



# »Witness | Zeugen«

## Project Report and Evaluation of the In-flight Spot

Part of the »Please Disturb | Bitte Stören« campaign

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# Welcome message by Dr. Hermann Kues



## Dr. Hermann Kues MP

Parliamentary State Secretary in the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth

### Dear Reader,

All children need our special protection, not just in Germany. Sexual exploitation of children in tourism is one of the worst forms of violence to children and a fundamental violation of human dignity, of the basic and human rights of children to physical and mental intactness and integrity. Child victims of sexual exploitation usually suffer from severe physical and psychological consequences for the rest of their lives.

Crimes against children must be impeded rigorously and unrelentingly by preventative action and early intervention. Article 34 of the UN Convention on the Rights of the Child commits the states signatories to protecting children from all forms of sexual exploitation and sexual abuse. Our penal law makes sexual violence against children by Germans a punishable offence not just in Germany but also abroad. Today in most EU countries perpetrators of sexual exploitation of children abroad can already be prosecuted in their countries of origin. But these successes in improving the protection of children worldwide through law enforcement and cross-border cooperation cannot hide the fact that the problem of sexual exploitation of children continues to exist all over the world.

Protecting children and young people is a key matter of concern to the federal government. The »Action Plan for the Protection of Children and Young People from Sexual

Violence and Exploitation«, sets out a comprehensive and cross-departmental overall strategy to protect children and young people effectively from all forms of sexualised violence. Since the action plan was drawn up various measures have been implemented to improve protection under criminal law, strengthen prevention and victim protection, further develop the help and advice available and to promote international cooperation.

The public information film »Witness | Zeugen« was produced in cooperation with the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and the international children's relief organisation terre des hommes as part of the »Please Disturb | Bitte Stören« campaign. It aims to heighten awareness among people travelling abroad and tour operators of the problem of sexual violence against children. Each and every citizen can make a contribution to ensuring that both children in Europe and children in faraway countries outside Europe are not sexually exploited by tourists. The short film, which was originally made as an in-flight public information advertisement for airlines and later developed for television and cinema, has a clear message: crimes against children can be prevented through early intervention. The viewers are asked to help in the fight against sexual exploitation of children in tourism and to protect children from sexual abuse by being alert and taking action.

This project report documents the measures which were further developed during the »Please Disturb | Bitte Stören« campaign and »Witness | Zeugen«, the in-flight public information advertisement, over a two-year period and evaluates their impact with the help of an analysis carried out by the research institute forsa Gesellschaft für Sozialforschung und statistische Analyse mbH. The experiences documented in this report and the insights gained will help to organise future projects more efficiently and ensure greater effectiveness.

The constructive and successful cooperation with the international children's relief organisation terre des hommes for the purpose of this public information and educational advertisement is an important milestone in the implementation and further development of the federal government's action plan. The Federal Ministry for Family Affairs, Senior Citizens, Women and Youth will continue to support the fight against sexual violence and exploitation of children in tourism and will do everything in its power to protect children and young people worldwide.

Dr. Hermann Kues

# Welcome message by Peter Knauff



**Peter Knauff**

Chairman of the Board of terre des hommes Germany

## Dear Reader,

The in-flight public information advertisement »Witness | Zeugen« is the most recent project by the international children's relief organisation terre des hommes. Its aim is to make the problem of sexual exploitation of children in tourism known to the general public. But »Witness | Zeugen« not only seeks to raise awareness among travellers about this issue; it also urges them to pay attention to how children are being treated and to take action if necessary. Thus, what makes »Witness | Zeugen« different to previous advertisements by terre des hommes is that it contains a clear plea to take action. The project was co-financed by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and carried out in cooperation with the tour operator LTU, which included the advertisement in its in-flight programme in April 2005 and has been showing it worldwide on its flights.

Project partners of terre des hommes in South East Asia first highlighted the problem of sexual exploitation of children in tourism 25 years ago. More and more boys and girls were being forced to ensure their survival by providing sexual services. In addition, the growing number of tourists resulted in a rising demand for child prostitution. The prevalence of child pornography increased as well, facilitated by the spread of modern communication methods.

In response to these developments, in 1990 the participants of the South East Asian conference in Chiang Mai in Thailand decided to launch the »International Campaign Against Child Prostitution in Tourism«. terre des hommes joined the campaign and began related campaign activities in Europe in order to stop the demand for girls and boys abroad by tourists. Other non-governmental organisations and church relief organisations also became involved in prevention.

In 1997 the first international communication project by terre des hommes was launched. The first in-flight advertisement, »TOYS | Spielsachen«, was made with the financial support of the European Commission and shown on flights by seven international airlines in 1998/1999. A short time later the Internet platform *www.child-hood.com* was set up. Here travellers and tourist organisations can inform themselves about the issue. The website also provides the numbers of hotlines and the contact addresses of aid organisations for those affected by or witness to child abuse. Co-financing from the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth made it possible to translate »TOYS | Spielsachen« into German. More than 20 television stations then broadcast the advertisement and it was also later shown on Italian television. Another measure, this time as part of the »Future Solutions...« communication project, was the production of the second advertisement

entitled »WORDS«. Aimed at young travellers, it was aired on television in 2002/2003 and was also shown in about 200 German cinemas from 2004. The in-flight advertisement »Witness | Zeugen« concludes the series. Last year over six million passengers on LTU flights were able to see this public information advertisement. Two international airlines also included it in their in-flight programme. The German version is broadcast by several television channels and shown in 52 movie theatres and on 136 cinema screens nationwide.

This represents a major step in the fight against sexual exploitation of children in tourism. Nevertheless, we must do everything in our power to continue defending and protecting the rights of the children. You can play your part too – through your own projects or by being alert and paying attention to how children are being treated.

Peter Knauff

# »Witness | Zeugen«

## For the hasty reader

The »Please Disturb | Bitte Stören« campaign is one of several long-standing communication activities by the international children's relief organisation terre des hommes aimed at fighting sexual exploitation of children in tourism. The first measure was launched in 1997 with the in-flight advertisement »TOYS | Spielsachen«, which was shown by several international airlines – and later aired on television as well – in order to turn the attention of travellers to the problem. Since 1999 the campaign website, [www.child-hood.com](http://www.child-hood.com), has for the first time offered the public a dialog platform where tourists and tour operators can find comprehensive information on the subject of sexual exploitation of children in tourism and where those affected can find help. In 2002 broadcasting began of the second advertisement called »WORDS«, which targeted young travellers and was shown both on television and in cinemas.

It became clear from these measures that any future activities could no longer be aimed solely at making the issue known to the general public and that they should have the goal of calling on each and every traveller to stop the sexual abuse of children in tourism. This was the objective of »Witness | Zeugen«, the public information advertisement and most recent project within the »Please Disturb | Bitte Stören« campaign; the aim was not just to raise awareness, but to call on people to take action as well.

The advertisement was produced with the support of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and in cooperation with the airline LTU. The script was written by advertising agency McCann Erickson, which won the bidding process. The following criteria had been specified: the advertisement had to be suitable for international use and be able to reach a large target audience i.e., all travellers. However, it was also important to be conscious of the fact that minors would see the advertisement too. The aim of the advertisement was to address those in the perpetrators' surroundings. At the same time it was essential to ensure it did not encourage perpetrators in any way.

In December 2005 »Witness | Zeugen« was filmed in South Africa. The country was ideal for filming because of the good production

conditions. Furthermore, it was easy to recreate the holiday atmosphere there without catering to misleading clichés, not least thanks to the careful selection of the actors involved.

In April 2006 the public information advertisement was presented to the public for the first time at a press conference. Thereafter LTU began showing it on their in-flight programme. At the same time terre des hommes and the UNWTO (World Tourism Organisation) wrote to more than 30 foreign airlines asking them to also include the advertisement in their in-flight programme. To date two of these airlines have agreed and are showing it on their flights.

At the beginning of 2006, shortly after the in-flight advertisement had been completed, the project partners decided to produce a German cinema and television version to make it more accessible to the German public. It has been broadcast by 11 German television channels and shown in 52 movie theatres and on almost 150 movie screens since May 2006.

At the end of the 1990's terre des hommes was already receiving many inquiries from tourists requesting that an information platform be set up. With the broadcasting of »TOYS | Spielsachen« it became evident that a central information point was necessary. This public interest led to the creation of the aforementioned website, [www.child-hood.com](http://www.child-hood.com), which contains further information and lists contact

persons. In 2004 the relaunch of the website began. There is evidently a correlation between awareness-raising measures and the website visitor figures, with each new measure attracting more visitors to the website.

In order to find out exactly how effective »Witness | Zeugen«, the most recent advertisement, is, the project partners commissioned forsa, an institute for public opinion research, to carry out a study. The study concluded that the advertisement spoke to the viewers and that in particular the call to take action was understood. Three-quarters of the test persons rated the advertisement »good« or »very good«. Nine out of ten test persons understood the call to »look at what's going on around you« and almost half named protecting children from sexual abuse and the plea to take action as the advertisement's main messages. The study also showed that particularly older people and women understood the plea to take action.

Both the forsa study and the website visitor figures show that the communication measures are effective: it is possible to make travellers and tour operators aware of the issue. The plea to take action is getting through to people. In this sense the campaign goal has been achieved.

The aim of this evaluation report is not just to describe the project. It is also intended as an aid to all institutions and organisations working in this field.



## 3. Project outline

### »Witness | Zeugen«

The sexual exploitation of children and young people is not a new phenomenon, but it has not diminished in recent years as much as was hoped despite various activities. Increased mobility and the enlarged gulf in standards of living have exacerbated the problem in the area of tourism as well. This serious violation of human and children's rights still requires increased international cooperation between the countries of origin and the destination countries of victims and perpetrators. Prevention, the treatment and rehabilitation of victims as well as criminal law reforms are important steps in fighting sexual exploitation of children in tourism.

