

CIPR Excellence Awards 2024

Agency: Red Consultancy

Client: Avon

Category: Best use of Content

Entry title: Avon's Reverse Make-Up Tutorial

Exec summary:

Our Reverse Make-Up Tutorial featured a happy and confident woman who, instead of showcasing make-up techniques, is slowly stripped of her make up by an aggressive partner.

Created for Avon to support the UN's 16 Days of Activism against Gender-Based Violence, the emotive content revealed the seriousness of verbal, appearance-based abuse.

By turning the popular make up tutorial concept on its head in a way that was credible for Avon, we delivered masses of media coverage and social engagement - leading to a 28% increase in visits to sources of help.

Brief/objectives:

For more than 30 years, Avon has donated over US\$91 million to help end gender-based violence. The brand has also supported the United Nation's annual 16 Days of Activism against Gender-Based Violence campaign for several years.

In 2023, our objectives to support this UN initiative were to:

1. Deliver digital content which inspires social and media conversations around appearance-based abuse
2. Signpost where women can seek help
3. Support fundraising efforts for Gender Based Violence-related NGOs

Red's remit included global strategy and content creation plus UK activation.

The idea, research and planning:

1 in 3 women will experience sexual assault or domestic violence in their lives but it is not widely understood that gender-based violence takes many forms, including verbal and appearance-based abuse.

Our idea was to raise awareness that not all abuse is physical and to showcase what constitutes verbally abusive behaviour, and where victims can seek help.

Our plan involved:

- Creating hero video content which could be amplified across Avon Worldwide's digital and social channels
- Using the content to generate widespread media coverage
- Bringing the content to life with real-life case studies

We partnered with global NGO, **The NO MORE Foundation** to provide insights, guidance and to signpost for further help.

Key messaging would direct people to sources of help, as well as to Avon's fundraising products for those wishing to support the cause.

Strategy, creativity and innovation:

Our strategy revolved around re-thinking the typical makeup tutorial video. This would be authentic to the Avon brand and is also a universally understood concept that would resonate across Avon's diverse markets and their cultures.

The creative twist? Turn the transformational journey of a makeup tutorial on its head...

Instead of a woman growing in confidence as the tutorial progresses, we start with a happily 'made-up' woman who then has her make up stripped away by an abusive perpetrator and becomes increasingly unhappy and distressed.

This unexpected take on a popular content format would take people by surprise, as would a soundtrack of threatening and abusive comments as the abuser mocks the woman's appearance and erodes her confidence.

Delivery/implementation of tactics:

Creating the tutorial:

We developed the script using experiences from case studies on the types of language and experiences victims of appearance-based abuse can face.

Edits were created for different social channels and the video was provided to local teams in an editable format.

Delving deeper:

We conducted research into abuse and coercive control across Avon's top seven key markets. Women were asked how male partners had made them feel about their appearance and how they'd reacted to it. This gave us a multimarket picture of appearance-related abuse courtesy of the views of over 7,000 women and how they, their female friends and family had been affected.

Activating the campaign:

Reverse Makeup Tutorial Video: Launched on Avon's Worldwide YouTube channel and signposted via social channels. Shared with media across all markets for editorial inclusion.

Tailored stories created for media: Local teams packaged up the story for their key media with tailored pitches offering different angles and cuts of research data.

Inspiring real-life stories: Worked with NO MORE to identify survivors of abuse who were willing to share their experiences with media, highlighting the action they took to inspire other victims to do the same.

Executive briefings: Avon's CEO was offered to top-tier, global publications alongside exclusive survivor stories.

Localised approach: Each market worked with local NGOs to signpost them and provide support to people who were dealing with any form of abuse.

Measurement, evaluation and impact:

Our clever and engaging creative resonated across diverse markets to raise awareness of an important issue and generate funds for NGOs. But the most important measure of success was that it positively impacted victims of abuse.

Results vs objectives:

- 1) Deliver digital content which inspires social and media conversations around appearance-related abuse
 - 4.7m social media impressions and powerful 136.6k engagements across Facebook, Instagram, LinkedIn and X where women shared and discussed their own experiences.
 - Campaign generated the highest engagement of all posts across NO MORE's channels during the 16 Days of Activism against GBV period.
 - 150 pieces of well messaged editorial coverage delivering 17.2m OTS
- 2) Signpost where people can seek help
 - NO MORE saw a 28% increase in the number of visits* to its online Global Directory, a list of organisations that can help victims of abuse (*week the campaign went live vs the seven-week period prior)
 - Campaign helped contribute to 10 x YoY increase to NO MORE support services
- 3) Support fundraising efforts for Gender Based Violence-related NGOs
 - Significant funds raised across Avon's top markets