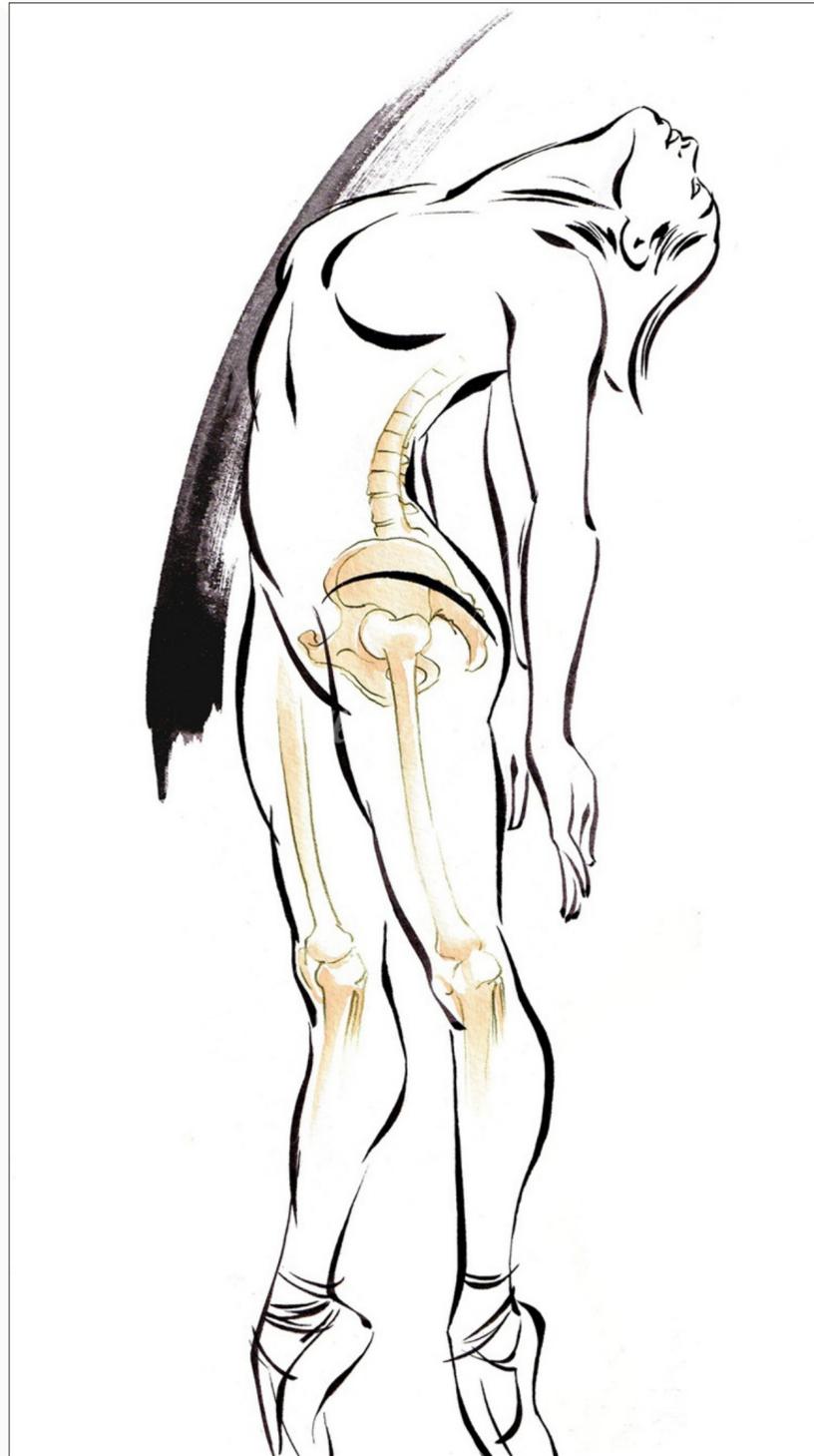
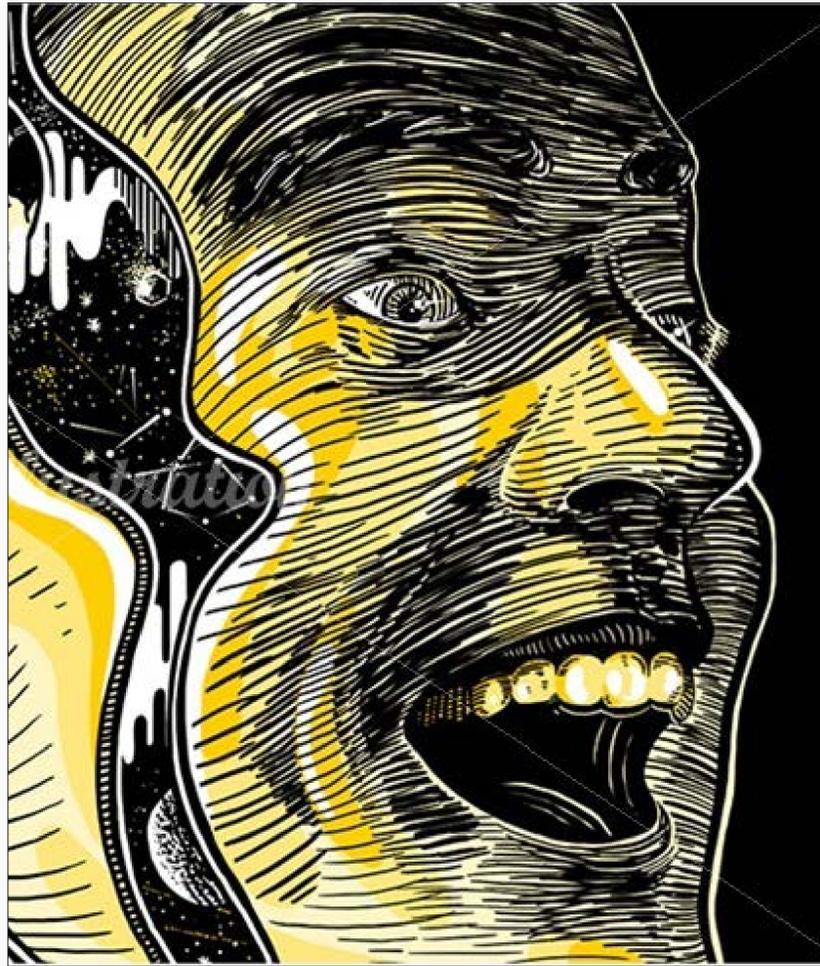
Social Media: people in this group are likely to be using Facebook, some of the older members use it to primarily stay in touch with family whereas some of the younger members are likely using a variety of social media (Facebook, Twitter, Instagram) as important sources of information and news.

