

You can notice brilliant creative.

But can you notice sexual harassment?

 **timeTo use your head**

CAMPAIGN

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There's a misconception around what constitutes sexual harassment

The timeTo survey report* indicated a discrepancy in peoples' thoughts about sexual harassment. (97%) of respondents agreed that sexual harassment in the workplace shouldn't be tolerated, however a portion of these same respondents also agreed with the statements below:

*"People are **now complaining** about things they were perfectly happy with **years ago**" → 22% agreed*

*"It's **hard to know** what the **rules** of behaviour are **these days**" → 22% agreed*

*"Sexual harassment is **this years bandwagon**" → 25% agreed*

These statements all suggest a **lack of clarity** around the topic and even worse, they **play down the severity** of sexual harassment.

Could the similar % scores indicate that this is the same group of respondents, all agreeing with similar things?

Could these statements be evidence that these respondents are **long serving** employees?

The misconception around what constitutes sexual harassment lies within those who're in positions of power

The timeTo report also provided clues as to what types of respondents were the ones who remained ignorant to sexual harassment:

*82% of those affected by sexual harassment have been harassed by **someone senior to them.***

*72% of those who have been sexually harassed have been harassed **more than once** and of them, 25% have been harassed **6 times or more.***

*69% have experienced it within the **last five years.***

The fact that sexual harassment is happening on **multiple occasions** indicates two things:

1. That the perpetrators are repeat offenders; ignorant to the fact that what they're doing is wrong.
2. There's a history to cases of sexual harassment, suggesting that the **perpetrators are those who've been in the industry for a longer period of time**, making likely perpetrators bosses and managers.

What unites all perpetrators is their positions of power within the workplace.

Sexual harassment hasn't changed: our tolerance towards it has changed.

There's a misconception amongst those in positions of power as to what sexual harassment is - and this isn't just limited to the advertising industry, or even to the UK.



"It's just locker room talk"



"Women will say, 'Oh 5 years ago, a man put his arm around me and I didn't want it'"



Those that are ignorant to sexual harassment feel that things they thought were OK in the past now appear suddenly inappropriate. This is because it's not the nature of sexual harassment that's changed over the years, but more our tolerance to the harassment.

We need to make those ignorant to harassment take notice that tolerance has changed and that they should use their positions of power to monitor their own behaviour and influence behaviour of others.

Campaign objectives

What's the objective for phase 2 of timeTo campaign?

To encourage a culture where sexual harassment of any kind is simply not acceptable and, by doing so, support witnesses or bystanders to call it out as such without fear of reprisal.



What's the behaviour change needed to achieve this?

Increase recognition of what constitutes sexual harassment in the workplace.



What's the role we need communications to do to achieve this?

Make those who are currently ignorant towards sexual harassment take notice, so that they can recognise the behaviour in themselves and others.

Creative idea

Who do we need to reach?

Those in positions of power within the industry.

How will we reach them?

We know that the thing that unites the industry – whether you work for an agency or a brand – is the love and appreciation of brilliant advertising.

Our audience are seasoned pro's. They know a great ad as soon as they see it. They were probably the one to create it, or sign it off.

We're going to stroke their ego and tap into their ability to recognise brilliance in the iconic creative the industry has given us over the years. By reminding them of this, we'll also be reminding them to recognise sexual harassment in their workplace in the same way.

We'll partner with brands and together we'll co-deliver iconic adverts – disruptively. By joining forces with brands, we can embed the timeTo message into iconic content that we know will be lapped up by the industry; therefore we'll be leveraging the brands' influence.

Creative execution

We'll repurpose a series of iconic adverts.

Think – *Cadbury's Gorilla*, *Sony bouncing balls*, *Jaffa Cake's 'total eclipse' analogy* – the greats.

We'll lure our audience into their happy place and then we'll disrupt them with hints of harassment in several short snippets cutting throughout the ad. It'll be jarring and uncomfortable, and they won't be able to enjoy the ad that we're interrupting.

We'll make sure that sexual harassment catches their eye this time.



We'll disrupt Cannes Lions Festival to launch the campaign

Described as the 'only global event that covers every aspect of how the industry is evolving', the Cannes Lions Festival is a place where the eyes and ears of all those in the industry will be taking notice – whether they're on the ground or back in the office.


There's two ways we'll launch the campaign:

1. Sabotaging our own 'What makes brilliant creative catch your eye?' talk

Five days of talks. Ten big questions the festival will answer

What makes brilliant creative catch your eye?

Speakers include Stephen Woodford and Pippa Glucklich of WACL, will talk about how brilliant creative catches your eye and if we can use that skill elsewhere.



We'll make 'Can you notice sexual harassment?' the number 1 question that the festival will answer, except it will be masquerading under 'What makes brilliant creative catch your eye?' We'll catch our audience off-guard and disrupt them with our message.

2. Disrupting award ceremonies



We'll disrupt the beginning of each award ceremony with the films. The audience will be ready to notice brilliant creative that has been awarded and we'll disrupt them with our message.

We'll continue to disrupt our audience after the festival ends, in places we know they'll be

Continuing our partnership with brands, as well as partnering with supporters such as Advertising Week and Campaign, we'll disrupt unsuspecting industry news surfers with our films as we sabotage 'new work' articles with our message.

Word will spread through the industry and people will start searching out our disruptive ads, not knowing when they might be surprised by one.



The screenshot shows the Campaign website interface. At the top, the 'campaign' logo is centered, with navigation links for 'SIGN IN', 'REGISTER', 'BULLETINS', and 'SUBSCRIBE' to its right. Below the logo is a horizontal menu with categories: 'LATEST', 'CREATIVE WORK', 'TOP BRANDS & AGENCIES', 'EXPERIENCES', 'CASE STUDIES', 'EVENTS', and 'JOBS'. A search icon is on the far right. Underneath the menu, there are 'TRENDING' tags: 'THE A LIST 2019', 'FUTURE OF BRANDED EXPERIENCES', and 'CAMPAIGN50'. The main content area features an article by Nicola Kemp, posted 5 hours ago, titled 'Cadbury's employs gorilla tactics to bring back the love'. The article includes a photo of a gorilla. To the right of the article is a 'campaignjobs' sidebar listing several positions: 'Marketing Manager - unique opportunity in Automotive Sector' (salary £35k-£45k), 'Content Editor' (salary £38,000-£40,000), 'Senior Direct Marketing Manager - National Children's Charity' (salary to £45k), 'Digital Marketing Manager' (salary £45,000-£50,000), and 'Senior Account Director'.

The campaign will change perceptions in the short term and make people take action in the long term

Phase 2 campaign objective:

To encourage a culture where sexual harassment of any kind is simply not acceptable and, by doing so, support witnesses or bystanders to call it out as such without fear of reprisal.



Measurement:

100% agreement to the below statements in a new survey, issued August 2019:

"Sexual harassment should not be tolerated within our industry."

Behaviour change needed:

Increase recognition of what constitutes sexual harassment in the workplace.



Measurement:

100 new sign ups to the timeTo Code of Conduct by August 2019.

Role of communications:

Make those who are currently ignorant towards sexual harassment take notice so they can recognise the behaviour in themselves and others



Measurement:

Less than 5% agreement to each of below statements in a new survey, issued August 2019:

"People are now complaining about things they were perfectly happy with years ago."

"It's hard to know what the rules of behaviour are these days."

"Sexual harassment is this year's bandwagon."