

Don't be a Murder

-- The advertising campaign plan for anti-cyberbullying

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Abstract: The goal of this article is using an extremely impactful advertising campaign to impact target audiences' mind. This advertising campaign aims to raise online healthy awareness of young people. Making them fully aware of the serious consequences of cyber bullying. The higher the social concern of this issue, the more people will concentrate on their behaviors online. This article as an example to demonstrate the advertising campaign is necessary to promote online safety and healthy in Australia.

Keywords: Target audience, Cyberbullying, Message strategy, Media selection.

1. Position Statement

The Office of eSafety Commissioner belongs to Australia government, which is committed to helping all Australians have safe, positive experiences online. Statistics around cyber bullying are alarming. It is reported that more than 42% of young people are bullied online, and 53% admit to having participated in cyberbullying in some form (Issa, 2014). There are a number of young victims of cyber bullying, who require to be protected and saved. In addition, the impact of cyber bullying is enormous. Australia government pays attention to promoting online safety and healthy. The anti-cyber bullying laws has been enacted in 2014 in Australia. (Office of the eSafety Commissioner, n.d.).

2. Objectives

According to the desired position, our campaign is just for Australia government to promote awareness of cyberbullying and call actions to stop cyber bullying. What this campaign plan to approach is some communication objectives. For more specific, there are several objectives this advertising campaign expects to achieve over the duration of the campaign.

To reduce 7% of our young people (age 16-24) in the target market who are being cyberbullied over the duration of the campaign, 3 months.

Our campaign intends to raise 20% of 16-24 aged Australian young people's awareness of serious consequences of cyber bullying over 3 months of the campaign.

3% suicide rate of Australian young people between 16 and 24 dues to cyber bullying will be reduced over the duration of the campaign.

This advertising campaign plan to reduce 15% bullying comments online that 16-24 young people send online in Australia after next 3 months.

3. Key Insights

Our key insight is that some of young people may not realize the serious consequence of cyber bullying. They may not realize that how hurt their intentional words bring to others, they are very casual to comment on others online, they

may just unconsciously say something bad, such as a joke "death", may really make others cannot stand and choose to suicide to end their lives. Because they may not know the seriousness of the matter, unintentional words lead to serious consequences. This is a lot of real cases. Our activities are to help them raise awareness and thus reduce the probability of things happening.

3.1. Target Audience

A good campaign should choose a particular group of people based on research. So that our campaign focus on a specific group of Cyber-bullies and potential Cyber-bullies as our target audience, and below are the 4 characteristics of our target audience (Table. 1).

Table 1. Characteristics of TA

Geographic Age: 16-24 Gender: Male and Female Locations: schools and universities	Psychographic Lack of awareness They have immature thoughts Free lifestyle
Demographic Region: Australia	Behavioral Cell phones are the most popular communication tools

3.2. Geographic

Our campaign focus on a particular group of people, these people are age between 16 to 24 years old. According to the research, 1 in 3 young people suffered from cyber threats online, 50% of them have been bullied online and about the same numbers have engaged in cyber bullying (Bullying statistics, 2017). So that, this group has victims and perpetrators, they are more likely to combine their experience to feel the harm of cyber bullying. In other words, the group that has the greatest opportunity to change their behavior are peers. And we focus on both male and female, because with the advancement of social media, both male and female young people are able to cyber bully rapidly but with different styles, male usually attack others with threats, female usually attack others by comments. Because men and women are more likely to be violent by cyber bullying and cyber bullying others, we choose men and women of this age.

3.3. Demographic

Moreover, we choose Australia to disseminate our campaign, because among the causes of suicide in Australia, cyberbullying accounts for a large proportion. According to the news that “around 750 Australian teens commit suicide because of cyber bullying (Anatolia News Agency, 2012).” And in 2017, about 38% bully took place online in Australia (Kenna, 2018). These figures show that cyberbullying has seriously affected young people’s health in Australia, and Australians are very focused on healthy growth of young people. So that there will be more people to pay more attention on our campaign. Moreover, because of government support, we can promote our campaign through various channels, it can attract more attention. Generally speaking, promoting our campaign in a place of high concern for cyber bullying can have a more centralized impact.

