

### **Advertising Creative Strategy: Doctors Without Borders**

**Brand name:** Doctors Without Borders

**Basic Promise:** Provide medical aid for countries/areas or cities that need it the most and most urgently (also related to current coronavirus pandemic).

**Why?:** To help countries that may not have relevant funding and as the pandemic has shown - helping those around us ultimately makes us all safer.

**Target market :** Young people on social medias

Age groups. E.g. Instagram 18-29 years of age. Especially to prevent this age group getting restless.

**Objective:** Raise donations & brand awareness.

**Insights:** They are currently working on the coronavirus outbreak (as they shared stories on their website), they have used social media challenges before (like on Instagram for st valentines), it's powered from people sharing their own content so it's not too expensive for a charity like this and this kind of fundraising is really working right now (Chiara Ferragni and Fedez who raised 3.5 millions in two days for Italian hospitals).

**Medias (The medias used for campaign):** Instagram, twitter, online news medias (like vice, and vox).

**Executional considerations (exact logo to be used in all ads, same tag/strap line in all ads, etc):** their logo, red and white colors, coronavirus theme, suitable for sharing on social medias, tagline: "help us to help you".

A lot of influencers and famous people in Italy are organising fund raisings to donate money to hospitals to help them deal with the emergency with amazing results. We can ask people to post the receipt on their insta stories (to share and maybe feel a bit good about themselves for helping). Examples:

1. Share stories about how people are living under quarantine (so that people can understand the severity) with a specific #

2. Preventive measures against coronavirus, explain “social distancing”
3. Explain what the money will be used for
4. How people can help
5. Creation of 3 posters for physical/online advertisements
6. Possible newspaper editorial including around 400 words of information about doctors with borders campaign as well as a picture/poser
7. Slogan : “Help us to help you”
8. “In MSF communications, the most important thing is the message. Our fonts and our style of composition should match the tone of our communications, which should be legible, powerful, clear, ordered and precise.”

### **Social Media Advertorial words**

The feeling of uncertainty in the world is undeniable at this time. Everywhere around the world people are being urged to stay indoors. This, in large, is stopping the spread of COVID-19. But more needs to be done. Hospitals are running out of equipment everywhere around the world. World renowned health care systems are struggling.

Who will help the countries that are unable to afford efficient testing procedures? The World Health Organisation has stated that testing accompanied with appropriate medical care can be very effective at easing the strain on health facilities world wide.

It can be so easy to forget from the comfort of our homes that people are desperately fighting for their lives and the lives of others. This doesn't mean that we should all rush outside to try and be of physical assistance. It's best if you stay inside if you are not an essential worker. Every superhero has their role - it's okay if yours is to stay inside.

Doctors Without Borders aim to provide medical aid where it is urgently needed the most in the world. By helping those with less it helps us *all*. Our contributions when viewed as singular can seem small. Combined we become unstoppable. Things that could have never happened before are happening. The entire world is at a stand still and we have all been humbled by it. #HelpUsToHelpYou by showing us how you are self isolating during this period of quarantine. If you are able to help further donate to DoctorsWithoutBorders.org. This pandemic requires solidarity. Will **you** join us?

## Report

Doctors Without Borders is a charity that specialises in providing medical aid to places it is needed most ( Médecins Sans Frontières UK, 2020). They work mostly with volunteers and are currently working on the COVID-19 pandemic. Their work includes sending nurses and doctors to places where they do not have enough medical professionals at hand.

They often use real people in their campaigns and this adds a sense of relatability and compassion for the work that they do. I decided that this would be important for the campaign. Seeing a familiar face has been proven time and time again to make people pay more attention (Collins, Stone and Kessick, 2019).

Initially I wanted to create an advertorial solely and I focused on the idea of 70% written content 30% about the brand. This was difficult to a certain extent as I didn't want to overwhelm the reader with statistics or too much new information. This is due to the daily overload of Coronavirus details everyone is receiving already as well as wanting them to pay more attention to donation prompts at the end.

The campaign for the brand was influenced by viral social media challenges. They are generally low cost and extremely effective if they catch on. The challenge concept is for people to donate to the charity and then share the fact that they have donated with their followers - hopefully creating a chain effect.

