

RESTORE FREEDOM CAMPAIGN BRIEF

BACKGROUND

The Restore Freedom Gala, on March 24th, is our full program high-end event fundraiser. Our goal is to create pieces that will tell the real stories of our clients and explain the issue of international sex-trafficking in NYC, while maintaining the vision of hope and freedom that Restore is offering. We want to create and curate installation, art, and video pieces to be displayed during the gala. These pieces will set the tone of the evening and shape the experience for the attendees. There are narrative art pieces on display at the MoMA and New Museum that really inspired us, and we want to create similar pieces. We will make Restore's music and quotes available as soon as possible, and please use the Restore website and the NYTimes and Wall Street Journal articles for reference.

COMMUNICATION

Women's lives get restored and are set free.

DIRECTIONS

- 1) Focus entirely on the state of freedom, new life, and hope. (This is what we are rallying for.)
- 2) Tell a narrative arc of a woman's transformation: from oppression to liberation to new life. (Note: Restore's messaging is more about the holistic aftercare and positive transformation of the women than it is about the epidemic of sex-trafficking.)

THEMES

Restoring women's hope and freedom in New York City
Transformation for new life and growth

tone / mood

Hopeful. Aspirational. Dynamic. Light. Peacefulness.
(not a heavy emphasis on darkness, violence, pain or sexuality)

DELIVERABLES / FORMAT

- video to be shown at the gala that communicates the themes (hd video format)
(the videos can either stand alone as concept pieces that would be looping, or alternately have a narrative or message which could live on as a psa or online video.)
- illustration / photography to be shown on screen, with the possibility of printed format
(preference for horizontal / wide screen dimensions to fit projection screen format)
- sculpture / exhibits to be set up at the front of the gala entrance or on stage
(exact dimensions needed)

We are looking for all final pieces completed by the first week in March.

REFERENCE MATERIAL

1) recent articles telling the story of one of the women. bringing this narrative should be a primary focus for the evening. the text can be used for direct reference.

NYT: <http://nyti.ms/restorenyc>

WSJ: <http://bit.ly/restoreaid>

2) highlight aspirational freedom quotes from survivors

create a visual context for the story of new life for victims, shown in a positive light

* "Happiness will come when there is more hope."

(there's a nice tension in the quote)

* Now I am getting help so that I can live a better life."

* It would be great to be like a tree - a tree is stable and peaceful, and does not have to go through pain or suffering.

* Actually, it would be great to learn all these things. / I want to learn so much. (client was talking about she was interested in various Restore programs, but did not have time because of her work schedule).

"My life has been one bad luck after another and I believed there were no "good" people in the world. But the other day I started to think about the people at Restore, the thought that there were people out there who did not know me or owed me anything were working to help me and were on my side made me believe in "good" people again... there is hope"

* It would be great to be like a tree- a tree is stable and peaceful, and does not have to go through pain or suffering. (the client was talking about a korean drama, where the main female character had said she wanted to be a tree).

* Counselor: What are your long-term goals? What are your dreams?

Client: I don't really have any long-term [goals / plans / dreams]; I haven't thought that far ahead. I just want to live well each day, earn money.

* Before I came to America, I thought it would be really great. Living here is a lot different than what I thought it would be...

POTENTIAL VISUAL CONCEPTS (from the last photoshoot)

