The Objective

Raise public awareness of human trafficking by creating a personal experience that encourages people to confront modern slavery.
Video Clip

http://www.youtube.com/watch?feature=player_embedded&v=GF28gEzFS8k
Women to Go: The Process

1. Recruit Volunteers
2. Find as prominent store front as possible
3. Prepare virtual and hard copy material for distribution
4. Secure media coverage
1. Find a Store Location
The optimal store location:

- A location with lots of shoppers
- A large display window for maximum exposure that can be altered in order to accommodate the models
The Store Before
The Store After
Props for the Store:

• Branded supplies; including price tags, Women To Go shopping bags, and explanatory signs

• Stands for the models (and manikins) and their items

• “Cashier”
Recruiting Volunteers:

- Women to models
- Window designer
- Display technician
- Makeup artist, Hairstylist & clothing stylist
- Photographer
- Volunteers to collect petition signatures
Women to Model:

- Recruiting the models is an essential and sometimes difficult step - be prepared!

- The number of models needed depends on the display window

- It is important to set up a shift rotation that will give the models time to rest depending upon the duration of the display

- Talent agencies can be a good place to recruit models
The producer is responsible for...

- Recruiting professionals – technicians, photographers, stylists, makeup artists, and hairstylists
- Obtaining necessary equipment – cash register, stands.
- Organizing and overseeing the day:
  - Making sure everyone has the proper clothes
  - Setting up a makeup stand close to the store
  - Establishing a rotation for the models
  - Ensuring that food is available for the models
The designer is responsible for...

- The design of the store
- Providing the logo for the graphic materials
- The placement of the models and the cashier
- Organizing a rehearsal before the event
The technician is responsible for...

- Arranging the store
- Setting up the models’ stands
The makeup artist and hairstylist are responsible for...

• Making the models look like victims of trafficking as opposed to “sexy” prostitutes - hair should be disheveled and makeup should look distressed (smeared lipstick, black eyes, bruises)
The Models’ appearance:
The Models' appearance:
Event volunteers will be responsible for...

- Collecting petition signatures
- Educating passersby about sex trafficking and the event
The photographers are responsible for...

- Documenting the event
- Creating a internet and/or TV video of the event
Photos from the Event
3. Preparing materials
The branded props for the store:

- Wall decorations
- An explanation of the event
- Price tags for the models
- Petition
Signs for the Walls

Each wall sign's height and width can be expanded according to the needs of the store
The Store’s Logo

WOMENTOGO

A woman for every taste
Inside in store Wall
Informative Outdoor Wall
Project Explanation

Placed on a display window in a central location in the store. It should be no larger than twice a normal page size.
Explanation

Stop The Trafficking of Women:
Every day thousands of women are coerced into prostitution. They exist in a dark reality of slavery, violence, and exploitation. Some are local, some are smuggled from abroad. After they are purchased, the women and girls are brought to brothels and discreet apartments where they are often held captive in appalling conditions.

This petition calls upon law enforcement agencies to pursue traffickers and procurers and decriminalize trafficked women forced into prostitution. By vigorous enforcement we can help rid our society of the evil of sexual slavery.
Price Tags

The tags will detail models’: name, age, height, weight, measurements, and country of origin
Stands

WOMANTOGO

22,500

AGE: 21
WEIGHT: 57 kg
MEASURES: 95/72/99
MADE IN UKRAINE
The petition calls upon local State and Federal officials to support vigorous enforcement of anti trafficking laws and decriminalizing victimized trafficked women.
The branded props for outside the store:

- Business cards can be distributed outside the mall to increase visits to the store
- Flyers to be handed out explaining the campaign and the facts of sex trafficking
- Branded women to go shirts for the volunteers
Business Cards
Flyers
Shirts for the Volunteers
Why a strong media presence is important:

- It will increase the impact of the demonstration by exposing a larger audience to the event, so invite as much media representatives as possible!
How to motivate the media to attend and cover the event:

- Advertise early
- Send out press releases
- Utilize all PR resources; the local sponsor the mall and the store
Digital
Create a website for the demonstration
Use price comparison sites to increase the volume of site activity.

The leading comparison site in the country presents a new category: **WOMEN COMPARISONS**

Human trafficking is the second biggest organized crime in the world. But the public isn't aware of this so we needed to break their apathy and put the issue back on the public agenda. We collaborated with ZAP, the leading comparison site in the country, and offered internet users a new category: "Women Comparisons". By clicking on a woman of their choice, the surfers were redirected to a petition against human trafficking.
Digital Dislike Petition - YouTube activity

YouTube

Dislike Petition

If you don't like what you see, click on the Dislike button.

Please support the fight against human trafficking, the second biggest organized crime in the world.

Channel Comments (39)

Profile

Name: Dislike Petition

Comments:

481725 (4 weeks ago)
38.7000 - pretty expensive

254 likes (4 weeks ago)
How does this channel only have 178 subscribers? (I trust me I checked)

14 dislikes (4 weeks ago)

Related videos, comments, and more
Thank you for joining your hands and hearts to ours in combating human trafficking world wide.

The original Women To Go campaign was designed by Shalmor-Avnon-Amichai for the Task Force on Human Trafficking. A joint initiative between ATZUM and KNK.