With its »Please Disturb | Bitte Stören« campaign terre des hommes is making an important contribution to combating the sexual exploitation of children in the tourism industry. Individual projects within the campaign aim to draw travellers' attention to the problem and sensitize them to the occurrence of such crimes in their holiday destinations. In June 2005 the »Witness | Zeugen« project, which was financed by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), was launched by terre des hommes. Two years later, in June 2007, the project drew to a close. This report aims to provide a critical review of the contents, evolution and impact of »Witness | Zeugen«.

## 4. Sexual exploitation of children – a global problem

The sexual exploitation of minors is a global problem. Girls and boys are sold and then sexually abused. Pornographic images are made with them which are later sold – often via the Internet. In some countries minors are openly offered to tourists for sexual abuse. All this has grave and often lifelong consequences for the underage victims.

### 4.1. Definition of sexual abuse of children

The sexual abuse of children exists when one or more persons carry out sexual acts on girls or boys under the age of 18 for their own sexual gratification. This includes sexual intercourse, the showing of pornographic materials, touching and comments. Where sexual abuse occurs the adult always takes advantage of the unequal balance of power to satisfy his/her own sexual needs. Sexual abuse also includes the commercial sexual exploitation of children: child sex tourism, child pornography and child trafficking.

In Article 34 of the UN Convention on the Rights of the Child adopted in 1989 all the state signatories have undertaken to protect the child from all forms of sexual exploitation and sexual abuse. To this end the states must take suitable internal, bilateral and multilateral measures to prevent children from being:

- enticed or forced to participate in unlawful sexual acts;
- exploited for prostitution or other unlawful practices;
- exploited for pornographic acts and images.

### 4.2. Causes of sexual violence to children

Girls and boys become victims of sexual exploitation mainly in their family surroundings – that is the case in Germany/Europe and it is true in Africa, Asia and Latin America. Most victims of sexual violence are girls abused

by uncles, stepfathers or their own fathers. Crumbling social and economic structures, wars and civil wars are helping facilitate this violation of children's human rights.

But the growing poverty in many countries in Asia, Africa and Latin America and the lack of alternative sources of income are also driving more and more children into prostitution. In isolated cases ignorance still causes parents to believe the traffickers are placing their daughters in perfectly normal households. Children are being kidnapped and/or forced to earn money this way. But girls are also selling themselves as prostitutes in order to buy food for family members inflicted with AIDS. Furthermore, in the cities street children are also victims of sexual exploitation.

Some tourists take advantage of the desperate situation these children find themselves in by sexually exploiting them in holiday resorts and even deliberately choose holiday destinations according to where they can supposedly commit these crimes easily.

### 4.3. Child abuse in tourism

The people who sexually exploit children range from reputable business men to traditional family fathers. Sexual exploitation happens in hotels, brothels and bars, but it also takes the form of the production and consumption of child pornography.

All round the world, year for year, several million children are forced into commercial sexual exploitation. It is estimated that child prostitution and child pornography rings generate more than 5.5 billion euros every year worldwide. There are no exact figures on the number of tourists that sexually abuse children but a study published back in 1995 by the Federal Ministry of Health estimated that between 200,000 and 400,000 tourists every year seek commercial sexual relations. Rough calculations apply at least five to ten percent of

that figure to minors. Furthermore, in many countries child trafficking has sprung up for the purposes of sexual exploitation.

The consequences are grave: children who are subjected to sexual exploitation suffer in their physical and psychological development. The damage caused by the sexual exploitation is difficult to overcome. Victims are also exposed to the threat of being infected with sexually transmitted diseases and HIV/AIDS.

In response to these developments, in 1990 the participants of the South East Asian conference in Chiang Mai in Thailand decided to launch the »International Campaign Against Child Prostitution in Tourism«. terre des hommes, like other non-governmental organisations and church relief organisations, was asked by the project partners to begin running related campaign activities in Europe in order to halt the demand by tourists for girls and boys abroad.

#### 4.4. terre des hommes' commitment to combating sexual exploitation of minors

terre des hommes Germany first ran projects aimed specifically at combating the sexual exploitation of minors more than fifteen years ago.

Project partners of terre des hommes in South East Asia first highlighted the problem of sexual exploitation of children in tourism at the beginning of the 1990's. More and more boys and girls were being forced to ensure their survival by providing casual sexual services. In addition, as the number of tourists travelling in this region increased so, too, did demand.

In 1993 terre des hommes concluded an agreement with twelve tour operators in which the participating companies undertook to inform customers of the problem, to cancel contracts with hotels that tolerate child prostitution on their premises and to train their own travel personnel in this area. In 1997 the communication campaign »Please Disturb |

Bitte Stören«, which »Witness | Zeugen« also forms part of, was launched with the first in-flight public information advertisement at the time, »TOYS | Spielsachen«. It was shown in 1998/1999 on the flights of seven international airlines and addressed travellers directly. Its message was that the sexual abuse of children must be penalised, regardless of where it happens. Hence, this advertisement ended with the words: »The sexual abuse of children is a crime. Worldwide. You can do something about it. It's up to you.«

The next project comprised the creation of the Internet platform *www.child-hood.com*, which was set up to accompany the campaign and has been continuously updated and maintained ever since.

A further project, »Create safe rooms for children«, was launched in 1999 and represents another step towards implementing the action plans of the first World Congress Against Commercial Sexual Exploitation of Children. The project aims to improve the protection of children against violence and sexual exploitation in public and private institutions.

A code of practice and guidelines, amongst other things, were drawn up for the staff of terre des hommes. Information and training events are also offered on a regular basis.

In 1999/2000 co-financing by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth allowed the television advertisement »TOYS | Spielsachen« to be translated into German. It was then broadcast by more than 20 television stations, shown on Italian television and in a large number of cinemas.

In 2002/2003 a TV clip entitled »WORDS« for young travellers was also screened as part of the »Future Solutions...« communication project.

terre des hommes held a workshop in Berlin in the spring of 2003 on »The participation of children and young people in the prevention of

sexual exploitation«. Since the beginning of 2004 the screening of »WORDS« has been successfully extended to cinemas with showings in over 200 German cinemas.

The »Please Disturb | Bitte Stören« campaign's main aim is a long-term reduction in child abuse abroad by European holiday-makers. It is also calling for the realisation of the goals of the UN Convention on the Rights of the Child – Article 34 in particular. Specifically this means:

- The subject-related implementation of the federal government's »Action Plan for the Protection of Children and Young People from Sexual Violence and Exploitation«.
- Realization of the aims of the Optional Protocol to the Convention on the Rights of the Child regarding the sale of children, child prostitution and child pornography.

#### 4.5. »Witness | Zeugen« – continued commitment

terre des hommes' continuous efforts could contribute to significantly raising levels of awareness of the sexual exploitation of children in tourism and embedding it long-term in the public consciousness. Although it is extremely important to constantly sensitize people to an issue, in practice it is very difficult. New channels of communication have to be constantly found to confront the target groups with the same information again and again.

The first in-flight public information advertisement on this subject, »TOYS | Spielsachen«, was very successful in reaching the target group because travellers could be addressed directly as they made their way on holiday. The viewers' feedback on this first advertisement also proved that it achieved its goals of sensitizing the public and impelling them to take action.

Travellers who had seen the first advertisement on their holiday flights or business trips

responded with the same question again and again; namely, what they could do themselves and how they should behave when they suspected that a child was being abused.

»Witness | Zeugen«, a new short film, sought to provide an answer to this obvious but also difficult question. It goes beyond the previous focus on educating people of the »Please Disturb | Bitte Stören« campaign. The advertisement is also intended to encourage those in the perpetrators' social milieu to take action and to make it clear that there are many chances to intervene. The aim is to convey to travellers that by being vigilant they can protect children from violence. In contrast to »TOYS | Spielsachen«, this advertisement targets the surroundings of potential perpetrators. The target group is thus primarily plane passengers (because of the planned use as an in-flight advertisement) of both genders and all age groups. The passengers could be going on a holiday or business trip. Furthermore, showing the advertisement on flights also makes use of cabin attendants as disseminators.

In addition to making the advertisement while considering all the sensitive aspects related to this issue, the project work also involved securing an airline to show the advertisement and the accompanying press and public relations activities. The project was later extended to include additional sub-projects (see 5).

##### 4.5.1. Special objectives for »Witness | Zeugen«

In addition to the general aim of the overall campaign, »Please Disturb | Bitte Stören«, to realise the goals of the UN Convention on the Rights of the Child, »Witness | Zeugen« had its own specific objectives:

- Address the target group directly (holiday-makers and business travellers, no perpetrators) during the flight in order to inform



them of and sensitize them to the problem of sexual exploitation of children in tourism.

- Establish chronological proximity to the plea to take action in order to help protect children from sexual exploitation in tourism worldwide.
- PR activities to promote the campaign/ broadcast the advertisement in the context of »ten years after Stockholm«.
- »Witness | Zeugen« should refer to the campaign website [www.child-hood.com](http://www.child-hood.com), which provides further up-to-date information on the entire subject matter.
- Additionally, the project included the continuous maintenance and updating of the website contents.

#### 4.5.2. Criteria for implementing the advertisement

A very wide target group encompassing all age groups and both genders had to be addressed both visually and linguistically. However, it was also necessary to take into account the fact that children on flights would also see the advertisement. Moreover, it was necessary to avoid using more dialogue so that the advertisement could be used internationally and understood without the use of headphones. That presented another challenge for the script and production. But the advertisement still had to meet the criteria of experts in this field in terms of how the subject should be portrayed. For example, do not show victims and/or perpetrators, do not stigmatise people, and do not simply recreate clichés and prejudices. Furthermore, there was to be no

moral finger pointing in the advertisement. It was the shared goal of terre des hommes and all the project cooperation partners to encourage people on holiday to take action if they were to witness the sexual abuse of children by tourists or if they had a strong suspicion that this was happening in their surroundings. Therefore, as already outlined, the public information advertisement intended to mobilise people to take action, not just to sensitize them to the problem.