3.4. Psychological

For this aspect, some young people may lack of awareness, they may not know the potentially serious consequences of cyber bullying (Claire, Jess, Katie, 2016). When asking the question that why do they cyber-bully? The answers show that they have unimanual mind to consider bad consequence of their behavior (Appendix 1). Because they are young and innocent, they don’t think about things comprehensively. They may not know what kind of harm their unintentional words will bring to others. And because they are young, some bad words can easily hurt their young mind. Their thoughts are not mature enough, so it is not easy to think in different way. They may not understand the suffering of the injured. At the same time, some victims choose extreme methods such as ending their lives because they cannot bear the harm caused by these bad words. Moreover, Australian youth’s free lifestyle, their freedom of speech, so some unconscious words bring harm to others, they are not easy to notice.

3.5. Behavioral

According to the research, 80% of people use cell phones regularly, making it the most popular form of technology and common media of cyber bullying (PsyD Programs, 2017). Giving information in where it often happened will affect more people with experience. And let them know the potentially serious consequence of cyber bullying, in order to help them get rid of this behavior. Moreover, young people are in a rebellious period and are prone to suffer when they encounter problems. In such cases, extreme behaviors such as suicide are also prone to occur. Through our campaign, let them realize the harm of cyber bullying, help them change this behavior, and learn to protect themselves in the network environment.

4. Creative Message Strategy

Cyberbullying happens in anytime, anywhere and many ways (See Appendix 2). A research shows that mean, hurtful abusive comments in social media and other social networking is the most typical type of cyberbullying (Digital Humans, 2014). Therefore, this advertising campaign will isolate this problem to mitigate.

4.1. The Big Idea of the Campaign

We found that under the Australia National law, certain behaviors of cyberbullying can be recognized as crimes. Including advocating suicide (Cyberbullying Laws in

Australia, 2015). However, only a few people have the awareness that cyberbullying is illegal in Australia (As Appendix 3). Many people ignore the fact that they may involve in law issue when leaving comments. Hence, the big idea of this advertising campaign should be serious consequences of cyberbullying.

4.2. Planning Strategy

For delivering the messages to audiences, the strategy of the campaign should be:

- 1) Videos to show directly the serious consequences to audiences;
- 2) Posters to deliver the message about serious consequences of cyberbullying to audiences;
- 3) Stickers to enhance the attraction and continuity of this campaign;

4.3. Message Strategy

This advertising campaign should provoke a feeling of fear and dangerous to make audiences farthest understanding and perceiving the serious consequences of cyberbullying. Telling stories is a very effective way to provoke audience feelings in many successful ad examples (Marc, 2014). This inspires us to use story-telling to accomplish our objectives.

4.4. Message Elements

4.4.1. Slogan

The slogan of this campaign should be “Don’t be a murderer.” As the aim of this advertising campaign is letting audiences know that bullying others online this kind of behavior would lead to victims’ suicide and self-harm. At the same time, these Cyber-bullies themselves would become criminals. “Murderer” is the most proper word which can express this information, comparing with all of other words.

4.4.2. Theme Line

The slogan is the theme line of this advertising campaign as well. As the content of the campaign’s videos, posters and stickers should relate to “murderer” this word. Thus, “Don’t be a murderer”, this sentence will appear in all of the forms of this campaign.

4.4.3. Logo

The logo (Figure 1) of this advertising campaign should have a strong association with “Don’t be a murderer.” Hence, we use a ban symbol with a stop gesture to fulfill these requirements.



Figure 1. Campaign’s logo

4.4.4. Color

Colors in posters and stickers should be dark. Using obvious contrast color to highlight the content. Black, white, red and pink should be used in this advertising campaign.

4.4.5. Music

The proper type of the music in videos should be piano

music which can perfectly express sad, pain and depression. Thus, we found “Urges” is the best music we can use (See Appendix 4).

4.4.6. Common Tone

The common tone of this advertising campaign should be serious and oppressive.

4.5. Ad Examples

4.5.1. Posters

In order to make people learn serious consequences of cyberbullying, we design to post different victim true stories on posters. We will put hard-understanding pictures to make

people have the curiosity that “what is this poster’s intention?” Then, they will read the story to figure out the doubts. We will also post the question “Do you know cyberbullying is illegal in Australia?” for audiences on posters to let them have the curiosity to learn more at our website.

This is examples of the first edition, the picture on them has two parts, at the top part is bright and happy but at the bottom part is dark and bloody (Figure 2). Because these girls are using smartphones to bully others, just for fun. However, victims are bleeding and dying but these girls does not know what is happening.