In order to gain traction for this we then had to decide who the target audience was. I opted to take control of the Instagram market as I realised that placing an advertorial in a physical magazine during this time period may be wasteful of the charities resources. I adapted the advertorial to suit the social media campaign, this was approved and agreed by the group. The advertorial remains true to its original purpose but allows user shareability to increase.



I decided to create a filter that popular influencers could use to raise awareness. An example of the filter is shown above. All images used are for exemplary use only.

The hashtag “#HelpUsToHelpYou” is clearly shown and the brand guidelines have been followed as decided by the group. The logo and a clear indication of the action required (to donate) is clear.

Initially I was going to place the advertorial text on top of the images but the impact was not as strong. So I instead opted for the idea that the text can be beneath the post in the caption for all those that choose to post it. This isn't too difficult as large pieces of text can easily be copied even on a mobile device.

The next issue was whether the influencers I had chosen would be willing to take part realistically. I created a table including the 5 influencers I thought would be most appropriate for the campaign. These choices were based on several things including: family friendliness, likeability, following and the potential for virality. I then created mock ups for each influencer I had chosen.

Influencer	Why they would be good for the campaign	FOR/AGAINST
KSI (Olajide William Olatunji)	2nd biggest influencer in the UK. 7.3 million reach on Instagram	AGAINST Unlikely to do it. Very exclusive. Popularity can be a hit and miss.
Saffron Barker	5th biggest influencer in the UK. 1.3 million reach on Instagram. 2.3 million Youtube subscribers. Associated with other popular youtubers in a similar market.	FOR. Very willing to support charitable causes online. Recently took part in #Youtubers4NHSHeroes. Family friendly - typical British rose aesthetic.
Holly Boon	17th biggest influencer in the UK. Founder of Holly Boon Cosmetics. 500,000 instagram followers. High follower engagement.	FOR. Likely to do it. Adds variety to the influencer list. Takes very good pictures. Extremely likeable and accessible. May not produce virality factor but could grow on most audiences very quickly.
Michael Daapah	One of the UK's best rising comics, the 28th biggest influencer on the list. He has 1.4 million instagram followers. Incredible virality.	FOR. He is able to charm audiences at every age and of different backgrounds. He is likely to agree to take part and there is potential for the trend to catch on a lot more due to the range of popular people that follow him.
Josh Pieters	One of the UK's best Youtubers. He has 1.3 million Youtube subscribers and 500,000 instagram followers. He has incredible virality again as does Daapah.	FOR. Likely to do it. Likely to do something creative and fun to promote the campaign as well. Likely to bring in similar "lad culture" men into the challenge as well. Typical "bloke" aesthetic.
Nella Rose	A prominent Youtuber.	FOR. Willing to do it. High

	Huge likeability across all audiences. 230,000 instagram followers. 350,000k Youtube subscribers.	engagement. Gossip blogs frequently write about her. Very likeable and relatable. Very powerful presence on social media.
--	---	---

