

IT'S NOT OK

The New Zealand Violence Against Women study found that 26% of women who live in a home with a household income of over \$100,000 per year have experienced physical or sexual violence from an intimate partner.

As a result of this, not-for-profit organisation 'It's Not OK' implemented an anti-violence awareness campaign across New Zealand.

OBJECTIVE

It's Not OK's wanted to change the perception that domestic violence only happens in low income households and highlight that it can happen in any NZ home, regardless of economic status. The organisation also wanted to encourage Kiwis to speak up and seek help if they are victims of domestic violence or know someone in this position.

METHOD

To spread the word that domestic violence is an issue that can affect anyone, It's Not OK teamed up with FCB New Zealand and NZ HOME magazine and created an 8-page spread showing "Paradise Hill" – a modern home interior filled with hidden menace.

The spread initially presented like any other editorial featuring the flawless interior of a high-income home. Although as pages went on, the more disjointed the house became. Blood stains on walls, a kitchen stool knocked over, a shattered bowl all over the floor and a broken coffee table started appearing. The tarnished furniture was used to represent that domestic violence can happen in high end architectural homes too.





A conversation was sparked with 25% of Kiwis in 1 week

“Everyone knows that family violence is a serious issue, but most people presume it’s something that affects certain families, but in reality, family violence happens in any New Zealand home, regardless of socioeconomic background. That’s why, in our new issue, Home is working with It’s Not OK to remind our readers that family violence can affect any household—and if it does, there’s something all of us can do about it.”

Jeremy Hansen, editor of Home magazine.



RESULTS

Due to the clever campaign’s impactful imagery and NZ HOME magazine’s audience reach, the print campaign sparked conversation around New Zealand. In just one week, one in four Kiwis discussed the campaign and it’s strong messaging behind the taboo subject.

CONCLUSION

Using print as the foundation of such a serious yet sensitive issue was key to the campaign’s success. Leveraging this media channel’s ability to convey this issue with the delicacy it required, It’s Not OK was able to connect with consumers on a deep emotional level and the campaign hit home for many.