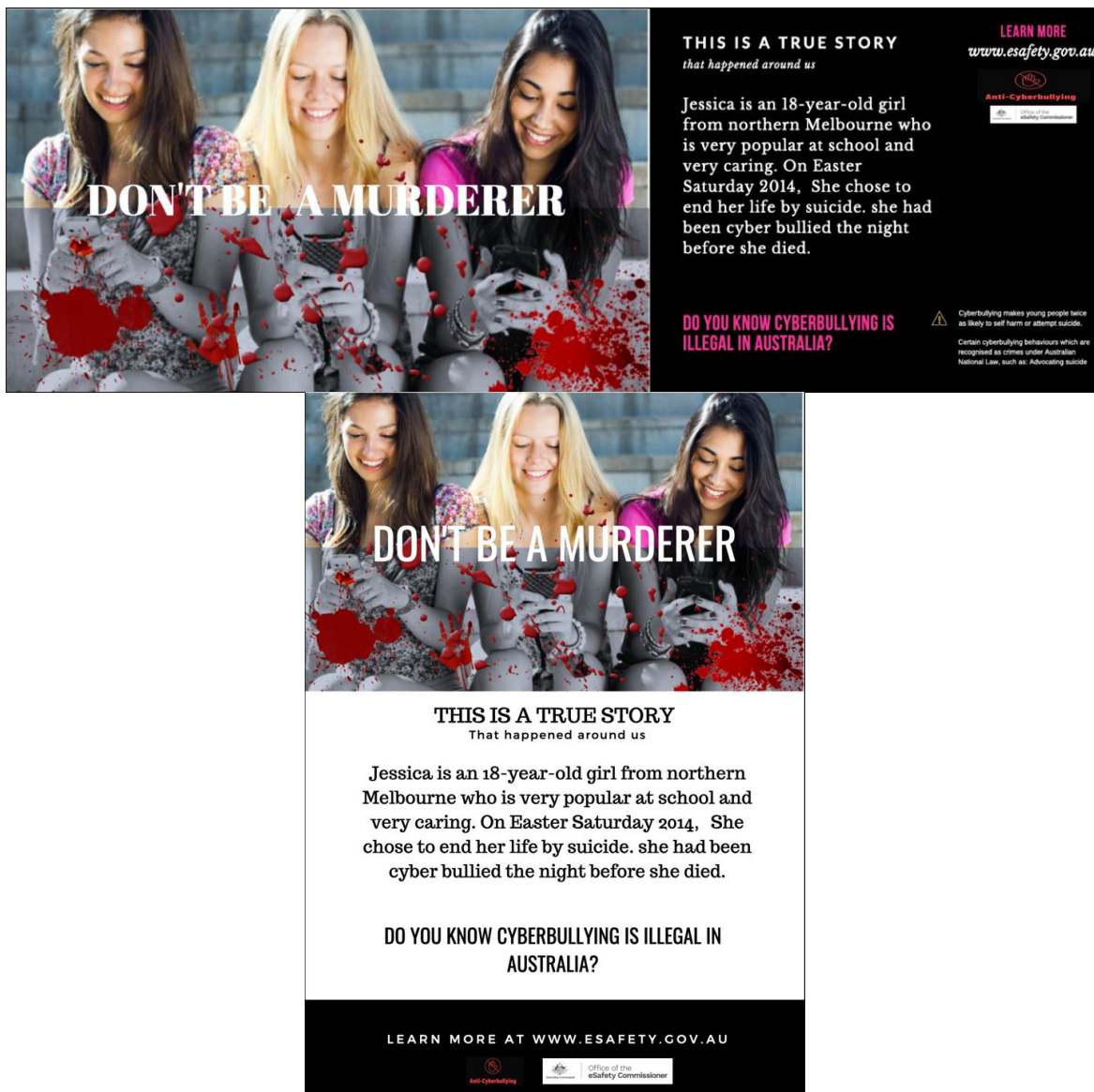


Figure 2. First edition design

In the second edition of the poster, we changed the picture (Figure 3). The content of victim stories is different.