#### 4.5.3. Implementation of »Witness | Zeugen«

The short film, which is in reverse chronological order, shows a child being approached by a tourist and taken to a hotel room. In particular it highlights all the random »witnesses« of this action – on the beach, in the bar and at the hotel reception. They all witness the scene and could have intervened before the abuse takes place. The final plea, »Don't be blind«, is intended to make all travellers more aware that there is something they themselves can do to stop it.

#### Summary of »Witness | Zeugen«

A man sits on a bed and puts his shirt on. A young girl is with him in the room. Cut. The man unlocks a door, the girl is with him. Cut. The man walks backwards past passers-by with the child, his hand on her shoulder. Cut. The man walks through public streets with the girl backwards. Cut. He sits with her at a bar and looks at her wristwatch, the bar man takes two drinks from the bar. Cut. The man and the girl walk backwards past a woman on the beach showering. Cut. At the sea the man stands up from beside the girl and walks away from her backwards. Cut. The girl stands alone on the beach.

The faces of the man and the child are not visible throughout the advertisement, but you do see the faces of the passers-by and the people they meet. The advertisement is accompanied by sad and eerie string music and various ambient noises can be heard in the background. At the end the roaring of the sea can be heard.

At the end of the film »Don't be blind« appears on the screen followed by »Please Disturb« and the Internet address [www.child-hood.com](http://www.child-hood.com). Underneath the logos of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and »terre des hommes« appear (at a later stage of the project the UNWTO logo was added to the final sequence).



## 5. Project Evolution

### 4.6. Different language versions

»Witness | Zeugen« was originally made in English to take into account the fact that even on German airlines' international flights many passengers do not speak German. English has established itself as the lingua franca of the in-flight programme.

However, during the course of the project the decision was made to produce a German version of the advertisement as well. The experience gained with »TOYS | Spielsachen« had shown that a public information advertisement in German has a good chance of being broadcast free of charge by television stations.

But translating the sentence »There are so many chances to stop sexual exploitation of a child« and the repetition of this sentence in shortened form for dramaturgical effect posed a major challenge. In the end the project partners decided on »Sie können sexuellen Missbrauch von Kindern verhindern, wenn Sie nicht wegsehen«.

#### German version

In the German version a female off-screen voice says the following during the advertisement:

»Wir können sexuellen Missbrauch von Kindern verhindern. Wenn wir nicht wegsehen. | Sexuellen Missbrauch von Kindern verhindern. Wenn wir nicht wegsehen. | Missbrauch von Kindern verhindern. Wenn wir nicht wegsehen. | Wenn wir nicht wegsehen.«

#### English version

The English version of the advertisement is identical in terms of the images. A different, somewhat deeper female voice says the following sentences, which are also shown as subtitles: »There are so many chances to stop sexual exploitation of a child. | Chances to stop sexual exploitation of a child. | Stop sexual exploitation of a child. | Sexual exploitation of a child. | A child.«

The project ran for 24 months from start to finish – from June 2005 to June 2007. The main project comprised the production of the advertisement with the aim of subsequently showing it on the in-flight programme of at least one major German airline and the continuous maintenance of the campaign website, [www.child-hood.com](http://www.child-hood.com). The project was later supplemented with three sub-projects:

- The production and marketing of a version of »Witness | Zeugen« for German television
- The production and marketing of a cinema version
- The creation and marketing of an international version with which to approach foreign airlines

The next section outlines the key stages of these projects over the last two years. There is a detailed description of all the project elements from section 5.2.

#### June | July 2005

#### August to October 2005

#### August | September 2005

#### November 2005 to January 2006

#### March 2006

#### April to August 2006

#### September 2006 to February 2007

#### February | March 2007

#### April | May 2007

#### June 2007

#### Project planning and preparation

At the start of the project there was a planning phase to prepare the subsequent project components.

#### Selection of the creative agency

There was a call for tenders for the making of the advertisement. Following careful consideration of the concepts and references, McCann Erickson in Munich was selected.

#### Securing the cooperation of the airline

The willingness to cooperate of at least one airline had to be secured as early as possible. This achieved several purposes including making sure the costs of producing the advertisement and the subsequent project steps were justified.

LTU declared its willingness to be an exclusive project partner early on.

#### Fine tuning of the script and production

Once the creative agency had been selected the advertisement concept was discussed in close detail together with the director, production, agency and LTU. The advertisement itself was filmed in South Africa.

#### Press conference for the launch

The advertisement »Witness | Zeugen« was presented to the public at a press conference.

#### Marketing for TV stations

Various German TV stations were approached and agreed to broadcast a German version of »Witness | Zeugen«.

#### Marketing for cinema screening

A version of »Witness | Zeugen« adapted for cinema convinced numerous cinemas across Germany to screen the advertisement free of charge.

#### Marketing for international airlines

With the support of the UNWTO, international airlines were asked to show »Witness | Zeugen« as part of their in-flight programme.

#### Project evaluation

When the project came to an end after 24 months, a detailed evaluation was carried out based on a survey conducted by Gesellschaft für Sozialforschung und statistische Analyse mbH forsa.

#### Final press conference

There was a final press conference at the end of the project.

### 5.1. Agency selection and advertisement production

The central element of the overall project was the production of the public information advertisement. Having a good concept and implementing it convincingly were key to ensuring the desired messages were communicated: »Wir können sexuellen Missbrauch von Kindern verhindern. Wenn wir nicht wegsehen. (There are so many chances to stop sexual exploitation of a child.)«

#### 5.1.1. Strict criteria for the agency selection

At the start of the selection process the general parameters for a 30–40 second advertisement to be shown primarily on air travel were drawn up in consultation with experts. Then a briefing was held and advertising agencies were asked to submit applications and ideas for concepts in a public call for tenders – a so-called »pitch« was carried out. The specifications for the pitch were as follows:

- It was necessary to refrain from using much dialogue so that the advertisement could be shown internationally and understood without headphones. Where speech/words were unavoidable, English was to be used.
- The production of the advertisement had to take into account that underage girls and boys could be on board and watching the advertisement.
- The advertisement targets the surroundings of »potential perpetrators« and calls on people to actively protect the rights of the child. At the same time, on no account could the advertisement in any way encourage perpetrators.

Nearly 50 agencies submitted applications to take part in the tendering process. After a preliminary selection round based on strict criteria, eight agencies were invited to submit a detailed concept/shooting board for the

planned advertisement. At this point it became clear that the agencies had approached the issue with very varying degrees of sensitivity. Some contained sequences which might have provoked potential perpetrators. In others the plot focussed too much on the usual clichés and therefore did not highlight the fact that sexual exploitation is not just a phenomenon of far-away countries but also happens in one's direct surroundings. In the last phase of the pitch, on 26 September 2005, three agencies presented their concepts in the final round to a board made up of terre des hommes, the department responsible at the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, LTU and the PR agency responsible. The vote was unanimous: »Witness | Zeugen« by Munich agency McCann Erickson was the winning concept.

#### 5.1.2. »Witness | Zeugen« meets all criteria successfully

The concept by advertising agency McCann Erickson was turned into an advertisement in December 2005 in South Africa with Guntram Krasting as director. The production companies involved, HotDog Filmproduktion from Hamburg and Real Africa from Cape Town, were under the supervision of chief producer Adrian Stoop. During filming terre des hommes and the PR agency responsible, Hill & Knowlton, were also present.

South Africa was an ideal location for filming because the production conditions there are generally good, it is easy to recreate the holiday atmosphere there and actors from different groups were easy to find locally.

In January 2006 the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, LTU and terre des hommes approved the final version of »Witness | Zeugen«.

### 5.2. Cooperation with LTU

Following the detailed planning of the overall project, the first task was to find a major German airline that would be willing to screen the public information advertisement to be made.

After talks with German airlines LTU agreed in September 2005 to show the advertisement on all its international flights for several months as part of its in-flight programme.

#### 5.2.1. Early acquisition of a major airline

The focus of this phase of the project was on securing the cooperation of at least one airline with the active support of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth. Experience of previous projects had shown that backing from the Ministry would be hugely advantageous in convincing an airline to participate.

It was important to make sure the advertisement would be aired before production began. This was for two reasons: on the one hand to ensure broadcasting on international flights as part of the in-flight programme. That would provide the certainty that the costs of producing the advertisement and the subsequent stages of the project were justified. Secondly, it also meant that the cooperation partner could get involved early on – in the production and fine-tuning of the advertisement.

#### 5.2.2. Over six million viewers thanks to LTU

Following some initial difficulties in finding an airline to cooperate in the project, at last LTU declared its readiness to support terre des hommes in its campaign. LTU agreed to screen »Witness | Zeugen« from 1 April 2006 for a period of several months on all its flights. By this time a German version of the advertisement was already available (see 5.3.1), which prompted LTU to decide to include it in its in-flight programme in both languages. LTU extended the broadcasting period for the

»LTU wants to do something active and concrete to protect children worldwide. We want to set a good example and hope that many more airlines will join this initiative.«  
(Pierre de la Motte, LTU press officer)

advertisement several times. As a result, the advertisement was still being shown in both languages on all the company's flights at the time of publication of this brochure – 14 months after it was first broadcast.

LTU carries 5.6 million passengers a year (2005 figure). So it is fair to assume that more than 6 million people – whether flying to a holiday destination or an international business meeting – saw »Witness | Zeugen« on a flight in the last 14 months.

### 5.3. Marketing for TV stations

The decision was taken to translate the advertisement into German to make it easier to approach TV stations and convince them to air the advertisement free of charge.

#### 5.3.1. The making of a German-language version

»Witness | Zeugen« was originally made in English because there are many passengers on international flights of German airlines, including on medium-haul flights, who are not German-speaking. English has established itself as the lingua franca of the in-flight programme.

