THE NO MORE PROJECT
Promoting an End to Domestic Violence and Sexual Assault

September 2011

Genesis of the Project

December 2009 “Time to Talk” day

What can we do to move this issue up on the national agenda?

Despite incredible progress, still need to do more.

Genesis of the Project

ONE IDEA:

Create a symbol, or “brand,” for this cause: a unifying, over-arching visual symbol to represent concern about domestic violence and sexual assault.

Augment and connect the logos/brands of organizations working in this field.
Before the AIDS Ribbon

AIDS was an issue no one wanted to talk about
It concerned sexual behavior or drug abuse
People blamed and stigmatized the victims

How the AIDS Ribbon Helped

Helped reduce the shame and stigma
Moved the issue out into the open
Encouraged conversation and discussion
Contributed to better policies and progress in combating the illness
Made AIDS-related discrimination less acceptable

Think Tank Participants

KEVIN ALLEN, Kevin Allen Partners
LISA CAPUTO, EVP Marketing & Communications, Travelers Group
BERN DAVE, Words, Pictures, Meal
ALISON BRINE-FELSEN, ODI Issues and Advocacy
BETSY GILES, Executive Editor, People Magazine
ERIK KANAEY, Facebook
BRETT KING, Founder, Brett King Media
KELLI RICHARDSON LAWSON, KA & Company
CHRISTINE MAI, Brand Design Director, Family Care Brands, Kimberly-Clark
DEE DEE AYERS, Glover Park Group
CHRISTINA NORMAN, Black Voices, Huffington Post
ROBIN RAL, Citizen
ISF BALLS, Social Text
ANGEL SHARMA, IDEO
TAMAN SMITH, Upstream Strategy
LIZ SUTTON, SFPartners
KRISTEN MORRISSEY THIEDE, Google
MARTY WEISS, Meter Industries
RUTH WOODEN, President, Public Agenda

Goals for the symbol project

Raise visibility for the issue of DV/SA
Break the silence around the issue of DV/SA
Challenge the stigma that exists around DV/SA
Help unify the movement
Goals for the symbol project, cont’d

Talking the first step toward broader social change
Helping to shift social norms
Contributing to better public policies and more resources

Criteria for the Symbol

Wearable
Gender neutral
Multi-platform
Simple and approachable
Strong color
Hopeful

Concepts for the symbol

“ZERO”

“NO MORE”

Executive Committee for the project

Organizers and funders
Advocate – fiscal sponsor

Members

ANNE GLAUBER
Ruder Finn

JENNIFFER KLEIN
Allstate Foundation

JANE RANDEL

ROSE KIRK
LUPITA REYES
Ventas Foundation

MAILE ZAMBUTO
Joyful Heart Foundation

ANNE GLAUBER
Ruder Finn

VIRGINIA WITT
Strategic Communications Consultant

STEERING COMMITTEE FOR THE PROJECT

Alliance members for the project

Includes outside expert advisers and interested domestic violence and sexual assault organizations
Provides support, promotion, and advice on the campaign

Member organizations and representatives

3i6 (Steve LePore)
BreV King Media (BreV King)
Citizen (Robin Raj)
DDB Issues and Advocacy (Alison Byrne Fields)
Feminist Majority Foundation (Amy Wang)
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BreV King Media (BreV King)
Ci@zen (Robin Raj)
DDB Issues and Advocacy (Alison Byrne Fields)
Feminist Majority Foundation (Amy Wang)
We are a leading branding consultancy formed in 1992. We are headquartered in New York with offices in San Francisco, Los Angeles and Cincinnati. Our clients include many of the world's most respected brands including Procter & Gamble, Nestlé, Disney, Bayer, Google, Visa, Time Warner, T-Mobile, Abbott Laboratories and Pepsico. We became part of the Omnicom family in 2008.

We do three things really well — brand strategy, brand design and brand innovation — all of which are guided and fueled by a deep interest and understanding of customer and cultural insight. As a relationship-based business, we are collaborative by nature and work closely with our client partners to deliver fresh, inspiring, high quality work.