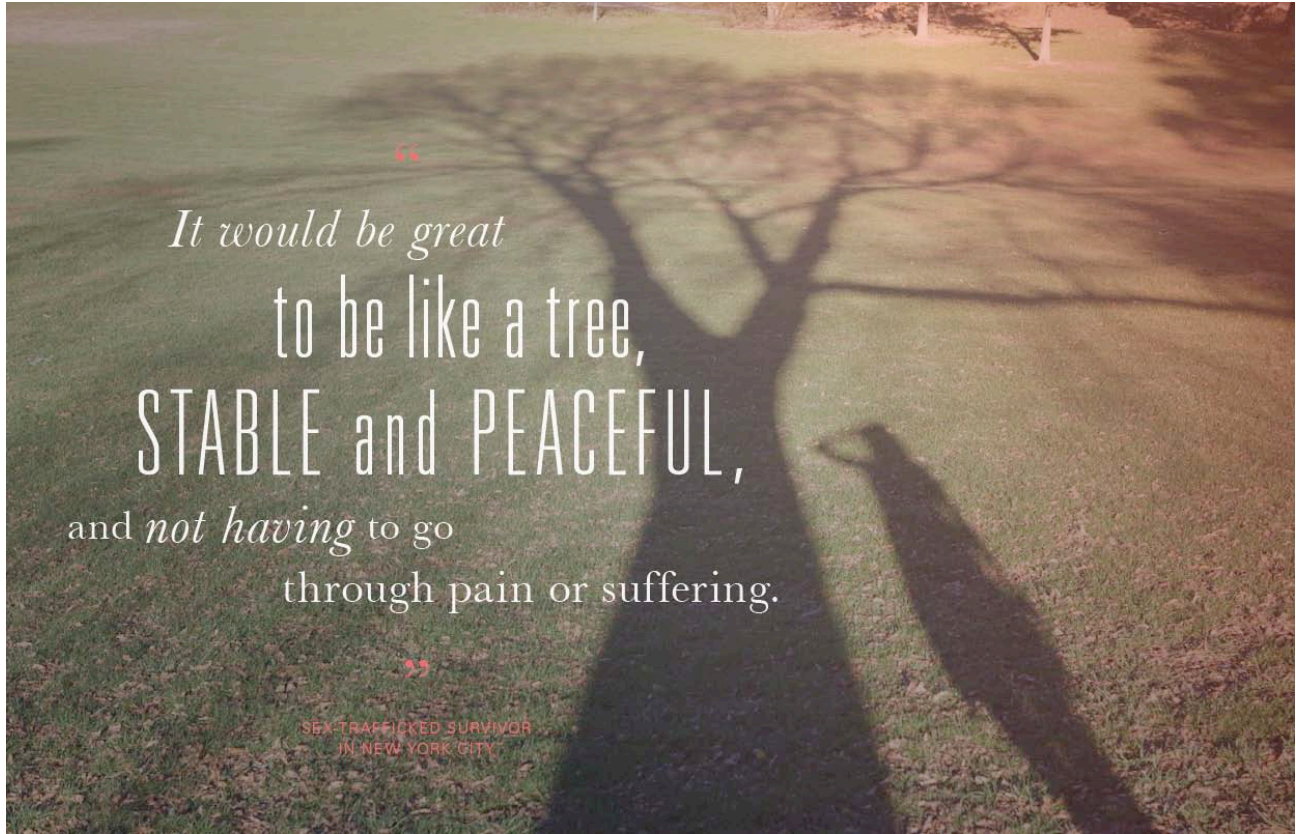
- woman in landscape, pulled back so you see a lot of environment. back to camera, looking out to her future. sitting or standing. woman laying in grass looking up at sky. also pulled back. portrait of fluffy white clouds
- contemplative, cropped shot of face with slight smile and nature background, looking up at birds flying
- shot of hands, working with something. flowers or colorful fabric.
- touching an outreached hand, walking with hands held with another woman (taller with shorter woman?),
- focus on hands held together with face out of focus, or silhouetted
- portrait of tree, portrait of roots of a tree,
- optimistic portrait of girl by window, light airy and hopeful
- holding a leaf, holding a branch,
- arms outstretched like a tree framing the sun, standing by a lake



newspaper collages, grounding the connection to the reality of sex-trafficking.

EXISTING CAMPAIGN IMAGERY





“
*It would be great
to be like a tree,
STABLE and PEACEFUL,*
and *not having* to go
through pain or suffering.

”
SEX-TRAFFICKED SURVIVOR
IN NEW YORK CITY



“
Now I am getting help.
I can live a better life.

”
SEX-TRAFFICKED SURVIVOR
IN NEW YORK CITY