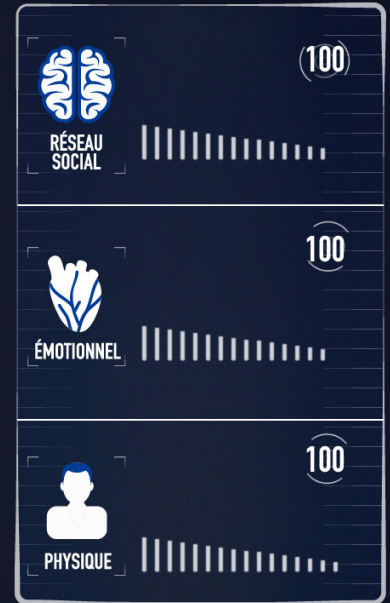


/CASE STUDY AMINATE



/CHALLENGE

AMINATE (Accueil Multiethnique et Intégration des Nouveaux Arrivants à Terrebonne et les Environs) was planning an important awareness campaign against Domestic violence and wanted a video to help promote the issue. The target audience was for the most part, the victims of Domestic violence and abuse. However, the client also wanted the get the message out to the attacker.

The team at AMINATE didn't know exactly what the video should be or look like, so they basically gave us carte blanche to propose the style and type of video that would best suit the issue. In addition, the team at AMINATE wanted to involve their members, including real victims of domestic violence in the creation of the video, to make them an active part of all of their activities.

/SOLUTION

We went through the research material provided by AMINATE and finally proposed a concept for the video that would serve as a "guide" to question if you are or not a victim of domestic violence. We also proposed to have a second video, a guide to recognizing if you are or not an attacker, as an important part of AMINATE's work is to help not just the victims, but also the attackers, in order to acknowledge and change their behavior towards violence.

To include the members of AMINATE in the video, we used their real experiences and testimonials as part of the script, we also recorded the voices of several members in different languages to use at the end of the video and we cast some of them to play in the video.

/RESULTS

AMINATE's videos were presented at a Provincial Forum and were well received by different governmental institutes and the general public. Afterwards, the videos were used on their website, social media, live events and various presentations at AMINATE and other associations in different cities of Quebec.



COMMENT SAVOIR QUE VOUS ÊTES VICTIME DE VIOLENCE CONJUGALE?

"At the Forum, we had 300 people stick to their seats at the same time. I knew in that moment we had achieved our goal with the videos."

Hassiba Idir,
Coordinator AMINATE