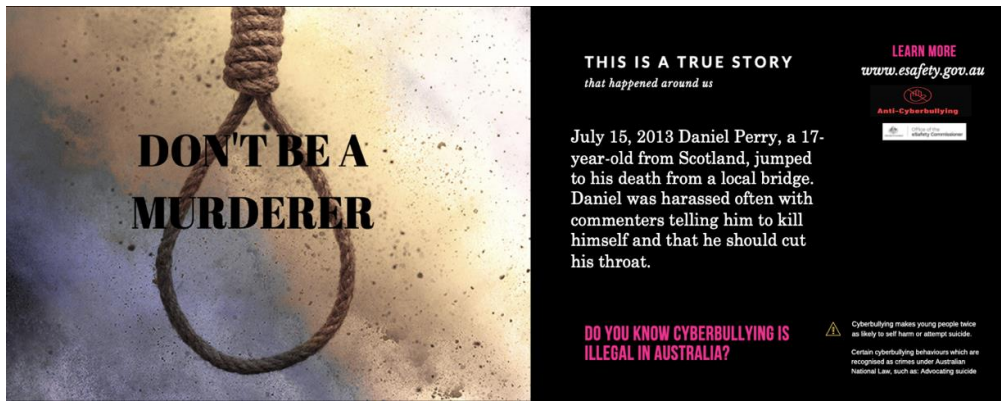
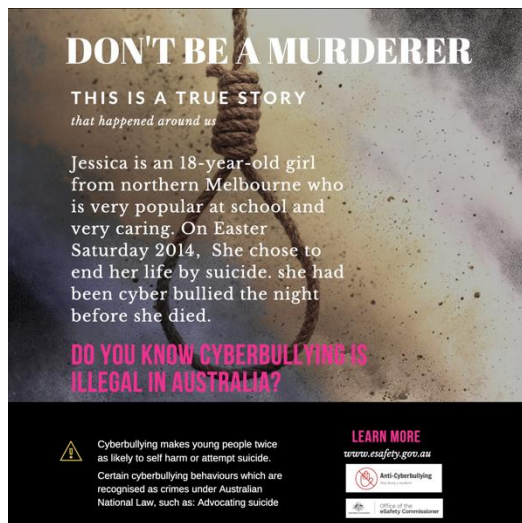


Figure 3. Second edition design

We also resize the poster to fit social media platforms (Figure 4).



Version 1



Version 2

Figure 4. Two version of the poster

4.5.2. Stickers

As the size of stickers should be small, we give up using pictures to dominate the content. Thus, we use red and black color to shape a clear contrast in this sticker which may let audiences associating dangerous and bad consequences (Figure 5).



Figure 5. Sticker's design

4.5.3. Videos

This campaign has 2 different videos. Picture 6 is the storyboard of the first video. A boy is seating in front of a computer at his room and check his face-book. Then he found another boy post a selfie and received a lot of mean comments. Finally, he leaved a comment "go die!" to this selfie. He is delighted and uses his fingers pretending a gun shoot to his computer screen. He closed the computer and walked away. However, he does not know that the selfie's owner dead at the other side of the computer with a real bullet hole at the head. The victim's face is bloody and terrifying. At here, music comes and subtitle "cyberbullying is illegal in Australia" appears at the bottom. Then, the picture will fade out to black, "Don't be a murderer." will appear after that.

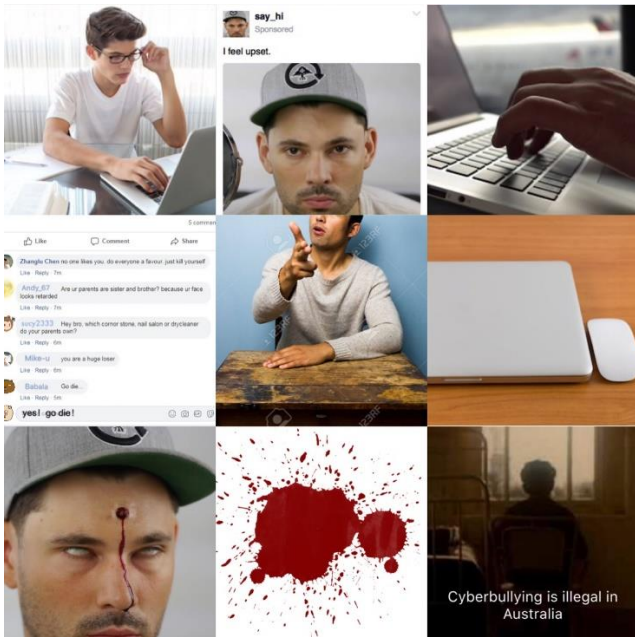


Figure 6. Storyboard of the first video

At the second video (As Figure 7), it will in the same way to tell the story, but this time is a girl in the school. She is using her smart phone to leave a hurtful comment to another girl's selfie. However, the selfie's owner suddenly jumped off the build and died in front of this girl. This girl totally terrified and start to cry. At here, same music and same subtitle will appear.