However, it had become clear from the first in-flight public information advertisement, »TOYS | Spielsachen«, that if there was a German version of the advertisement there was a good chance that the German television

stations would air it free of charge. In light of this, it seemed to make sense to produce a German version of the advertisement as well.

But the translation of the English sentence »There are so many chances to stop sexual exploitation of a child« and the repetition of this sentence in shortened form for dramaturgical effect posed a challenge for the linguistic adaptation. In the end the project partners decided on »Sie können sexuellen Missbrauch von Kindern verhindern, wenn Sie nicht wegsehen« for the German version.

The TV version was approved for release at the beginning of February 2006. The advertisement was produced and all the copies required were also made in February 2006. In April the project partners began approaching German television stations.

#### 5.3.2. TV stations show »Witness | Zeugen« for several months

Since May 2006 »Witness | Zeugen« has been broadcast on eleven television channels in total, with most television screenings taking place during the months of August, September and October 2006. The reach of the TV stations and the frequency of the broadcasts varied considerably. In addition to various regional stations, other broadcasting stations which can be received nationwide, such as RTL, RTL II, N-TV, Tele5, terranova and VOX, declared their willingness to air the advertisement free of charge. Since not all the transmission protocols of the individual TV stations are available, it is not possible to make any firm statements regarding the reach and frequency of the broadcasts. However, some of the aforementioned channels are still showing »Witness | Zeugen« today, about a year after it was first screened.

To provide an indication of how much the support provided free of charge from the television stations is worth, the advertising

time provided by Tele5 alone is worth about 50,000 euros net, and the time donated by terranova is worth about 150,000 euros net. The combined advertising time of all the stations is worth many times these sums, partly because of the much higher ratings of some stations.

#### 5.4. Marketing for cinema

Once the German version of »Witness | Zeugen« had been produced and already broadcast by various television channels, the next step was to make it available to an even wider target group. It also seemed to make sense to increase the frequency of exposure to the advertisement (in-flight, TV, cinema). Thus the decision was taken to have a cinema version of the advertisement made as well. This was another economical and effective way of extending the target group range since the costs for the production and adaptation of the advertisement had, to a large extent, already been covered in previous stages of the project.

##### 5.4.1. 1150 cinemas in Germany approached

Once the advertisement had been adapted and approved for cinema, in January 2007 a joint letter from the Federal Ministry and terre des hommes was sent out to a total of 1150 German cinemas requesting them to screen the advertisement free of charge. At the same time, the request was sent to the two umbrella organisations of German cinemas, »Hauptverband Deutscher Filmtheater« (German Film Theatre Association) and »AG Kinos«. Both organisations represent the shared interests of numerous cinemas (especially those that do not belong to chains) to the outside world and support them in their daily work. They were asked to recommend to their members that they broadcast the advertisement, and the German Film Theatre Association actively complied by sending out a communication to its members to this effect.

Since many cinemas have exclusive leasing agreements with advertising agents, the major advertising agents were also contacted and asked to include the advertisement in their programme free of charge. With these leasing agreements the advertising agents are entitled to exclusive advertising. The individual cinemas may not broadcast any advertisement free of charge without the permission of the advertising agents.

Unfortunately, none of the advertising agents could be persuaded to cooperate in this project free of charge, partly because the usual time to prepare these forms of cooperation were longer than the remaining lifespan of the project.

Thus, in future efforts should be made to approach the advertising agents early on if possible. With a few more months to prepare it would most likely have been possible to convince the advertising agents of the need to broadcast the public information advertisement. In addition, a personal meeting would certainly have been helpful in this regard and is recommended for future projects.

##### 5.4.2. Cinemas show generous support

The response to the request to show the advertisement free of charge was very positive – also on the part of the cinemas, who, because of leasing agreements or other similar arrangements were not able to meet the request.

Overall »Witness | Zeugen« was shown in 53 movie theatres and on 145 cinema screens. Both the frequency of the broadcasts and the size of the cinemas varied considerably. The advertisement is still being shown in numerous cinemas and others included it in the advertising section for a month. The project enjoyed the support of big-city multiplex cinemas with ten screens as well as small repertory cinemas in rural areas.

Extrapolating the overall number of visitors on the basis of this information is very difficult.

But since the majority of the cinemas approached wanted to put on more than 200 showings of »Witness | Zeugen« per movie screen, modest estimates would put the number of cinema viewers at 100,000 at least – the actual figure could even be much higher than this conservative estimate.

#### 5.5. Marketing for international airlines

The most recent extension to the »Witness | Zeugen« project involved marketing the advertisement to international airlines. Now that the in-flight public information advertisement had been produced and shown by LTU, the aim of this part of the project was to convince foreign airlines to broadcast it and thus enlarge the target group internationally.

##### 5.5.1. Approaching foreign airlines

In order to market the in-flight advertisement more effectively to non-German airlines, the project required the support of another internationally renowned sponsor. To this end the project partners approached the United Nations World Tourism Organization (UNWTO), which subsequently agreed to support the project.

Once the cooperation of the UNWTO had been secured, the closing sequence of the advertisement was changed to include the logo of the UNWTO alongside the international logos of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and terre des hommes.

In the spring of 2007 over 30 foreign airlines were addressed with a joint letter from the International Federation terre des hommes and the UNWTO asking them to show »Witness | Zeugen« in their in-flight programmes free of charge.

##### 5.5.2. Two additional airlines show »Witness | Zeugen«

In response to the international marketing campaign two non-German airlines have so

far joined the campaign and are showing »Witness | Zeugen« on their flights: Thailand's state-owned airline, Thai Airways International, with an annual passenger volume of 19 million, and the Portuguese airline Transportes Aereos Portugueses (TAP), which carries approximately 6.5 million passengers a year. TAP initially agreed to screen the advertisement for the month of April; as yet it is not known for how long Thai Airways International will screen the advertisement.

### 5.6. Campaign website [www.child-hood.com](http://www.child-hood.com)

Most of the measures conducted as part of the overall campaign »Please Disturb | Bitte Stören« refer the public to the website, [www.child-hood.com](http://www.child-hood.com), and the extensive information available there on the subject. The latest measure, the advertisement »Witness | Zeugen«, also made reference to the website. Therefore, continuing, maintaining and updating the campaign website for the entire duration of the project was a core element of the main project from the outset.

**5.6.1. Information arm of the overall project**  
terre des hommes already received a whole series of inquiries from various target groups in response to the screening of the first in-flight advertisement, »TOYS | Spielsachen« in 1998/1999, which was also supported by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth. Most of these inquiries requested more concrete advice and information for tourists, the travel industry, organisations and the press. Realising that existing printed information, as well as any future printed information would only ever be available in a limited supply, the project partners set up the Internet platform [www.child-hood.com](http://www.child-hood.com) back in 2001.

The website provides concrete examples of certain holiday situations with suggestions

of how to act and information on action by travel companies. The suggestions of how to act include information on the legal framework and tips on who should be informed about suspicious circumstances and how to go about it.

[www.child-hood.com](http://www.child-hood.com) was relaunched in 2004: both the presentation and the contents featured on the homepage were adapted to modern requirements of an Internet website and have been continuously expanded and updated ever since.

The current public information advertisement, »Witness | Zeugen«, goes beyond simply raising awareness about sexual exploitation of children in tourism and calls on viewers to take action. Thus, having a platform for accessing further information and contact details is important in the context of »Witness | Zeugen«, too.

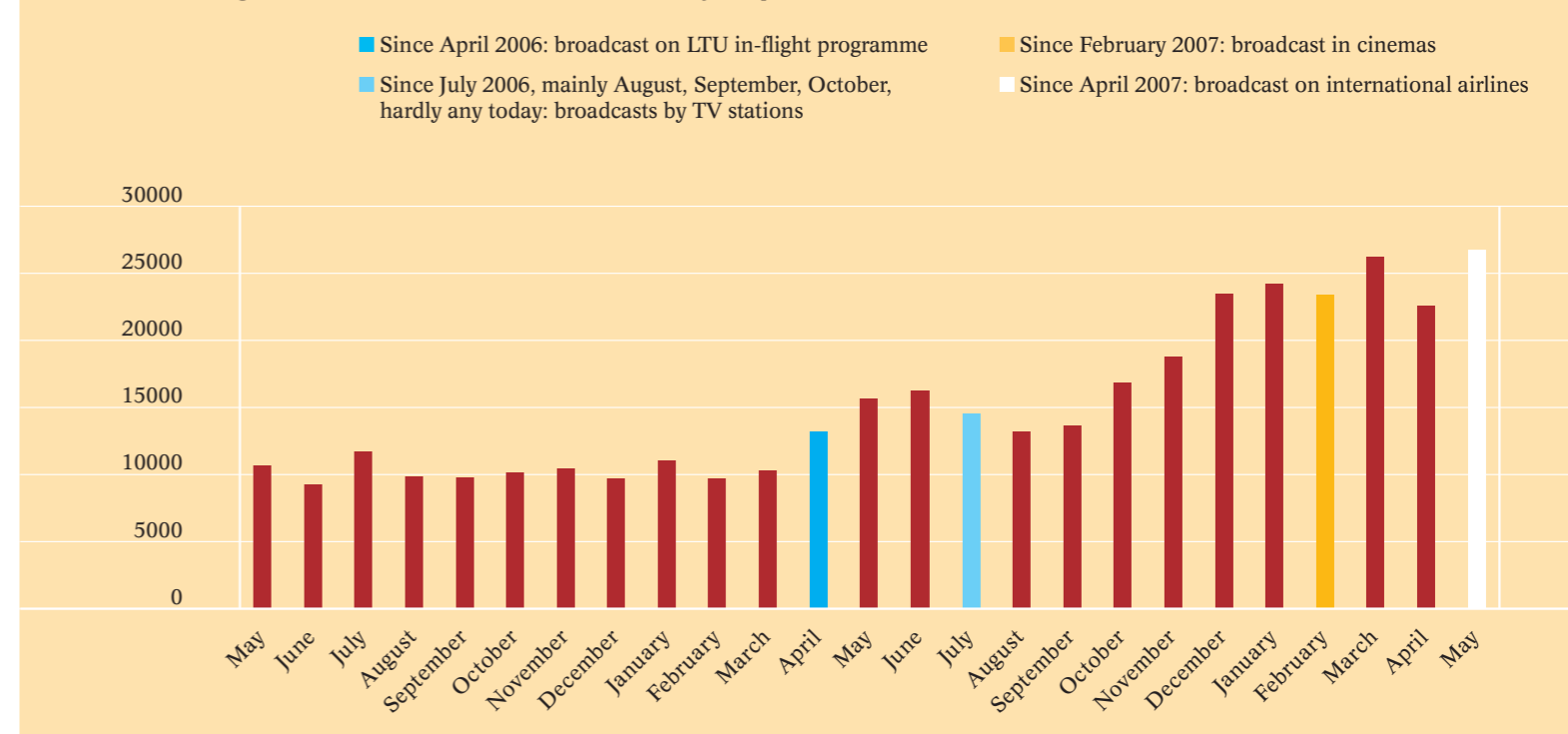
### 5.6.2. Increased interest in current information on the information platform

Past experience has shown many times that there is a positive correlation between publicity measures such as the educational film »Witness | Zeugen« and the number of people visiting the website [www.child-hood.com](http://www.child-hood.com).

