PVRnest A CSR INITIATIVE OF PVR INOX x CyberPeace x MISSING

#SOS Campaign Impact Overview

SOCIAL IMPACT COLLABORATION BETWEEN
MISSING AND CYBER PEACE FOUNDATION
SUPPORTED BY PVR NEST

STOP Online Stalkers
Protect our children from online predators

Support #SOS



Submitted by:
Missing Link Trust

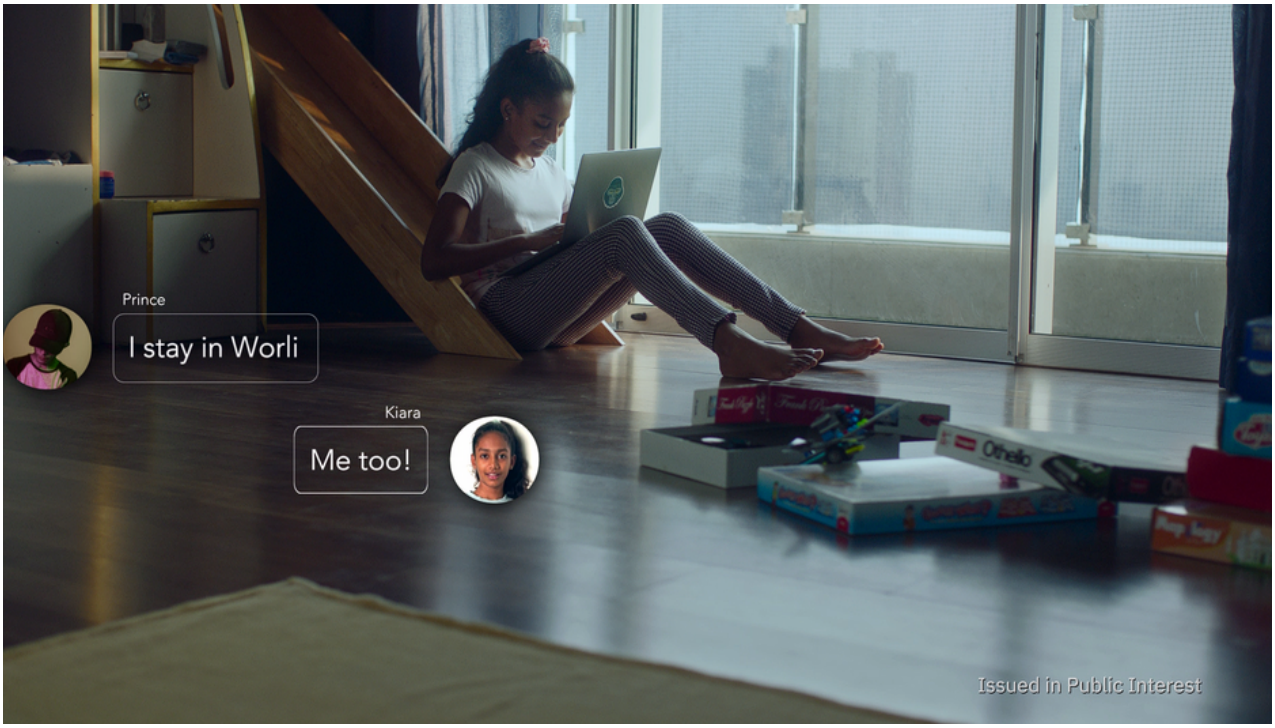
Date :
November 9, 2023

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Backdrop

India reports 15 million victims of sex trafficking every year. 40% are adolescents and children, some as young as 9 years old. India is the highest consumer and creator of Child Sexual Abuse Material (CSAM) in the world, with 56 lakh reports filed every year.

Like every other operation and transaction, trafficking has also gone digital, and since 90% of India's underage children have access to mobile phones, they are critically vulnerable to online predators and trafficking.