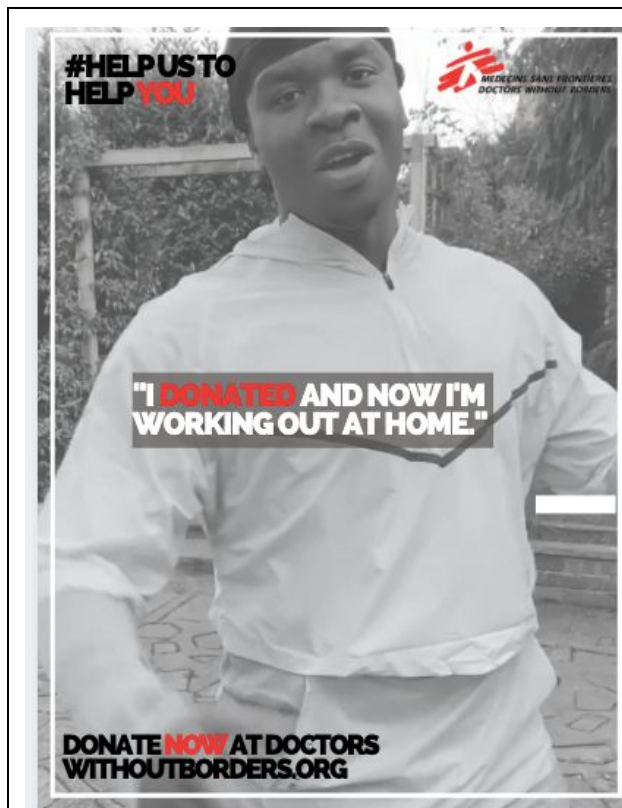
### Final Choices



Nella Rose



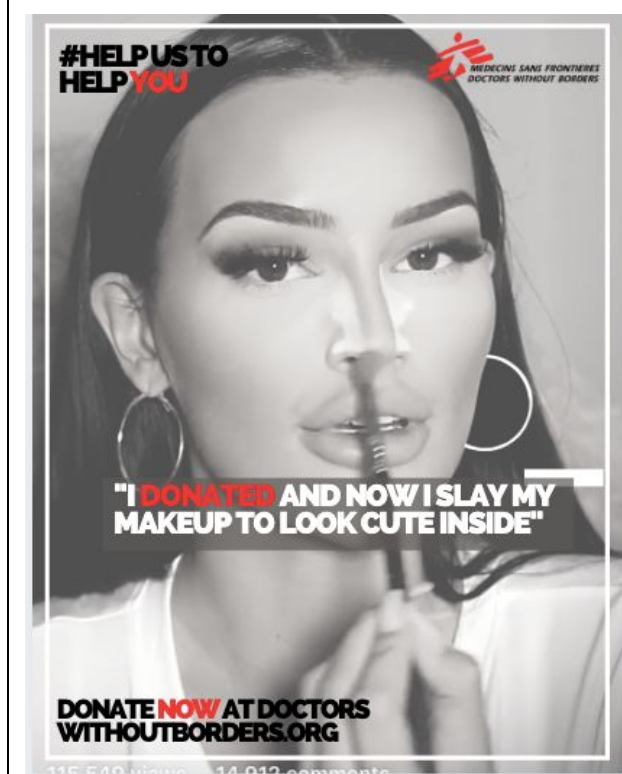
Saffron Barker



Michael Daapah



Josh Pieters



Holly Boon



Picture provided by Anna Shvets



The final image prompts the consumer to think about either taking part or donating. The image is particularly striking as in this moment in time people are unable to see each other. The image is a reflection of what social distancing can feel like. All the images only contain one person in them to reinforce to the 18-29 year old majority of users (Statista, 2017) that they should not be visiting others.

## **Group Work**

Our group was placed together a week late due to the impact of Coronavirus and various illnesses. This didn't set the team back for too long. We quickly filled out our creative strategy and luckily the other two members of the team had already started coming up with ideas.

When looking at the brand we decided to focus on their UK branch as we are much better equipped to create a viral trend for a British audience that we are more familiar with. We also factored in the possibility that if the challenge caught on more people would be likely to join in anyways. This was demonstrated by London artists Young T and Bugsey who recently achieved worldwide virality with their song "Don't Rush" and the challenge that was attached to it.

Our group decided to focus on images not people initially but the campaign was just not striking enough. There was no human element to it. This is why I went back onto the official brand website to see the original vision for the brand. Upon seeing the impact their Instagram has had using real images of people this is where my idea for influencers was born.

The workload in the group was not necessarily equally weighted but it was not an issue due to everyone being aware of both the pandemic and how it affects other student's abilities to access devices. We all managed to get around this and ultimately worked together better than any other group project I have been part of.

This may be due to everyone being a bit more relaxed at home and having less immediate life pressures and commitments.

Communication remained very clear and consistent until the last week where we all did more individual work. Everyone clearly did their background research before all of our group meetings.

I think I was particularly good at trying to organise when the group would reconvene and possibly with how the meetings were "chaired". I think everyone got to say whatever they wanted and I tried to facilitate a space that allowed everyone to speak.

The final products are not as uniform as they could have been. The fonts and font sizes are different across all the pieces as well as the placement, size and actual choice of the logo used. I think these issues would have been resolved had we been able to meet

in person - or alternatively if we had sent each other the final pieces a few days in advance.