Because the different stages of this project often overlap with each other, measuring the impact of individual measures within »Witness | Zeugen« on visitor figures is difficult. Nevertheless, there is a clearly recognisable increase in the number of people accessing this website in the period from April 2006 – the period in which the advertisement was publicly broadcast for the first time.

Overall, the average visitor figures during the project lifespan have more than doubled. Furthermore, there is a sharp increase between November 2006 and today – probably the combined effect of LTU, television and cinema screenings.

»Visitor figures for [www.child-hood.com](http://www.child-hood.com) over a 2-year period«



### 5.7. »Witness | Zeugen« viewed by millions

Determining exact overall viewer figures for »Witness | Zeugen« is barely feasible. Due to a lack of data on the individual project measures (broadcasting time frame of international airlines, number of cinema visitors, transmission protocols) it is often not possible to calculate the reach in exact figures. However, what can certainly be said is that several million people have already seen the advertisement in various different settings:

Several million people have seen »Witness | Zeugen« on their journey abroad, i.e. just before they start their holiday, the same situation

portrayed in »Witness | Zeugen«. Numerous other viewers were able to see it on television or at the cinema – a setting that presumably does not achieve the same impact in terms of delivering the message, but which can in some cases achieve greater exposure intensity than the in-flight programme.

It is possible to measure in approximate terms the quantitative impact of the overall project. Several million viewers constitute a considerable audience. However, the impact of the public information advertisement, i.e. whether it has the intended effect, is just as important as the absolute number of viewers.



## 6. Measuring the impact of »Witness | Zeugen«

To evaluate the project's success it is important and valuable to determine as closely as possible the absolute viewer figures of »Witness | Zeugen«. However, measuring the impact of the advertisement on the target group is just as important; countless people could see »Witness | Zeugen«, but if its message is not understood it would have no impact. For this reason the quantitative assessment in the last section will now be supplemented with a qualitative evaluation of the public information advertisement. For this purpose, a detailed analysis was carried out in cooperation with forsa Gesellschaft für Sozialforschung und statistische Analyse mbH, which has developed a special process for analysing the impact of films.

### 6.1. Impact analysis with forsa

The Real Time Response (RTR) process was applied to evaluate the quality of »Witness | Zeugen«. This process allows the spontaneous viewer reactions to be measured in real time the second they occur. It also provides other indicators which are determined by various means including individual interviews.

The target group of »Witness | Zeugen« was recreated as a test group.

#### 6.1.1. Selection of the test persons

40 test persons aged between 18 and 65 who had been to a cinema in the last three months and who had flown to a country outside Germany for several days over the course of the last twelve months were recruited using computer-assisted telephone interviews based on a representative master sample.

The test persons were asked if they had been abroad to make sure they could find themselves in travel situations like the one portrayed in the advertisement. In addition, the test group was

to be composed of regular cinema-goers so that it would be possible to draw conclusions on the impact of the film, originally made as an in-flight advertisement, on cinema-goers. According to forsa this pre-selection would also cover regular television consumers so that questions on the television screening of the advertisement could also be asked.

#### 6.1.2. Implementation of the test

RTR makes it possible to continuously and simultaneously measure viewer reactions (ratings from 1 to 10). In other words, it is a measurement tool that reflects the viewers' immediate responses as they watch the advertisement. It is also extremely reliable. Even with relatively small test groups, to a large extent the results can be produced anywhere and anytime.

In addition to continuously measuring the viewers' reactions, biased and unbiased questions are used which are answered by the test persons by computer or in individual interviews. The test is structured roughly as follows:

- To start various demographic data on the test persons are collected (age, level of education, family situation, knowledge of foreign languages etc.).
- »Witness | Zeugen« is then shown within a block of adverts integrated into a current television programme lasting about 20 minutes. The viewers' spontaneous reactions are measured at the same time using RTR. This setup was selected because it reflects the context in which the advertisement is broadcast in real life: whether it is at the cinema, on television or as part of the in-flight programme, the advertisement also airs between other transmissions. This method also ensures that the test persons do not know in advance which advertisement is being tested.

- Once the transmission sequence has been broadcast, other indicators are analysed via biased and unbiased questions. These include the test persons' ability to recall the advert, their understanding of the message, what they like or don't like (»likeability«), what characteristics they associate with »Witness | Zeugen« and other subjective perceptions.
- Finally, »Witness | Zeugen« is shown to the test persons in the other language (half of the group is shown the English version first and half of the group is shown the German version first in order to analyse the differences between the two languages on the target group). After that the two versions are evaluated and contrasted.

#### 6.1.3. Evaluation indicators

The structure of the test allows the communicative effect, the level of acceptance and the efficacy of »Witness | Zeugen« to be evaluated – both in German and English. Various tried and tested indicators for measuring effectiveness from research into the impact of advertising are used in this process. These indicators are oriented to the impact requirements and the impact curve of advertisements in order to investigate the impact of the advertisement versions to be tested in a process-oriented way.

### The indicators used were:

**Appeal** | RTR measures the spontaneous emotional reaction to the advertisement the second it occurs. This determines the appeal of »Witness | Zeugen«, which is a central requirement for reaching the target persons and making them interested in the advertisement's message. How the viewers' attention and interest develops over the course of the advertisement can be interpreted on the basis of the upward trend and level of the measurement curves.

**Recall** | The recall effect of the advertisement is measured – in other words the ability of »Witness | Zeugen« to stand out from competing advertisements / transmissions.

**Comprehension of the message** | This indicator determines (with open-ended and unbiased questions) whether the message of the advertisement has been recognised and understood by the target persons.

**»Likeability«** | In order to analyse the impact of advertisements it is not only important to know whether the advertisement catches people's attentions spontaneously and awakens their interest (appeal), whether it stands out and is remembered (recall); it is especially important to find out whether the advert is generally perceived positively (overall evaluation) and what people like and/or dislike about the advert. In addition to determining which elements of the advertisement test persons like and dislike using open-ended and unbiased questions, characteristics are attributed to the advertisement using biased questions (advertisement profile). This indicator also measures how the design and approach are evaluated as well as the level of acceptance on television and at the cinema.

**Evaluation of impact** | Various »suitability parameters« determine whether, from the perspective of the target persons, the advertisement is capable of having an impact on behaviour and motivating viewers to take action.

**Direct comparison** | The German and English versions undergo a direct comparison to each other and the preferences and reasons for these preferences for the different versions are measured.

#### 6.1.4. Advertisement objectives

Like the overall campaign »Please Disturb | Bitte Stören«, the goal of »Witness | Zeugen« is to educate people about sexual exploitation of children in tourism. Beyond sensitizing people to the issue and increasing awareness, the advertisement also aims to communicate to travellers that their vigilance can protect children from violence. Finally, the advertisement seeks to mobilise those in the social milieu of perpetrators to take action against child abuse.

In order to fulfil these objectives, »Witness | Zeugen« has to meet a set of three criteria, each leading on from the former:

- The advertisement has to attract the attention of the viewers. It must be consciously perceived and remembered by them.
- The messages and intended statements must be distinct – it must be clear what the advertisement is about.
- Finally, the messages of the advertisement must translate into action by increasing awareness of child abuse and, ideally, creating a greater willingness to intervene. The quality of »Witness | Zeugen« can be measured on the basis of these three criteria. When, and only when, the advertisement has also met the third of these requirements can the project be deemed to have achieved the quality criteria. The next three sections will examine, using the forsa indicators, the extent to which »Witness | Zeugen« meets these three criteria.

#### 6.2. Advert must attract attention and leave a lasting impression

The first goal of »Witness | Zeugen« is to catch the attention of the viewers. If the advertisement is not consciously perceived the intended messages cannot be received either. It is also important that the advertisement is not forgotten as soon as it has been

seen but that it stays instead in the consciousness of the recipient for as long as possible. This ensures that the recipient continues to reflect on the subject matter beyond the mere duration of the broadcast.