We have a high metabolic rate that sets the pulse rate of our business and which in turn inspires and energizes our clients. We always provide a passionate and well thought out point of view. And we are obsessed with creating an outcome that will make a difference in the marketplace.

We have a deep and genuine fascination about the relationships that exist between people and brands and we take the greatest satisfaction in applying this knowledge to deliver extraordinary work for our clients, every day.
Consumer Research: Focus Groups

- Teens
- Young adults
- Men
- Women
- Blacks
- Hispanics

New York City
Atlanta
San Jose

Consumer Research: Quantitative

- Online survey
- 600 respondents
- Fielded in June
- +/-4% margin of error
Key Research Question
Are the terms “domestic violence” and “sexual assault” understood? Do they feel current?

Research Result: Understanding of “Domestic Violence”
Large majority include verbal/emotional behaviors
Term resonates across all segments
Considered modern/current
Many believe/have experienced that DV can happen to men

Understanding of “Sexual Assault”
Widely defined as unwanted sexual advances of any kind
Youth and ethnics more likely to cite non-physical behaviors
“Assault” generally considered an isolated/one-time incident

Key Research Question
Is it okay to address domestic violence and sexual assault together, or do they feel like different issues?

Research Result: Relationship of DV and SA
59% say they are “related” issues
37% say “very different” issues
3% say “the same” issue
Young people and women more likely to see as related

SAMPLE COMMENT
“I actually wrote down sexual assault in my definition of domestic violence...sexual assault is a big part of domestic violence for me.”
(Young Adult Female)

Key Research Question
Are the words “domestic violence” and “sexual assault” the best way to describe the issues, or are there better phrases to use?

Research Result: Testing Alternative Phrases
Violence Against Women:
Frequently heard in media, but less well defined
Often associated with international issues—sex trafficking, genital mutilation

Family Violence, Relationship Violence:
Rarely used or completely unrecognized
Not well understood

Intimate Partner Violence:
Not at all understood
Evoked snickers
**Research Result: Testing Alternative Phrases**

SAMPLE COMMENT
“Domestic violence is used the most. It’s the granddaddy of them all.”
(African American Adult Female)

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**Survey Results**

What is the clearest way to describe these issues?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic violence and sexual assault</td>
<td>44%</td>
</tr>
<tr>
<td>Domestic and sexual abuse</td>
<td>21%</td>
</tr>
<tr>
<td>Domestic and sexual violence</td>
<td>16%</td>
</tr>
<tr>
<td>Sexual and domestic violence</td>
<td>12%</td>
</tr>
<tr>
<td>Family and sexual violence</td>
<td>5%</td>
</tr>
<tr>
<td>Dating and relationship violence</td>
<td>3%</td>
</tr>
</tbody>
</table>

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**Key Research Question**

Do people like the design of the symbol?

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**Research Result: Symbol Design**

Considered “appealing”
Eye-catching, noticeable
Appreciated more when put in context of tagline
Some wanted a more direct link between symbol (shape) and the cause

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**Research Result: Symbol Design**

SAMPLE COMMENTS
“...I would be curious about it. Like the Livestrong bands. At first I was like ‘what is that?’ I was thinking about it and I was wondering, ‘where do I get one’?”
(Young Adult Female)

“I think you’re on the right track by keeping it simple, and just making people curious about something raises a lot of awareness”
(Young Adult Female)

“It is compelling enough to get me to ask someone [what it is]”
(Young Adult Male)

“Confusing... but then again, would the pink breast cancer ribbon make any sense without the message behind it?”
(Young Adult Female)
Research Results: “NO MORE” Tagline

VERY positive reaction to the phrase
Considered short, to the point and powerful
Inspires curiosity and questioning... leads to awareness
Captures seriousness of the issue while urging people to act

SAMPLE COMMENTS
“‘NO MORE’ is something that makes you wonder and ask questions, ‘what is that?’ ‘No more what?’ Then it leads to awareness.”
(Young Adult Female)

“Powerful and to the point.”
(Quantitative Survey)

“Would work really well in Spanish.”
(Hispanic Adult Female)

“It says we’ve had enough, we aren’t going to take it or let it happen anymore.”
(White Teen Boy)

“The message is clear and to the point and I know exactly what I am supporting.”
(Quantitative Survey)

Key Research Question
Do people like the color?