I think our group was given lots of opportunity to produce original content as we were conveniently placed with a brand that specialises in medical aid during a pandemic. This allowed us to think outside of the box as well as drawing from very current and relevant examples.

One challenge was trying to maintain sensitivity to the topic whilst not wanting to bring everybody further down. I think we achieved this while remaining informative and on-brand.

## Bibliography

Barker, S., n.d. *Saffron Barker (@Saffronbarker) • Instagram Photos And Videos*. [online] Instagram.com. Available at: <<https://www.instagram.com/saffronbarker/?hl=en>> [Accessed 8 April 2020].

Boon, H., n.d. *Holly Boon (@Hollyboon\_) Profile On Instagram • 272 Posts*. [online] Instagram.com. Available at: <[https://www.instagram.com/hollyboon\\_/?hl=en](https://www.instagram.com/hollyboon_/?hl=en)> [Accessed 7 April 2020].

Collins, M., Stone, N. and Kessick, E., 2019. *Celebrity Charity Endorsement: Does It Work And Should We Do It?*. [online] JustGiving blog. Available at: <<https://blog.justgiving.com/celebrity-charity-endorsement/>> [Accessed 9 April 2020].

Doctors Without Borders - USA. 2020. *MSF To Pharma: No Profiteering On Coronavirus Pandemic*. [online] Available at: <<https://www.doctorswithoutborders.org/what-we-do/news-stories/news/msf-pharma-no-profiteering-coronavirus-pandemic>> [Accessed 8 April 2020].

Daapah, M., n.d. *Michael Dapaah (@Michaeldapaah\_) • Instagram Photos And Videos*. [online] Instagram.com. Available at: <[https://www.instagram.com/michaeldapaah\\_/?hl=en](https://www.instagram.com/michaeldapaah_/?hl=en)> [Accessed 9 April 2020].

Kopywriting Kourse. n.d. *Advertorials: How To Write Them & Why They'Re Awesome*. [online] Available at: <<https://kopywritingkourse.com/advertorials-how-to-write-them/>> [Accessed 10 April 2020].

MSF UK. 2020. *MSF UK | Médecins Sans Frontières UK* |. [online] Available at: <[https://www.msf.org.uk/?gclid=Cj0KCQjw4dr0BRCxARIsAKUNjWTqmbGB9jvIamInnB6mD7--aeDuYumn1oES1HKoeP6kKlymsYZazxEaApMJEALw\\_wcB&gclidsrc=aw.ds](https://www.msf.org.uk/?gclid=Cj0KCQjw4dr0BRCxARIsAKUNjWTqmbGB9jvIamInnB6mD7--aeDuYumn1oES1HKoeP6kKlymsYZazxEaApMJEALw_wcB&gclidsrc=aw.ds)> [Accessed 10 April 2020].

Branding-guidelines.msf.es. n.d. *Médecins Sans Frontières OCBA — Branding Guidelines 2.0*. [online] Available at: <<https://branding-guidelines.msf.es/eng/index.html>> [Accessed 10 April 2020].

Pieters, J., n.d. *Josh Pieters (@Joshua\_Pieters) • Instagram Photos And Videos*. [online] Instagram.com. Available at: <[https://www.instagram.com/joshua\\_pieters/?hl=en](https://www.instagram.com/joshua_pieters/?hl=en)> [Accessed 8 April 2020].

Rose, N., n.d. *Nella Rose (@Nellarosee) • Instagram Photos And Videos*. [online] Instagram.com. Available at: <<https://www.instagram.com/nellarosee/?hl=en>> [Accessed 6 April 2020].

Shvets, A., n.d. [online] Available at: <<https://www.pexels.com/@shvetsa>> [Accessed 8 April 2020].

Statista. 2017. *U.S. Social Network Reach By Age Group 2017 | Statista*. [online] Available at: <<https://www.statista.com/statistics/305245/us-social-network-penetration-age-group/>> [Accessed 9 April 2020].

### **Image Sources**

All influencer images are screenshots from their existing Instagram accounts.

Anna Shvets (girl in mountains) - her pexels account

Doctors without borders logo - borrowed from their website