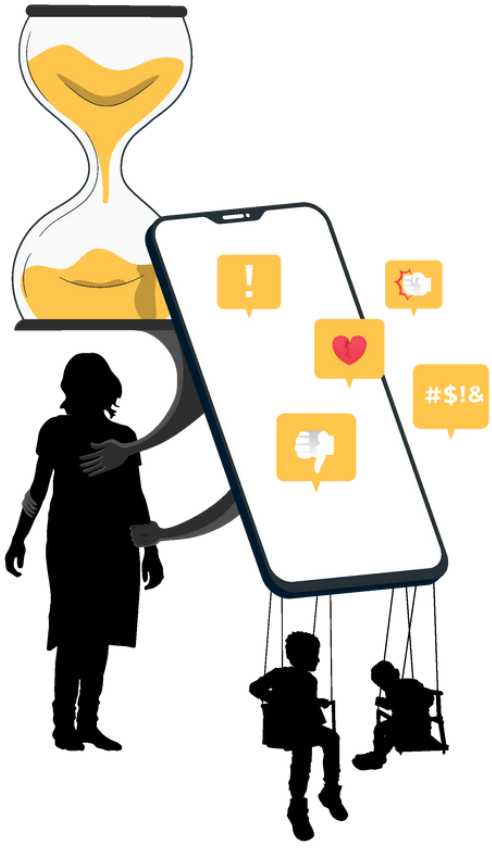
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Objective

Campaign #SOS or Stop Online Stalkers was created by Save Missing Girls and CyberPeace to raise awareness about the extent and spread of child trafficking in India, which has now morphed into online child abuse. The campaign targeted adolescents, their parents and the biggest stakeholder in this issue i.e. the public, through an evocative PSA film, and offered an immediate redressal in the form of an innovative 24/7 WhatsApp chatbot that was developed by us.

The SOS Child Online Safety Desk number was broadcast across all communications put out by us, as the go-to for all the relevant information and assistance related to child online safety. It offers the caller information on law enforcement officials, subject experts, mental health workers, social workers, legal experts, and cyber safety advisers.

Red flagging the issue and offering remedial help is the immediate objective of Campaign SOS, the first step in creating awareness and initiating public discourse about the issue. After sensitizing the public and potential victims, the next step is to create an SOS Community, a digital and on-ground ecosystem in every neighborhood, that becomes the safety custodian for the children of the community.



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Target Audience

Child Trafficking or online abuse is not an issue that impacts only the children of a community. It is a social blight that affects the fabric of society at large. Therefore, while it's important to educate and alert potential victims i.e., adolescents, it's equally critical to address the largest stakeholder in this issue – the public. Unless the public sees fit to address and erase this crime from its roots, demand for it will continue, and therefore the supply will have to be met one way or another.

Campaign #SOS selected its media carriers carefully to be able to address both these ends of the issue: the demand creators or enablers,
i.e., **The Public** and the victims, i.e., **The Adolescents**



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Media Vehicles used for #SOS

A variety of media was used to flag students and parents, as well as the community.

01

Film

Our evocative PSA film, scripted in-house by Missing and produced by a talented ad film production house, depicts the ease with which a predator can entrap young adolescents, and the emotional angst and helplessness that a victim experiences. It also highlights the stalking of both girls and boys by predators and attempts to be a conversation starter between caregivers and children about the issue. If children are given the confidence to approach a parent or responsible adult, when feeling threatened, they avoid turning into victims. This 90-second film was shared widely on WhatsApp, Facebook, Instagram, and Twitter. Two 30 second versions of this film, presenting the experiences of the girl protagonist and the boy protagonist were screened on PVR screens across the country. The films have been translated in x Indian languages to reach more people.



02

Innovative Tech

When children and adults become aware of the critical issue of online abuse and relate it to their personal experiences, they are compelled to seek out further information and resources. Though there are many organisations and initiatives dedicated to child safety in India, there remains a glaring void—a centralised hub to bring these essential resources together and provide easy access to them. The SOS Child Online Safety Desk was intentionally created in response to this urgent need.

We collaborated with a team from the GLIFIC platform to develop a safety desk powered by a Chatbot, ensuring 24x7 availability for individuals to seek confidential and secure assistance concerning a wide range of online threats and issues. This resource also provides valuable information for enhancing safety and prevention measures.

