

IAPI CANNES YOUNG LIONS – MEDIA CATEGORY

Client: Dublin Rape Crisis Centre
Brand: Dublin Rape Crisis Centre

Project Owners: DRCC/ IAPI Judging Panel
Project Title: Cannes Young Lions 22 Creative Competition

CONTEXT - WHO WE ARE:

Since 1979, The Dublin Rape Crisis Centre has worked to prevent the harm and heal the trauma of sexual violence. We work with people who have experienced sexual assault, rape or childhood sexual abuse. Sexual violence is a serious public health and human rights issue with both short and long-term consequences for those affected. The Dublin Rape Crisis Centre has been at the forefront of the Irish response to sexual violence for more than 40 years.

Recent media and consumer driven movements (repeal, #metoo etc) have surfaced many conversations around sex and the importance of clear consent. If it is not given, then it is rape. Most people endorse the view that everyone has the right to change their mind and stopping uncomfortable encounters.

Talking about sex is a real opportunity for the people of Ireland to have a healthier relationship with sex and sexuality.

Dublin Rape Crisis Centre has carried out a comprehensive survey on Personal Behaviour and Sexual Consent in Ireland. One of the main findings is that there is a high level of agreement that the issue of consent is a problem in Irish society especially among females. The results also show a significant degree of confusion about the issue and there was a clear indication that this confusion arises from an unwillingness to discuss the issue openly between partners and intending partners due to a combination of fear, ignorance, nervousness and perhaps a lack of experience of expressing themselves on this issue.

WHAT ARE THE ORGANISATIONAL OBJECTIVES?

DRCC aims to prevent the harm and heal the trauma of sexual violence. To ensure that all available resources to prevent sexual violence are utilised, we work with government, non-profit organisations, academic institutions and the general public. We work to prevent sexual violence and to eliminate its tolerance in society through [education, training, policy](#) and [awareness-raising campaigns](#).

THE CREATIVE CHALLENGE

COMMUNICATIONS OBJECTIVES:

- Change the culture surrounding sexual relations & consent by encouraging more open discussion.
- A prominent US psychologist discussing teenage behaviour in a digital age ten years ago speculated that young people today find it easier to go to bed with each other than to talk to each other.
- A critical objective of this campaign is to encourage people to talk about sex in advance.

REASONS WHY?

- Consent arises at every stage of a sexual encounter.
- Either partner must be free to withdraw consent at any stage.
- More open discussion in advance will not only fulfil the requirements for consent but lead to more rewarding and enjoyable sexual relations.
- *“A person consents to a sexual act if he or she freely and voluntarily agrees to engage in that act.” (Section 9 of the Criminal Law (Rape) (Amendment) Act 1990, inserted by s. 48 of the Criminal Law (Sexual Offences) Act 2017)*

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WHAT PROBLEM ARE WE TRYING TO SOLVE?

There is still a lack of proper understanding in relation to consent in Ireland. Men and women understand generally what consent in theory but not in practice. There is still uncertainty in terms of reading signals of willingness and the dynamics of sexual encounters – see below extracts from the research.

TARGET AUDIENCE/S:

All adults, with a bias towards 25yr olds and males. We want to let everyone know it is much better, healthier and fun to gain consent – as it builds healthier and safer relationships as a whole.

INSIGHT/TRUTH:

Everybody thinks there is a problem with consent – but that it's not their problem. All of us need to realise that consent is an important part of ALL of our relationships and sexual encounters. We need to not only warn about an absence of consent – but also positively encourage a presence of consent that is ongoing and empowering.

We need to start understanding consent as the expression of a healthy relationship which is based on respect and an equal power balance between partners. People need the language, the confidence, but also the incentive to talk more about sex and consent. A culture where people talk more openly about their relationship, the dynamics and values within it and their sexual preferences, will lead to more consensual, safe, and fun interactions.

The dream is to reach a place where consent is a normal, automatic behavior and people 'do' consent as a reflex.

KEY MESSAGE

We need to talk about sex and we need to talk about consent – consent that is open, ongoing, empowering.

TONE OF VOICE - How does this brand speak / behave?

Positive, conversational, future focused, accessible and respectful of survivor experience.

PROOF?

Every day we hear and read about cases of sexual violence, with so many more incidents which are never discussed, let alone reported – this must change. DRCC's research provides ample evidence of people's recognition that this needs to change, that consent is a pathway for that change, but also their acknowledgement that they don't have the language to start talking about sex, they are embarrassed and awkward about it.

WHAT IS THE DESIRED RESPONSE? CALL TO ACTION

To spark conversations around sex and consent, to make it a "normal" and positive part of sexual activities and relationships.

To co-create a future where sexual violence is not tolerated and consent, equality and respect is understood as the backbone for our healthy relationships

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OTHER USEFUL INFORMATION/GUIDELINES/INSPIRATION

Media Recommendations: Your campaign should be multi-platform and make use of emerging/innovative media channels as well as including radio. We will be paying particular attention to the content tone and style of the proposed copy

#100Consent promotes clarity and communication – the message being that when it comes to sexual consent, the slightest uncertainty can lead to devastating consequences. Messages resonate more when they come from admired peers, and with a combined following of 2.8M Irish youths, this group of TikTokers are selflessly using their influence to spread an incredibly important message. Please see - <https://vimeo.com/396503630>

<https://www.drcc.ie>

<https://www.drcc.ie/policy-advocacy/consent/>

<https://www.instagram.com/dublinrapecrisis/>

<https://www.facebook.com/dublinrapecrisiscentre/>

<https://www.youtube.com/user/DublinRapeCrisis>

<https://bodylanguagequiz.herokuapp.com/>

<http://ladiesbodylanguagequiz.herokuapp.com/>

Please refer to the assets folder sent on by IAPI to accompany the brief as it includes some key research slides that will help inform your understanding of the brief.

DELIVERABLES - MEDIA

- Presentation (PPX/PDF - max: 10 slides) - Your campaign should be multi-platform and make use of emerging/innovative media channels as well as including radio.
- 450-word explanation detailing the creative idea, the strategy and the execution

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