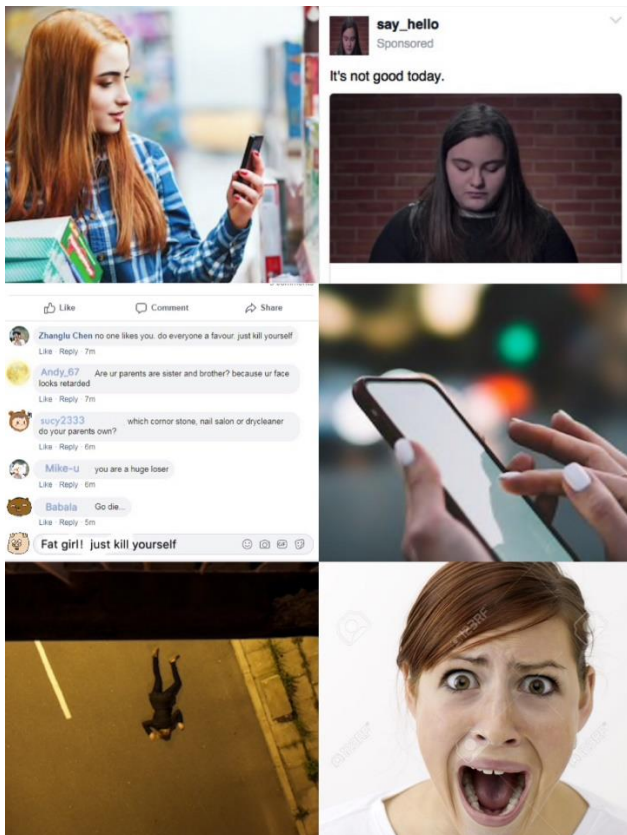


Figure 7. Storyboard of the second video

5. Media Selection

In Australian, almost 79% people now rely on social media channels. Nearly 50% users posted their selfies among 18-29 years old, and only one in three users have felt excited when they received more likes or shares on social media than usual.

Simultaneously, Australian users are almost on four channels, Facebook (94%), Instagram (46%), Snapchat (40%) and Twitter (32%) (Figure 8, Sensis report, 2018).

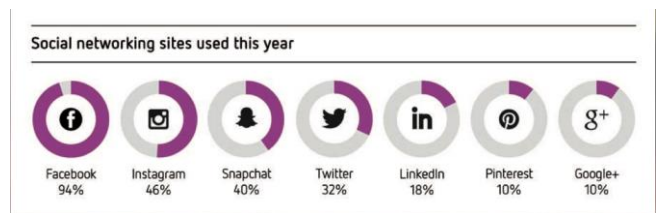


Figure 8. Sensis report

According to the research from the Detective Thomas Rich, Facebook, Instagram and Twitter are the worst three social media platform for bullying. Teens are more likely to share their selfies on these three channels with positive emotions and end up getting the opposite. (STRAUS, 2019). Combined with the campaign's objectives and target markets, 23% users in regional areas are more probably to experience bullying or harassment than in the metropolitan areas. Therefore, the campaign will choose Facebook, Twitter and Instagram as the online advertising method (Figure 9).



Figure 9. Social media platform

Over a third Australian users have a habit to check their social media accounts more than five times per day. There are three popular times during a day when they check each media account, 71% users would log in their accounts in the evening, 57% users would treat their media channels as the first thing in the morning, and 39% would browse webpages at night (Figure 10, Sensis report, 2018).

When we socially network

71%	In the evening
57%	First thing in the morning
47%	Lunchtime
47%	Breaks
39%	Last thing before I go to bed
21%	During work
18%	Commuting

Figure 10. Sensis report

Thus, choosing these three time-period as our campaign's posting frequency can achieve a lot of potential viewers. For each social media platform, we will register our own official account and post campaign's videos and posters on them. We will rely on each channel's basic function such as hashtag, like, comment and repost to expand the influence of our campaign (Yadav, Joshi & Rahman, 2015). For example, we set the hashtag as 'stop cyber bullying' on the Facebook page that will help our campaign to build an online community for participants, they can share their experience directly under the same topic and let others view similar stories easily as well. As the campaign organizer, the click of like, share and the bias

of comment will helpful for collecting the feedback and data from the customer. It will be useful for our campaign to adjust the posting frequency or time and improve the posting content on time (Chu, 2011).

