



#46 BEING BORN A GIRL

Developed by: International Federation for Human Rights

Year and country: 2016, France

Type of project: Communications campaign

<http://www.dailymotion.com/video/x3wdguu>

Synthesis of the case study

8 March: International Women's Day. The International Federation for Human Rights (FIDH) decided to take this opportunity to raise public awareness of violations of women's rights. Through an online video available in English, French, Spanish and Arabic, FIDH shows that being born a girl is a permanent struggle all over the world.

Context and approach

On March 8, the whole world celebrates women – one day out of 365. But the rights of women should be fought every day. Even today women suffer from discrimination and violence at every stage of their lives. For FIDH it is a key issue to raise awareness of violations against women's rights.

Objectives / Challenges

- Raise awareness of violations of women's rights;
- challenge international public opinion;
- mobilize and encourage action.

Target

Everyone.

The deliverable (What did they do specifically?)

A video that illuminates what it means to be born and be a woman in some countries. Through the metaphor of a race, the journey of a woman's life is represented. A journey undermined by discrimination, violence, prohibitions, and inequalities. The video adopts a direct and factual tone. Realized without budget, with conviction, this "homemade" mini-production received the support from Randa Haines, American director of Children of the Silence, who agreed to lend his voice to carry the message of the FIDH. The sober and sleek design of the realization allows to concentrate on the voiceover but also to project itself in different regions of the world. Deployed on the FIDH website and on social networks around #BeingBornAGirl, the video was a real success with more than 4.5 million views without buying space.

Key learnings

This campaign is a good example of how you can sum up in a short video a few significant figures of all the obstacles that girls encounter during their life.

Contact information
<https://www.fidh.org/>