

GBV, HIV AND AIDS

Judges Feedback

Excellent thought went into this campaign in terms of the message and how to get it across to the target audience. This campaign is superb and with one presentation to go, it's probably the best yet

Great campaign with wide coverage in the region. I liked your approach to use perpetrator stories and the restorative justice techniques used. The key dates and roles assigned for each organisation are good. The twitter rally is innovative! The M&E plan for the programme is an awesome plan.

Really loved actual examples of social media post, it gives a great sense of how you will do your campaign. Great idea to use influencers as part of your campaign. Good idea to spread your campaign activities so as not to saturate the online space with your messaging

Used CANVA. Clear focus on the role of men. Nice use video and Tik Tik. Clear identification of influencers. Nice use of dates across the year building up to 25 Nov. Great inclusion of fund raising - Giving Tuesday. Innovative use of all social media platforms.