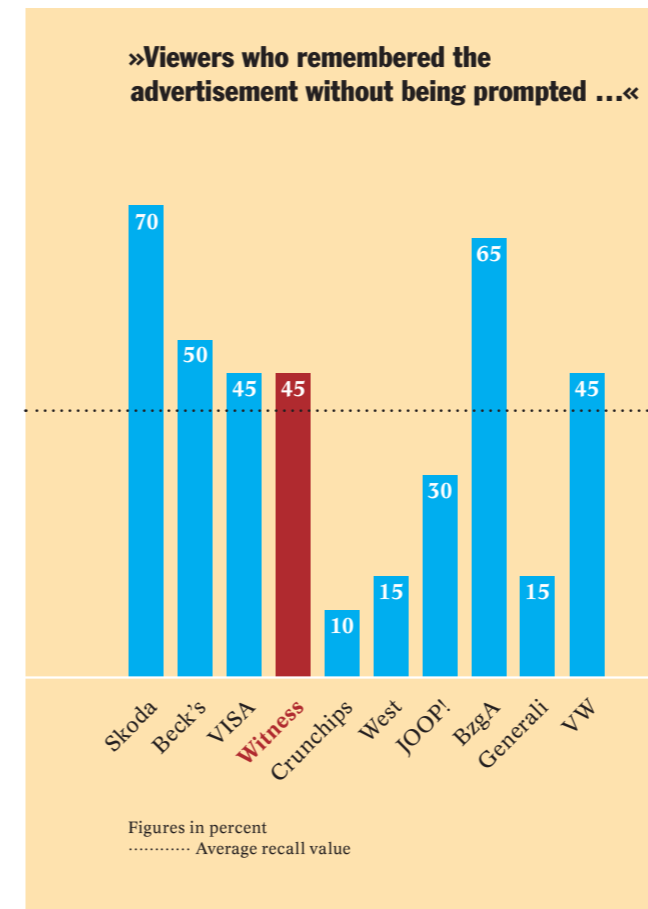
These requirements are reflected by the appeal and recall indicators in particular.

##### 6.2.1. »Witness | Zeugen« capture the viewers' attention

One of the key elements of RTR is that it records the appeal, which can be understood as an expression of the viewer's level of attention and interest in the images being shown at that moment. If the curve rises and is higher than for the other advertisements in the segment, one can say that the ability of the advertisement to attract attention is above average. Compared with the average values of the other nine advertisements in the advertisement segment, the viewers' interest in »Witness | Zeugen« is clearly above average.

##### 6.2.2. The advertisement leaves a lasting impression

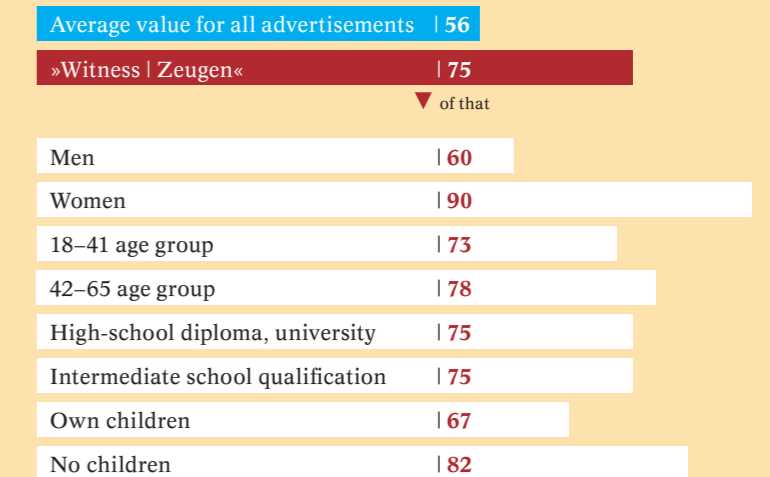
The structure of the test had to recreate the actual broadcasting context of the advertisement as closely as possible. So »Witness | Zeugen« was embedded in an advertising segment which, in turn, was placed between two well-known transmissions. Within the block of adverts, the public information advertisement had to stand out among other much more prominent brands. Once the transmission following the advertising segment was over (i.e. about 15 minutes after »Witness | Zeugen« had been screened), the test persons were asked using an unbiased question which advertisements they could remember. This provides the so-called recall value and shows the impression that »Witness | Zeugen« leaves on viewers. When asked, without any prompts, which advertisements they could remember,



45 percent of viewers were able to name »Witness | Zeugen«. The average value of all ten advertisements shown was just 39 percent – despite the presence of well-known brands like Beck's, West, Visa, Joop and Crunchips, which might have also profited from their brand recognition value.

»Witness | Zeugen« has left a marked imprint on the memories of the women in the target group; 60 percent of them could recall the advertisement. This represented a much

#### »People who rate the advertisement as good or very good«



higher value than for the male viewers. Another indicator which leads on to the criteria of »understanding the message« is the subjective and emotional evaluation. People who spontaneously rated »Witness | Zeugen« as »good« or »very good« were simultaneously expressing their interest in and attentiveness to the advertisement. This has an impact on how the viewers deal with the advertisement contents and makes the advertisement linger for longer in the viewers' memories. If viewers feel the

advertisement speaks to them they are more willing to reflect on the contents of the advertisement and its messages.

The values for the women surveyed in this area were higher, too. Likewise, the values of test persons who themselves have children were noticeably high.

Overall, three quarters of the test group rated »Witness | Zeugen« as »very good« or »good«. This is a much better value than the average attained by the other advertisements of 56 percent.

Therefore, there seemed to be a great willingness on the part of the viewers to reflect on the messages in the advertisement. The subsequent indicators will determine whether the messages are communicated in such a way that they are also received by the test persons.

### 6.3. Understanding the message

Once the advertisement has caught the attention of the viewers, it must use this interest to communicate the desired messages.

The messages of »Witness | Zeugen« can be summarised as follows:

- The general message calling for the protection of children from sexual abuse
- Travellers should look closely at what is happening to children
- Viewers should take action and intervene when they observe behaviour that might indicate the maltreatment of children

#### 6.3.1. »Witness | Zeugen« delivers the messages

Once the test persons had been shown the advertisement again, they were asked to say in their own words what »Witness | Zeugen« was trying to say or what messages it contained.

Nine out of ten test persons spontaneously understood the appeal to »look at what is happening to children« to be the message of »Witness | Zeugen«. Protecting children from

sexual abuse and the plea to do something active against child abuse were each named by another 40 as the main message of the advertisement. These figures prove that the intended messages are reaching the viewers. The subject matter is quoted immediately by almost all test persons (it is contained in all three statements). 90 percent understood the advertisement as an appeal to watch out for possible child abuse; 40 percent also named, without being prompted, the plea to take action as a main message of »Witness | Zeugen«. Thus, the advertisement achieves its goal of not only raising awareness of the issue but also calling on the viewers to take action themselves to stop child abuse.

Compared with the extent to which the messages of other advertisements or information films are received, the results are very positive, especially when considering the comparatively complex structure of the film (in particular the way everything happens backwards).

In correlation with the better values for attention and recall, the female test persons also had higher values in terms of understanding the message of the advertisement. All the women describe the plea to look at what is happening to be one of the main statements of »Witness | Zeugen« and half of those asked also identified the call to take action as the main message.

It is also interesting that particularly the older test persons noted the plea to take action. This result is consistent with the result of a special study by Tourism Watch on »sex tourism«. This study is part of the 2005 analysis on holiday travel behaviour published by »Forschungsgemeinschaft Urlaub und Reisen« (Research Association on Holidays and Travel). The study shows that older holiday-makers in particular show civil courage when they believe they are observing

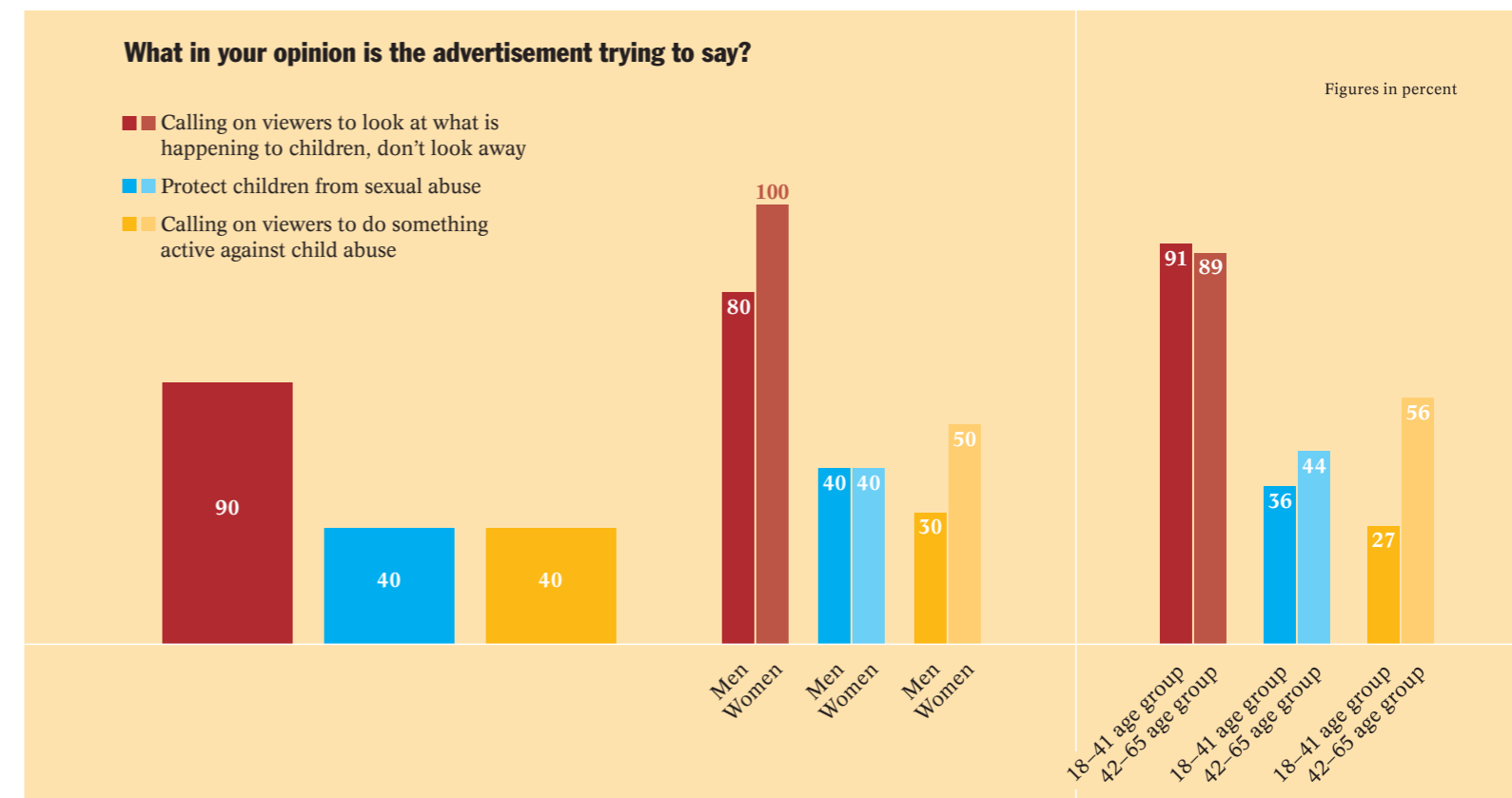
a case of (imminent) child abuse. The messages that »Witness | Zeugen« seeks to convey are received by the target audience. Almost all the test persons spontaneously cite the plea to the public to pay more attention while on holiday to be a main message of the film. Nearly half also say the appeal to travellers to intervene themselves is a core message.