5.1. Examples in Media Platforms

Here are some examples of our event on three social media channels respectively (Figure 11).

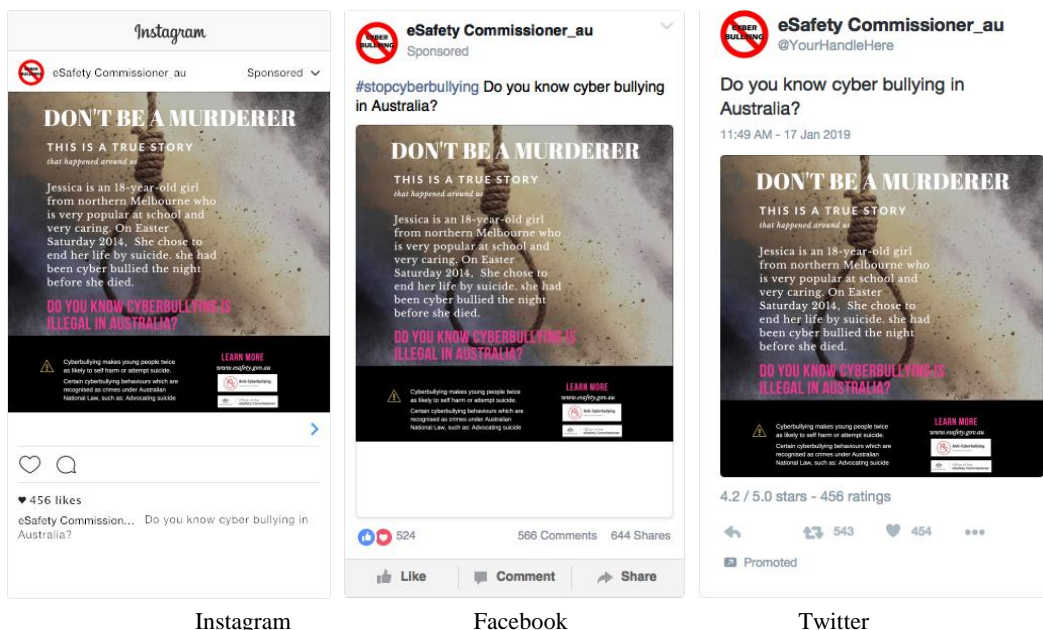


Figure 11. Example of social media platform

For our campaign’s offline promotion method, we design two versions posters with different real stories. Not only on social media platforms, but also display on billboards (Figure 12) at many bus stations which around schools and universities in Australia. We will update another poster edition according to the schedule. People will notice the contents of the poster when they wait for the bus. (Masters, Gibbs & Sandars, 2015).



Figure 12. Bus station’s display

Engaging with target audiences is important (MCDANIEL, BACH & POOLE, 1993). In order to maintain customers’ attention and enhance their engagement of our campaign, we will update our poster in different editions during the campaign. The victim stories will continuously be updated as well. In addition, we will put the sticker on the side of the sockets in the school and universities, such as libraries and study rooms. These audiences will notice it consciously or unconsciously when charging their electronic devices(Figure 13).This kind of interactions and engagements can increase the influences of the campaign and keep people fresh and active in activities (Chartrand, 2005).



Figure 13. Electronic devices charging display

5.2. Media Schedule

Media schedule is the vital part of effectively accomplishing an advertising campaign (Stelzner, 2014). This is the media schedule of this campaign (Table 2).