Research Result: Symbol Color

Blue considered eye-catching, calm and cool
Unique compared to other cause-related colors
Seen as gender neutral
Some saw it as too “passive” and wanted red or black, or black and blue

SAMPLE COMMENTS
“The color stands out, like peacocks, your eye just goes towards that color.”
(Young White Adult Male)

“Once you see it on a sign you would remember it, it’s not a normal color, it’s not a color you see a lot...It contrasts with outfits, stands out, it’s noticeable.”
(White Teen Boy)

“Peaceful, serenity”
(Adult African American Female)

“The color seems positive and hopeful.”
(Quantitative Survey)

Is it the symbol gender neutral?
Research Results: Gender Neutrality

Majority say that the tagline + symbol are gender (58%) and age (59%) neutral

Women and youth think it applies more to them, but others do not agree

Research Result: Overall Ranking of the Symbol and Tag Line

<table>
<thead>
<tr>
<th>Feature</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noticeable</td>
<td>83%</td>
</tr>
<tr>
<td>Memorable</td>
<td>71%</td>
</tr>
<tr>
<td>Unique</td>
<td>39%</td>
</tr>
<tr>
<td>Effective in promoting DV/SA</td>
<td>67%</td>
</tr>
<tr>
<td>Relevant to cause</td>
<td>64%</td>
</tr>
<tr>
<td>Overall appeal</td>
<td>61%</td>
</tr>
<tr>
<td>Strong</td>
<td>61%</td>
</tr>
<tr>
<td>Empowering</td>
<td>57%</td>
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</tbody>
</table>

Research Result: Likely Effects of the Campaign

- Raise awareness about issues: 76%
- Make victims feel more supported: 66%
- Encourage people to speak out about DV/SA: 62%
- Start conversations: 58%
- Help educate young people: 52%
- None of the above: 6%

Research Results: Overall Response to the Campaign

“IT would be a great conversation starter and hopefully would make a person stop and think about the cause when seeing the symbol.” (Quantitative Survey)

“It’s like coming out of the closet — the more people that do, the more comfortable other people can feel about it.” (Teen Girl)

“It might show people that commit the crime that society is watching and they should stop or prepare for consequences.” (Quantitative Survey)

“I think it would let people who are victims of domestic or sexual abuse know that they are not alone and that people are here to support them.” (Online survey)

“That there are eyes everywhere and it’s time to stop domestic violence and sexual abuse. That WE are watching. It’s not just the person being assaulted anymore...It’s a team effort.” (Online survey)

“This issue will finally get the attention it deserves.” (African American Adult Female)

NO MORE Project: Strategic Plan for Implementation

PHASE ONE: Design and testing
PHASE TWO: Roll out to the field
PHASE THREE: High profile public launch
NO MORE products and brand partnerships

NO MORE Project: Strategic Plan – Public Launch

PHASE THREE: High profile public launch
Prominent public event
Social media campaign
News media appearances
NO MORE Project: Strategic Plan for Implementation

PHASE FOUR:
Intensive promotional campaign
Advertising: television, print, outdoor, online
Celebrity red carpet appearances
High level media partnerships
Entertainment media placements
Corporate tie-ins

PHASE FIVE:
One to two years
Ongoing support and promotion

What can you do?

www.facebook.com/NOMOREproject

www.YouTube.com/nomoreproject

What can you do?

THINK ABOUT HOW YOU CAN USE THE SYMBOL:
- On your Website
- In your collateral materials
- On your Facebook page
- At your events