Media Habits: people in this group are likely very engaged with media, particularly news. I would guess a combination of news sources (PBS, BBC, CNN, etc.). Additionally, I would guess that many are avid readers. Suggested placement could ideally run during a highly produced news program such as CBS Sunday Morning, as the wide range of stories and human interest pieces are likely to attract this group.

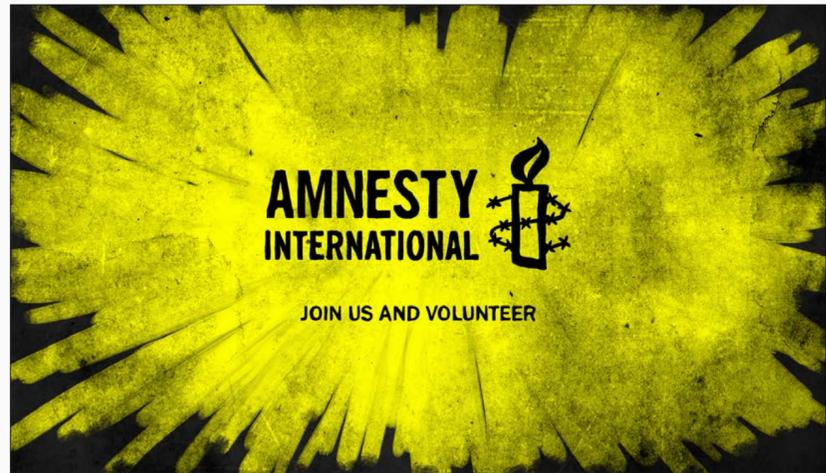
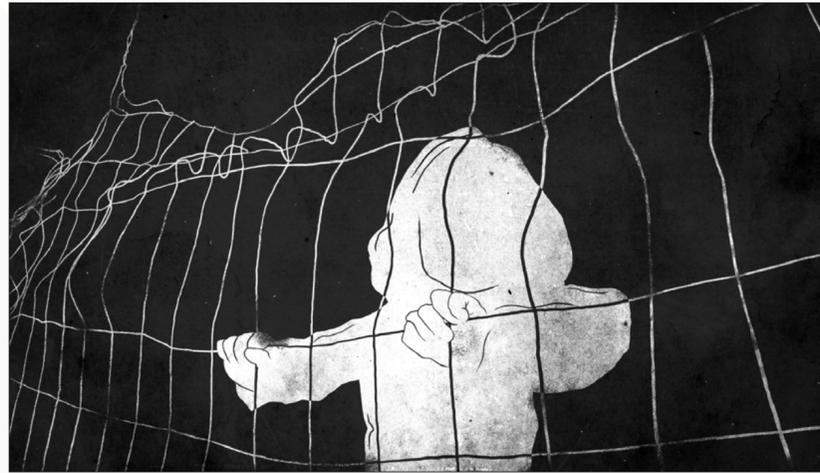
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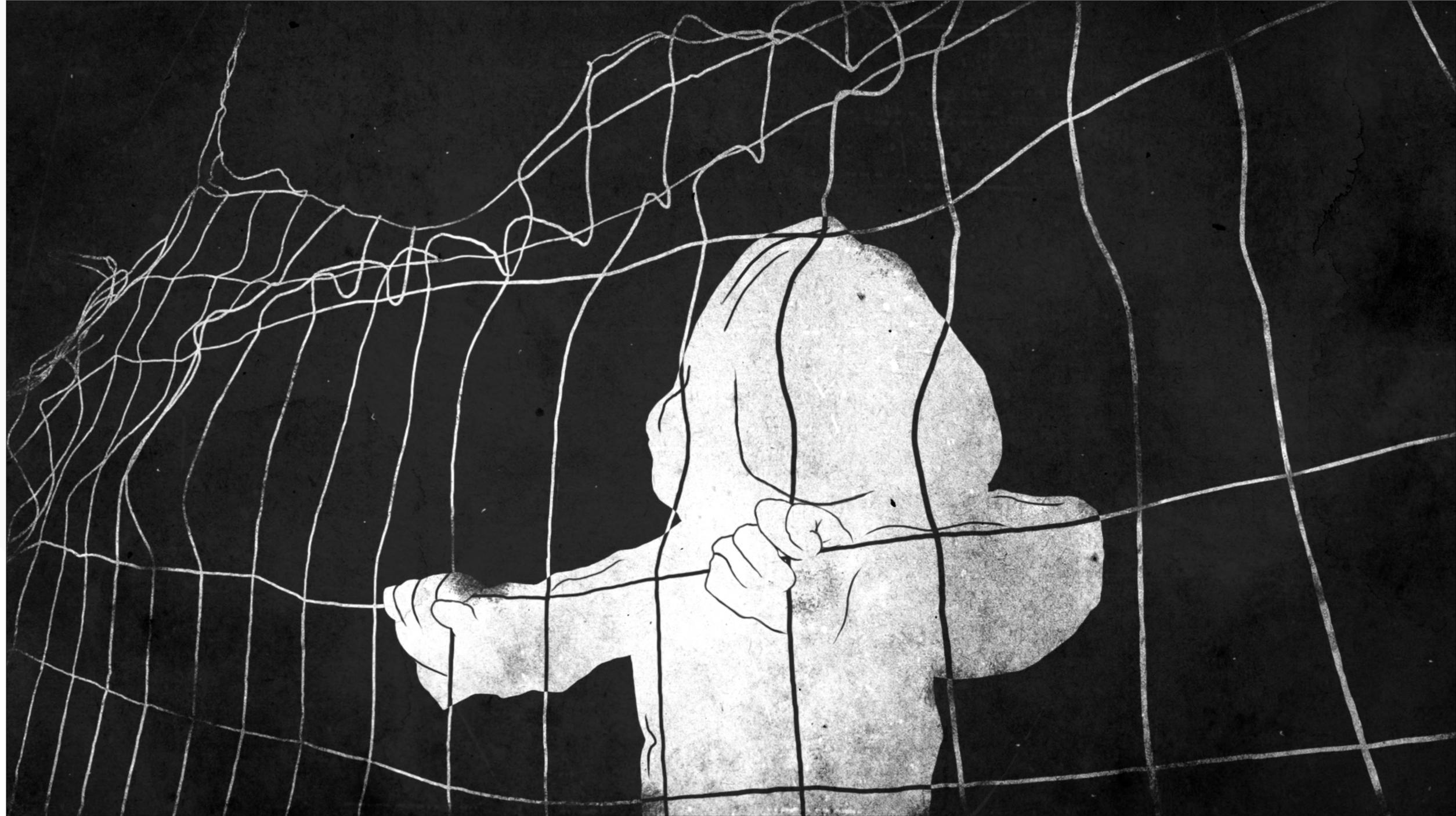
◆ STYLE REFERENCE



DESIGN BOARD



















[amnesty.org](https://www.amnesty.org)



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THANK YOU.