Recognising that this is one of the first products of its kind without a template to follow and having long-term goals to become a go-to resource for cyber safety in India, we on boarded a product manager on board to ensure the end product met its intended goals.

This help desk was launched through a dedicated WhatsApp number which was then shared on all the SOS campaign communication. SOS Child Online Safety Desk Number, 60030-60040 is the 24/7 SOS chatbot dedicated to online child abuse information and assistance.



Join the #SOS Community



03

#SOS Campaign Landing Page

A landing page is a vital component of any social media campaign as it helps to maximize the campaign's impact, streamline the user experience, and improve the conversion rate. We created the #SOS Campaign landing page for people to know more about the campaign, know more about the various other aspects of the campaign and join the #SOS community to stay connected with the issue even after the campaign. **655 views, 2.2k interactions.**

04

Cinema

PVR graciously extended the opportunity to showcase our film throughout India, encompassing not only metropolitan areas but also tier-I, tier-II, and tier-III cities. This inclusive approach allowed us to address and resonate with the entire nation, ensuring that our message reached far beyond the privileged few. The generous run time provided ensured the PSA film was screened in **1000 PVR Cinema screens reaching approximately 5 million viewers.**



05

Social media

Social media was used as a powerful tool to reach a larger audience, stakeholders, and to foster a safe online environment. The goal was to nurture a safe digital space in light of the ongoing mission. Organic Social Media Channels of both partners, Missing and CyberPeace were used to share Instagram, Twitter, Facebook, and LinkedIn of both Missing and CyberPeace, in addition to paid boost on Instagram and Facebook, which reached **3.5 million views.**

06

PR Releases

Through **10 publications/platforms** we received a combined reach of 143.80 million readers.

PR Initiatives over three months · Press Release for on-ground events:

o Mommy Bloggers Campaign

o SOS Forum Talk Shows at Kolkata, Delhi & Ranchi

o Screening of Documentary Film From the Shadows

·Interview in large Hindi media

·Article in English news media

·Article in credible South Indian English media

·Article in credible South Indian language media

·FM radio opportunity in Delhi

·FM radio opportunity in Mumbai

·Article in large multilingual online media like Dailyhunt

·Interview in large Maharashtra media

·Article in large East India media

·TV appearance



07

On Ground Activations

Highlighted by PVR, we also felt the need to incorporate an on-ground activation strategy because we firmly believed in the need for inclusive and interactive engagement.

Our approach aimed not only to feature experts but also to provide a platform for our intended audience to actively participate, ask questions, and share their perspectives. We intentionally included a mix of government and private schools across cities and towns to glean a comprehensive understanding of the issue. This strategy allowed us to gather valuable insights, real-life case studies, and, most importantly, to resonate with the pulse of the issue at its grassroots.

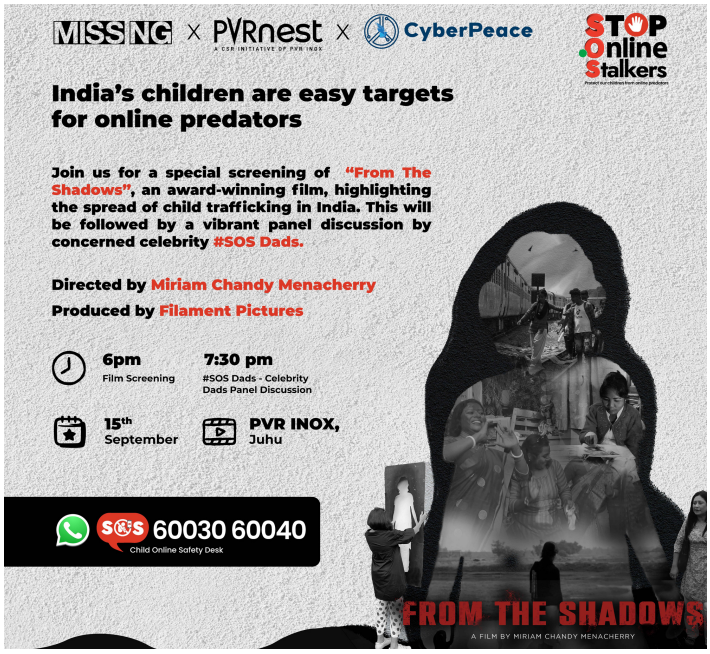
We intended to and succeeded in facilitating in-depth conversations around online abuse and safety with children, parents, experts, and the general public.