The next step would be for the recipients of these messages to act on them individually. When the messages perceived by the viewers cause them to alter their behaviour, one can say that it has had the effect intended: to sensitize

#### In response to the question: What in your opinion is the main aim of the advertisement?

»The main aim of the advertisement is to protect children, to protect them from sexual exploitation – to get people’s attention, to not look away if they suspect sexual abuse.«

»The main message is that people should look or pay attention to what is happening to the children in their own surroundings, i.e. one shouldn’t look away. Instead one should use the opportunity to prevent child abuse.«



people to the problem of sexual exploitation of children while they are travelling and to motivate them to actively intervene to prevent the sexual exploitation of children.

**6.4. Impact assessment**

Evaluating the impact of the advertisement determines whether it can bring about a change of consciousness and behaviour among the viewers. This reflects the main goal associated with the project.

»Witness | Zeugen« intended to go one step further than other measures in the »Please Disturb | Bitte Stören« campaign. Although it was also supposed to create awareness and sensitize viewers to the crime of sexual exploitation of children in tourism, it aimed to go beyond that and send the message that each and every person has the possibility of doing something themselves to prevent sexual exploitation of children.

To what extent these messages actually result in changes in behaviour is measured in the final step of the qualitative evaluation. Since the evaluation of impact is based mainly on the subjective appraisal of the test persons, there is no certainty about whether the test persons' behaviour in real life would be consistent with their assessments and intentions. However, the forsa study provides an indication of how much the advertisement is able to influence behaviour. Alongside the subjective assessment of impact, the extent to which the viewers generally feel the advertisement »speaks to them« is very important: if they reject it they will not change their behaviour either.

**6.4.1. The large majority of viewers feel the advertisement speaks to them**

In order for the advertisement to have the desired effect, the test persons first have to feel that the advertisement speaks to them.

»Witness | Zeugen« fares well in this regard, too: two thirds of viewers feel that the advertisement makes a »very strong« or »strong« impression on them.

In this aspect it is once again noticeable that »Witness | Zeugen« has a particularly strong effect on women. Furthermore, it is relevant to emphasize that the advertisement makes a very powerful impression on those with children.

**6.4.2. »Witness | Zeugen« effective in raising awareness of the problem**

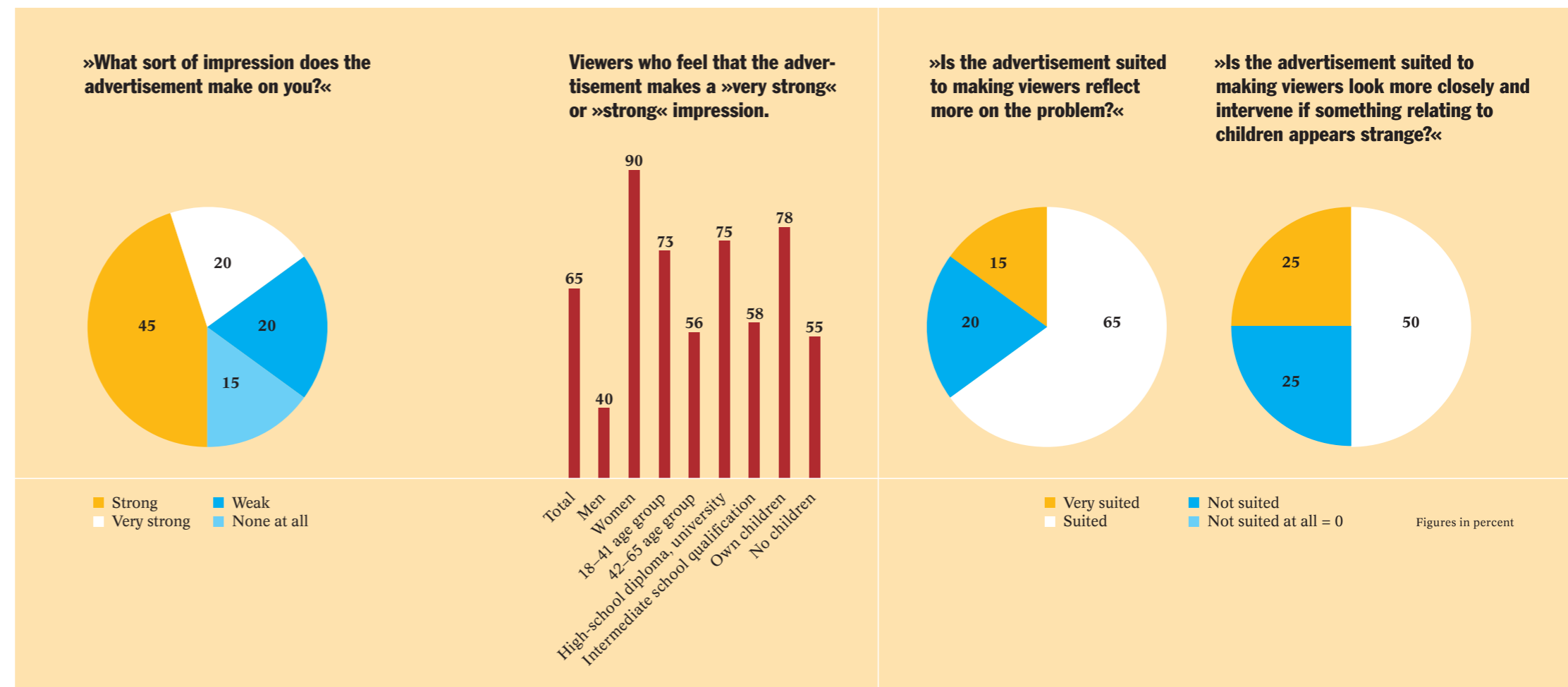
A great majority of the test persons are of the opinion that »Witness | Zeugen« is capable of making viewers think more about the problem of sexual exploitation of children in tourism.

Interestingly, for this question there are only marginal differences between the genders, age groups and test persons with or without children.

**6.4.3. The advertisement appeals to sense of civil courage**

The approach of »Witness | Zeugen« is to go beyond simply informing people and catching their attention. It aims to encourage travellers to intervene when something relating to children seems suspicious to them.

What's more, the advertisement achieves this aim. Three quarters of the test group





think the advertisement is »suited« or »very suited« to motivating people not only to look more closely, but also to intervene when there is reason to believe they are witness to a crime against children.

As mentioned at the beginning, this analysis cannot determine with certainty the extent to which viewers' evaluations will translate into concrete action. It is impossible to analyse how much any real-life intervention by responsible travellers can be attributed solely to »Witness | Zeugen«. Nevertheless, this analysis provides clear proof that the advertisement lives up to its claim of not just informing the public of the problem but encouraging them to show civil courage as well.

**6.5. Other findings of the analysis**

The overall object of the tests carried out with forsa was to examine whether »Witness | Zeugen« meets the quality criteria defined. The test results suggest that the advertisement is able to:

- stand out and catch the attention of the viewers,
- communicate the messages clearly and unequivocally,
- motivate viewers to take action themselves to prevent child abuse.

In addition, other questions were examined in the test process. The impact of the different language versions on the German public was also of interest. Furthermore, how the film, which was originally conceived for the in-flight programme, was received by television and cinema viewers was also subject to examination.

**6.5.1. English and German version contrasted**

The advertisement, which was originally conceived for the in-flight programme only, was made in English. With the possibility of broadcasting the advertisement in other settings, the decision was taken to make a German language version. The basic assumption was that a German version would have a greater impact both at the cinema and on German television and that the English version would be better suited to the in-flight programme, also in light of the international passengers present on flights.

Evaluating this assumption was another focus of forsa's research. To this end, half of the test group was shown the German version first and the other half was shown the English version first. Meanwhile various indicators were examined. After that the test persons were shown the other language version and asked to make a comparative evaluation.

When the two different language versions are compared to each other the German version of the advertisement is obviously preferred. However, it is also clear that this has much to do with the viewers' knowledge of English. Among those who speak no English or only basic English three quarters prefer the German version of the advertisement. But among those with a good or very good knowledge of English over half said they preferred the English version.

This result shows that the German viewers clearly prefer the German language version; half even took exception to the advertisement

being shown in English. The main reason for the German version being favoured was, as expected, insufficient foreign language skills. If the message cannot be understood, the intended effect cannot be achieved either.

A direct comparison of the viewers' understanding of the message indicates that the German language version is more effective in communicating the message to the viewers than the English version.

