

MENSTRUAL HEALTH

Judges Feedback

* This presentation was very well articulated and lots of thought went into the campaign objectives and how to execute - esp content ideas relevant to men * Good plans for polls and livestreams * Hashtags are too long for users * Good planning around the dates and activities relating to launch and beyond * Plan to localise statistics by country is very solid * clever use of Monday.com for planning * content plan is excellent - superb balance. ideas for educating men on menstruation will work very well * This campaign is really well planned and should reach many more than the 1000 people mentioned if executed with the right influencers, so advice is to think a bit bigger

Great presentation overall. More can be done on objectives to make them, Specific, Measurable, Achievable, Relevant and Time-bound (SMART). Ensure to rehearse the slides and presentation to get rid of the technical glitches.

Visually great. Good focus - men. Extending reach through social media. Human rights approach. Great messaging and hashtags. 28 May. Great M and E using comms tools. Great resources. Not quite clear how first hand accounts will be used. Love the use of colour coding! Other technologies - Monday.com. Amazing social media planning, convergence and Notification

Well planned with nice ideas to roll out the campaign. Great tools to manage the campaign internally. It would however have been helpful to get more details - actual examples of some of the activities that will happen with intended outcomes, sample social media posts etc. Great overall campaign proposal.