Table 2. The media schedule of this campaign

Items	Date	Platforms	Promotion Times in a day	Duration
Video 1	Week1-7	Face-Book, Twitter and Instagram	Morning (6:00-9:00) Evening (16:00-19:00) Late night (22:00-1:00)	7 weeks
Social media post 1	Week 1-7	Face-Book, Twitter and Instagram	Morning (6:00-9:00) Evening (16:00-19:00) Late night (22:00-1:00)	7 weeks
At first 2 weeks is a trial to see audiences' reaction of the video and posters online. Then to adjust the amount of the billboard offline. If we can receive enough attention and reaction online, then we will maintain the original plan of the billboards. However, if we cannot receive enough reaction online then we will increase the number of the billboards and expand the public areas of billboard sites.				
Billboard edition 1	Week 2-7	Bus station (schools and universities)	All day	6 weeks
Video 2	Week8-13	Face-Book, Twitter and Instagram	Morning (6:00-9:00) Evening (16:00-19:00) Late night (22:00-1:00)	6 weeks
Social media post 2	Week8-13	Face-Book, Twitter and Instagram	Morning (6:00-9:00) Evening (16:00-19:00) Late night (22:00-1:00)	6 weeks
Billboard edition 2	Week 8-13	Bus station (schools and universities)	All day	6 weeks
After 7 weeks, audiences may tire to keep seeing the first video. For maintaining the heat of online videos and posts. We will update new posters and video on these platforms. The billboard in bus stations will be updated after 6 weeks as audiences may tire to read the same story. We will change the content and the edition of posters.				
Stickers	Week 10-13	Schools and universities	All days	4 weeks
At the end period of this advertising campaign, we begin to arrange stickers in universities and schools for enhancing the influence of this campaign. As stickers can reinforce the messages this campaign has delivered to audiences.				

6. Budget

This is the overall budget (Table 3) of this campaign:

Table 3. Budget

	Item	Price \$	Quantity	Total \$
Online	Facebook[1]	\$27.99 per day	3 months (90 days)	2519.1
	Twitter[2]	\$33.99 per day	3 months (90 days)	3059.1
	Instagram[3]	\$25.99 per day	3 months (90 days)	2339.1
Offline	Billboard[4]	151.67	450	68251.5
	Stickers[5]	11.25	30000	337500
	Posters[6]	59.99	450	26995.5
	Video studio[7]	57600	2	115200

Online-As the period of our campaign is 3 months, we need to promote our campaign on Facebook every day in this period of time. Each day of promotion on Facebook is \$27.99

for one piece of message. The promotion on twitter is \$33.99 for one twitter per day. And daily promotion on Instagram is \$27.99 for one Instagram.

Offline-As we plan to post on the billboard in bus station, there are more than 120 schools in Australia, and we plan to post 3 posters in each school. And we plan to put 200 stickers in each school. And all the posters will use on the billboard, the quantity of poster should be same as billboard. And we will invite a team from video studio to record two versions of video for us, \$57600 includes the post-production.

7. Measurement and Evaluation

After 3 months, we will reinvestigate the statistics of young people (age 16-24) suicide rates result by cyberbullying and the amount of the cyberbullying victim and Cyber-bullies. Using these statistics to measurement the performance of this advertising campaign.

There are some uncertain elements would impact the performance of this advertising campaign. Firstly, choosing acts and actress is important. Are their appearances match for the target audiences or provoke resonance for the target audience is the critical problem in this campaign. Secondly, using bloody and terrifying pictures and videos to provoke audiences' feeling is risky in some extent, because it may lead

to audiences' uncomfortable and cheated emotions. As the result, we will pay attention to these uncertainties to make this campaign more creative and effective.

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Appendix 1

Why do people cyber-bully?

There are a number of reasons why people might cyber-bully someone else, including:

- They think that it is amusing.
- They don't like the person.
- They don't consider it to be a big deal.
- They don't believe there are any consequences.
- They think they are anonymous.

None of these reasons, or any others, can ever justify cyber-bullying.

(Western Australia Police Force, n.d.)

Appendix 2

Cyberbullying include(Cyber Bullying Statistics, n.d.):

- 1) using text and emails to abuse others.
- 2) using fake social networking accounts to imitate others.
- 3) making harassment to others online. Spreading indecent photos of others, unflattering pictures, texts, messages and rumors online.
- 4) Leaving mean and hurtful comments to others.

Appendix 3

- Around half of teens have been the victims of cyber bullying
- Only 1 in 10 teens tells a parent if they have been a cyber bully victim
- Fewer than 1 in 5 cyber bullying incidents are reported to law enforcement

(Cyber Bullying Statistics, n.d.)

Appendix 4

Dark Piano- Urges this music is extremely depressive and oppressive,
Lucas King post it on YouTube on 2018.the link as bellow. ^d

<https://www.youtube.com/watch?v=ZaAJze9HM5g>

