

TITLE OF ENTRY	David Hicks End the Injustice Cell
PRODUCT/SERVICE:	Amnesty International Australia Human Rights and Security Appeal
CLIENT/ADVERTISER:	Amnesty International Australia
AGENCY:	VOLUNTAS Kreston DTS and Pareto Fundraising
Author	Peter Buckmaster

CREATIVE DIRECTOR: Karl Tischler Clinton Smith

ART DIRECTOR: Karl Tischler

COPYWRITER: Dan Geaves

EXECUTIVE PRODUCER: Peter Buckmaster

ACCOUNT MANAGEMENT: Abi Knight Dan Geaves

PRODUCER: Dave Marriott

MAILHOUSE: Pareto Fundraising

CLIENT EXECUTIVES: Katie Wood David Armstrong Nathan Cockroft

MARKETPLACE CHALLENGE/OPPORTUNITY

David Hicks had spent over 5 years without a fair trial in Guantánamo Bay. He was due to be tried by a new US Military Commission, which Amnesty International believes violates international standards for fair trials. Time was running out to help prevent Hicks being tried unfairly. To motivate the public into action, Hicks' reputation of being "the worst of the worst" needed to be challenged.

OBJECTIVES

Get 3,000 individuals to ask the Prime Minister to "bring David Hicks home".

Ensure that the data captured was of sufficient quality to facilitate effective follow up communications such as campaign updates, and invitations to donate money.

TARGETING & STRATEGY

Australians who believe in "a fair go" but don't have a lot of spare time to protect that value. The strategy was to convey an experience ... the injustice of life in Guantánamo Bay for yourself – step inside!

TACTIC/EXECUTION

A full scale replica of Hicks' detention cell was constructed and toured across Australia. Tablets PCs captured digital signatures, donations and data. This made responses quick and redefined the fundraising experience.

Amnesty International Australia volunteers asked people to digitally sign up to the campaign on a wireless PC tablet – the first ever use by a charity in Australia.

People could sign their name with a stylus. All captured signatures were presented on a scrolling plasma screen embedded in the outside wall of the cell.

Video media including audio/visual and touch screen, cam recorded personal messages from the public. The messages were then published on YouTube and to a supporting campaign website.

RESULTS

Over 30 days of activity 4,000 individuals joined the campaign, this equates to 133 people a day. A target had been set at 50 per day.

In comparison, a personal request from Bono during a U2 concert in Sydney to 70,000 people achieved just 3,000 names of individuals arguably less engaged in the cause itself.

The rate of sign up from the cell campaign beat previous site records obtained using volunteers wielding clipboards by 44%.

Because of the quality of the data and depth of emotional involvement generated, a healthy 7% of those who signed up through the cell have been converted into monthly supporters of AIA.

QUOTES

QUOTE 1: Nathan Cockroft, Online and Interactive Manager, Amnesty International Australia

"...To give the public "a voice" by taking the "call to action" to express their opinions of the David Hick case in an environment that was dominated by Government opinion"

QUOTE 2: Katie Wood, Campaign Coordinator, Amnesty International Australia

"The Bring David Hicks Home campaign took campaigning to a new level. It talked to the public in a way that conventional campaigning methods couldn't ... harnessing an existing feeling in the community."