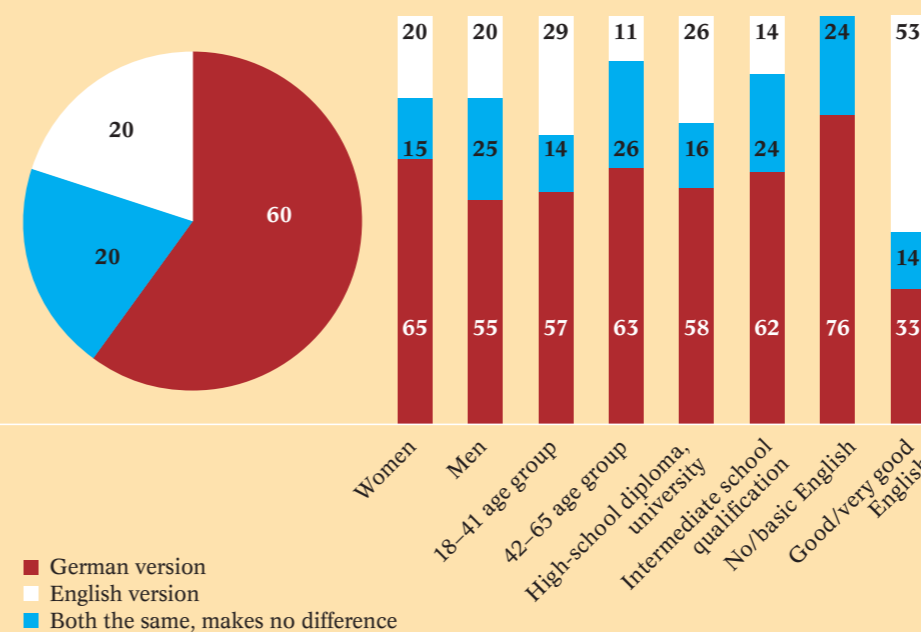
When comparing the two versions it also becomes clear that the German version tends to appeal more to women and the English version appeals more to men. One possible

**Response to the question: What is the main message or the main statement of the advertisement for you?**

»Each one of us can make sure, by paying careful attention to one's surroundings, that children who are approached etc. do not become victims of sexual abuse.«

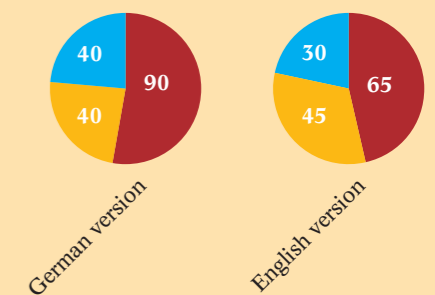
»We should be more observant and when we notice something that possibly isn't 100% kosher, then we should react by intervening or by informing bodies that can react appropriately.«

**»Which advertisement to you prefer when you compare them directly?«**



**»What in your opinion is the advertisement trying to say?«**

- Calling on viewers to look at what is happening to children, don't look away
- Protect children from sexual abuse
- Calling on viewers to do something active against child abuse



Figures in percent

reason for this is that the woman's voice in the English version is deeper and warmer. However, generally it can be said that a German target group responds much more positively to the German version and that it achieves a greater impact. Thus, the German advertisement is clearly much more favourable for a German audience.

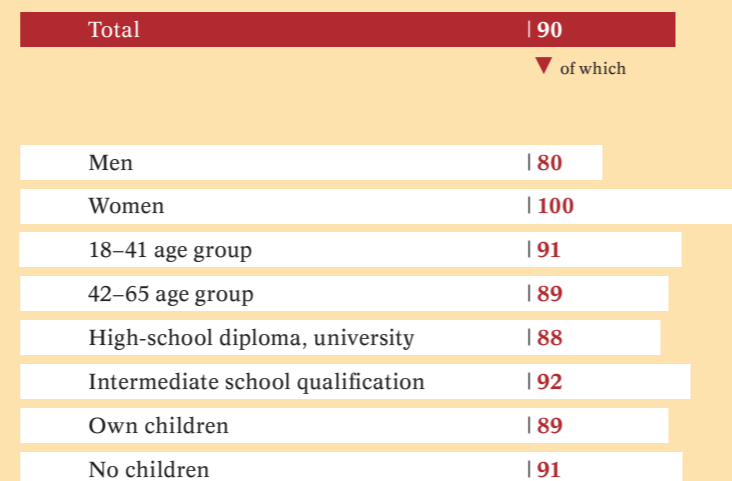
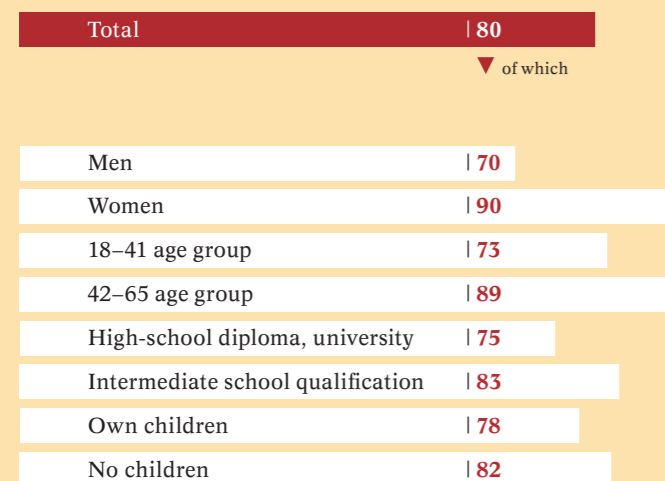
#### 6.5.2. TV and Cinema acceptance

Although »Witness | Zeugen« was originally conceived for broadcast on international flights, the analysis also showed that it comes across

well in cinemas and through the medium of television, too. The large majority of the test persons would welcome »Witness | Zeugen« being screened more often at the cinema or on television. So although the advertisement was originally designed for the in-flight programme, it also seems to achieve the desired effect in these two settings.

#### Viewers who would find it »very good« or »good« if this advertisement was shown more often at the cinema ...

#### Viewers who would find it »very good« or »good« if this advertisement was shown more often on TV ...



Figures in percent

## 7. Conclusion

This evaluation report on the »Witness | Zeugen« communication campaign not only describes and evaluates the different stages of the project; it is also intended to serve as a model for future projects.

The advertisement targets those in the social milieu of potential perpetrators, sensitizes them to the issue and makes them aware that each and every person can prevent crimes to children by being vigilant – and by intervening when a situation appears suspicious.

Following the broadcasting of two earlier public information advertisements (»TOYS | Spielsachen« and »WORDS«), which also drew the public's attention to the problem of sexual exploitation of children in tourism, it was essential to ensure worldwide accessibility for the campaign. It became clear that the one-directional flow of information from terre des hommes to the general public was insufficient. The website *www.child-hood.com* was launched in order to give tour operators and travellers a way of finding the information they need and to provide a list of contact persons. Thus, users are not only able to inform themselves on this website; they can actively communicate as well. The fact that the website is highly frequented proves that it was a necessary step: on average about 25,000 people per month visit the site and use it to conduct extensive research. High-impact measures such as »Witness | Zeugen« must be supported with comprehensive information resources. Thus maintaining and updating *www.child-hood.com* was part of the overall project. Accordingly, the advertisement also refers viewers to the website.

This evaluation reached the conclusion that »Witness | Zeugen« achieved the set objectives effectively: the advertisement and its message reached many people, the large majority of

whom were in the desired target group, i.e. active travellers.

The study conducted by forsa Gesellschaft für Sozialforschung und statistische Analyse mbH also proved that the advertisement achieves the intended effect on the audience. The viewers understand the plea to take action – the advertisement delivers its message. Therefore, the precise requirements for the advertisement and the set goal of not just sensitizing travellers but also encouraging them to take action has been extremely successfully implemented by all those involved.

The effect of the different languages on the target group provided another important insight for similar projects in the future. This project showed that the German version still has a much greater impact than the English version - despite the deliberate reduction of the dialogue content. The relatively cheap production of a German translation is also vital for »marketing« the advertisement to television stations and cinemas.

Future projects shall still have to consider to what extent concentrating on one intended function before production attains the desired results. While converting »Witness | Zeugen« for cinema and television was unproblematic in this case, it could prove to be difficult for future advertisements. For this advertisement, and indeed with earlier projects, aiming to broadcast it in cinemas, on television or in other settings turned out to be very efficient: the main costs of producing the advertisement occur only once, regardless of all the places in which it is ultimately shown.

Nevertheless, the in-flight programme was deliberately chosen as the broadcasting medium because of its chronological and thematic proximity to the situation portrayed in the

advertisement. Experience has shown that this proximity reinforces the quality of the message delivery and increases the viewers' awareness of the problem in general. In the case of »Witness | Zeugen«, it also aimed to create chronological proximity to the plea to viewers to show civil courage.

However, the success of the project and the campaign must not be allowed to overshadow the fact that the problem of sexual exploitation of children remains undiminished. In addition to the behaviour of travellers, the problem is subject to many factors as outlined at the beginning of this report. Thus, commitment to individual projects should not make us lose sight of the fact that children still need to be protected from sexual exploitation in tourism.

In order to prevent child abuse effectively, continuous international measures are urgently required. terre des hommes is therefore calling for:

- The worldwide implementation of the UN Convention on the Rights of the Child, especially § 34
- The continuation, further development and prompt implementation in Germany of the agreements and resolutions adopted internationally and at the European level
- The obligation for all tour operators to implement the Certified Code of Conduct for travel companies to prevent and combat child abuse by tourists
- The agreement of further airlines to broadcast the in-flight advertisement

**Sexual exploitation of children is a problem for society as a whole. It cannot be solved without active intervention and comprehensive worldwide efforts. We can only reduce the number of children abused in tourism if we act with sustained commitment and resolve. We therefore call on politicians, on members of the business community and on society in general to support our demands in the fight against sexual exploitation of children in tourism.**

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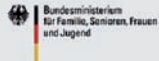
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