

# WALK WITH AMAL

MRISHA SHARMA





# About Amal



- 12-foot puppet of a 10 year old Syrian refugee child
- International icon for refugees and human rights
- Travelled 9,000km in 13 countries
- Artistic Director- Amir Nizar Zuabi



# Mission

## "A little girl on a BIG journey"

The Walk With Amal initiative has set out to promote awareness of the campaign that seeks to **help refugee children find homes , raise awareness about the Walk with Amal campaign and educate the public** about their challenges.

The plight of refugees, particularly children, who have been compelled to abandon their homes, resulting in homelessness and separation from their families, is a harsh reality.





## Refugees, asylum-seekers and other people in need of international protection by country of origin | 2002 - mid-2022

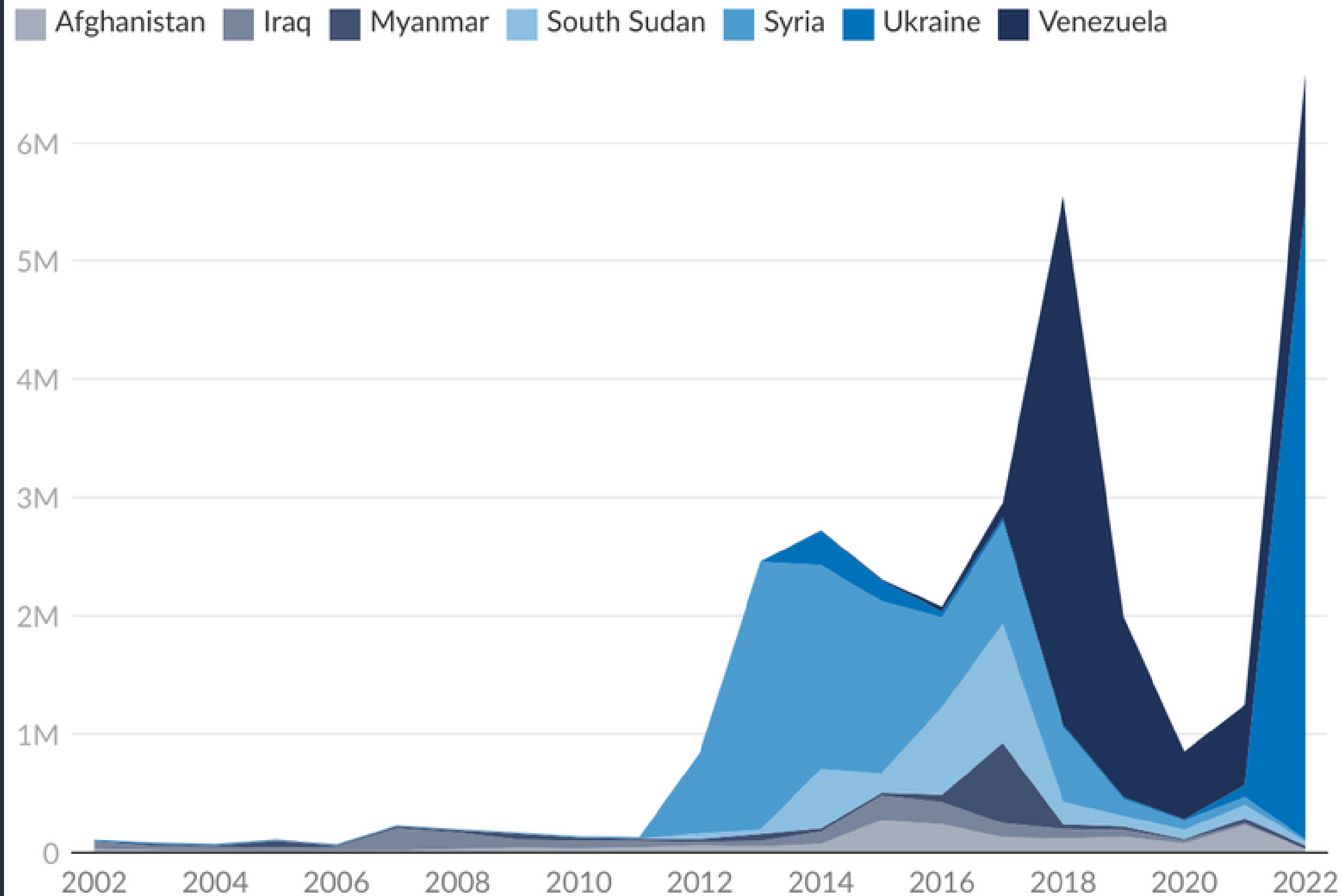


Chart: UNHCR/ 2022 mid-year trends • Source: Forced displacement flow dataset





"The Inclusion Imperative: Why Media Representation Matters for Kids' Ethnic-Racial Development," by Common Sense Media Organization says:

**Media depiction affects the way children think about race and ethnicity.** Parents and guardians have expressed that they want their **kids to use media as an educational tool to become inclusive and accepting of different cultures.** The report found that films and media often stereotype different ethnicities, and this negatively impacts the audience.



# Target Audience

Children aged between  
13 to 17 years old

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- Teenagers are visual learners and are usually keen on taking action.
- Avid users of social media platforms, including Instagram, Twitter, and TikTok.

Adults 18 and above with  
families

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- Adults are our primary target audience. They help support the cause by being aware, raising funds and building a community of empathy.

# Strategies



- Partner with corporates and production companies.
- Collaborate with social media influencers working towards human and refugee rights to spread the cause. They should be interactive and educative to be a trustworthy source of inspiration.
- Partner with organizations, government, and various media outlets that work towards the same goal
- Research the social media accounts and websites that people follow about similar causes and identify how public responds to such campaigns.

# Tactics



## Paid media:

Create OOH ads with corporate partners such as Starbucks.

Buy TV advertisements on air during the evening time.  
Buy ads on Instagram and Twitter.

## Earned Media:

Partner with news outlets such as Bloomberg, Los Angeles Times, and CNN to cover stories of refugees, of their struggles and victories.

## Shared Media

“ Find Friends of Amal” social media movement where people share real-life stories that are relatable to refugees around the world.

## Owned Media

Create newsletters that people can sign up to receive updated news. Create a mobile application to create an authentic platform.



# Bus Shelter OOH



**I Need YOU!**

Join Our Walk With  
**AMAL**



# Billboard ( Vertical)



STARBUCKS X WALK WITH AMAL



END REFUGEE CRISIS

Be a Part of the Cause

Buy Limited Edition Coffee  
100% profits go to The Amal Fund

To know more : <https://www.walkwithamal.org/the-amal-fund/>





# WORK IN PROGRESS

# Citation



1. <https://reporting.unhcr.org/globalappeal2023#:~:text=2023%20Global%20planning%20figures,2023%2C%20according%20to%20UNHCR's%20estimations.>
2. <https://www.walkwithamal.org/>
3. <https://www.commonsemmedia.org/research/the-inclusion-imperative>