

Creativepool



AMNESTY
INTERNATIONAL



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- Ideation -
Case Study

Background

Amnesty International is the global movement of 7 million people who take injustice personally. Independent of any political ideology, economic interest or religion, their main aim is to create a world where human rights are enjoyed by all.

Insight

The Amnesty International movement has been around for over 56 years, so it is more and more difficult to inspire **new and tangible ideas** with their in-house teams and external agencies.

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The Challenge

Amnesty International found that the usual techniques were no longer enough to take on the threat of a world where leaders don't respect Human Rights and activists. They wanted ideas that **changed the game** and challenged the resulting tolerance of abuse in an always on world.

With limited resources, Amnesty International needed to find an effective way to source fresh and impactful creative ideas.

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A woman in a black jacket with yellow reflective stripes is shouting into a white megaphone with a blue handle. She is in a crowd at night, with a large, illuminated Gothic building in the background. Other people are visible in the crowd, some holding flags. A large, stylized graphic of a human face is overlaid on the right side of the image.

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Strategy

To tap into as many creative minds as possible for new thinking and innovative responses to topical and ever relevant challenges for the Amnesty International movement.

Solution

Creativepool hosted an ideation brief open to all **250,000+ members** seeking creative solutions to help tackle the trend of demonising politics. Filmmakers, idea generators, copywriters and everyone in between could submit their concepts to help Amnesty International exact real change and real action.

Results

The open brief elicited **42 ambitious, innovative and viable creative solutions** to help Amnesty International tackle the trend of demonising politics, including social film series, global digital campaigns, risky stunts, ground activations, and ideas that translated locally and across global secretariats.

From these, Amnesty International chose **five solutions** to fully license for future use.

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Partnership Activations

To support the project, **digital 48 sheet billboards** were activated in key creative hubs across London, Nottingham, Cardiff and Glasgow garnering **531,152 unique impacts** in partnership with Primesight. *(Route analytics)*



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Commercial Street / Worship Street



Digital Reach

3,220 Unique Brief Views

3,287 Article Views

42 Shortlisted Submissions

250,000+ Social Impressions

7,500+ Social Engagements

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“Crowdsourcing is a great new way to get fresh perspectives on your creative challenges. Working with **studiocrowd** gave us access to a range of concepts that we hadn't thought of before. Why get one creative idea, when you can get dozens?”

- **Thomas Coombes, Head of Brand & Deputy Director of Communications at Amnesty International**

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FREIHEIT FÜR
INHAFTIERTE
JOURNALISTEN!

TÜTÜKLÜ
GAZETECİLERE
ÖZGÜRLÜK!

DEBİLİT
AMNESTY

MEINUNGSFREIHEIT
SCHÜTZEN!



A young woman with red hair is sitting on a ledge by a body of water, blowing bubbles. She is wearing a black and white striped long-sleeved shirt and light-colored pants. The background shows a cityscape across the water with a boat in the distance. The sky is bright and filled with many bubbles.

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Unleash the power of the network

Ideas | Design | Artworks | Video

Heather Deacon

Global Brand Partnerships Director

studio@creativepool.com

0203 873 7198