1. Student SOS Forums

Adolescent students stand at the heart of this matter. They are the pivotal stakeholders in this issue, and it's imperative to actively involve and engage them. Student SOS forums (hyperlink-to the Facebook page) were organised for 3 schools in 3 metros, where students were asked to share their opinions and experiences on online abuse. They were given access to a panel of subject experts like psychologists, educationists, and cyber safety personnel, who answered every query the students raised and listened to their experiences. 600 school students were given a voice, and their feedback was documented by the experts and shared with the public by us via social media. This is an important tool for connecting the victims with the potential demand creator, the public, and co-opting their support to fight this issue, by making them take ownership for the safety of the children in their communities.

2. Screening of Documentary: From the Shadows

An in-depth documentary film on our organisation and the topic of trafficking was a great opportunity to have a broader conversation about the issue of exploitation and abuse. The film exposes the often-unseen nuances of child trafficking and propels a deeper understanding. This internationally acclaimed documentary, **directed by Miriam Chandy Menacherry,** showcases the extent of child trafficking in our country and the work being done by anti-traffickers like Leena Kejriwal, the co-creator of #SOS and founder of #SaveMissingGirls. The film follows two women working with survivors of child sex trafficking to take on the trafficking nexus in the country. Leena stands by Samina's protracted battle against her traffickers, who hail from her village. And there is Hasina Kharbhih, a veteran activist who is helping rescued young girls get across international borders.The single screening of a heart-wrenching Documentary From the Shadows on the extent of child trafficking in India and the work being done by anti-traffickers like Leena Kejriwal, was **hosted by PVR Juhu.** The PR event was targeted at stewards of public social opinion, i.e., journalists and documentary filmmakers and garnered the attention of Mumbai's social impact influencers.





3. #SOSMums: Mommy Bloggers

Parents represent the second most essential stakeholders in the realm of child safety. Creating awareness among mothers is pivotal to building online safety and cultivating healthy online practices within every household. One of the most effective ways is to empower mothers to initiate discussions and encourage fellow mothers to join the conversation.

In an innovative initiative, we invited 75 influencer Mums from Instagram to become Child Safety influencers or SOS Mums. They were invited to PVRs across Indian cities, to view the SOS public safety announcement film being screened before feature films. Once awakened to the urgency of the dangers of child online safety, these motivated social media mothers pledged their support to #SOS and shared the PSA with the SOS Child Safety Bot number with their Instagram followers, urging them to spread the message. #SOS and the SOS Online Child Safety number was shared with 2.70 million mothers across India.

Campaign Blogger Statistics:

· 75 Mum Influencers comprising micro and nano bloggers to create awareness through social media content

· Social media reels, posts and stories in English, Hindi & Punjabi languages ·Execution at PVR cinemas

· Multi-city campaign spanning one month from 18-Aug 2023 onwards.

Conclusion

The campaign kicked off on August 10, 2023 and ran through till October 10, 2023. With the help of the paid media boost, it has reached over 3.5 million people across India on social media alone, in the short period of 6 weeks, including students, parents and the general public. That's three times the social media target we had hoped to reach. A powerful boost has also come from the 5 million PVR cinema viewers. Impactful brand IPs like SOS Chatbot, SOS Forum, SOS Mums, SOS Dads have been created, which are invaluable for building salience for the #SOS campaign going forward.

Way forward!

We have created awareness about the issue by starting public conversation. The next step involves co-opting the help of the community, the biggest stakeholder, to bring change. We have to begin building the SOS Community, both online and offline, comprising members of the public who will take the onus and become stewards of the safety of children in their own ecosystems and neighbourhoods.



For the detailed Social Media and PR analytics report click here click here