

National Human Trafficking Awareness Day - Client Brief

Background:

Human trafficking remains a critical issue affecting vulnerable individuals and communities across the nation. Despite existing efforts, awareness levels are still insufficient, leaving many at risk and uninformed about the dangers and signs of trafficking. The National Human Trafficking Awareness Day offers an important opportunity to amplify the message and reach a broader audience.

Objective:

To develop a compelling and informative campaign that raises national awareness of human trafficking. The goal is to raise public awareness about recognizing the signs of trafficking, understanding its impact, and encouraging individuals to report suspicious activity or seek help.

Target Audience:

Primary: general public, with a focus on vulnerable communities, young adults, and families.
Secondary: stakeholders, including non-profits, government organizations, and educational institutions, who can amplify the campaign's reach.

Key Deliverables: A cohesive, high-impact creative concept that captures attention, provokes thought, and drives conversations online.