

Doctors Without Borders (MSF)

Creative Brief

THE ORGANIZATION

What it does

It provides impartial and unbiased emergency medical aid in situations of conflict, epidemics, disasters and/or exclusion from healthcare. It is not affiliated with any other government or global institutions in order to maintain its independence and autonomy.

Where it works

It is a global organization with bases in various countries. It currently has active projects in Europe, Africa, Asia and South America. Within USA, it runs various events in order to increase awareness, donation and participation.

ROLE OF COMMUNICATION

Aim

To generate awareness about the organization and its philosophy of providing aid without bias or restrictions. In turn, to drive donations for the organization and its projects.

Desired action

Drive people to learn more about MSF and its work, and make donations.

TARGET AUDIENCE

- Demographic profile:
 - ages 35 – 60, all genders
 - steady income, sufficient to set aside some for social causes
- Psychographic profile:
 - Sensitive to the various issues society is facing
 - Active member of the community, want to contribute and give back to society
- Current beliefs: they don't know about the organization, or have heard of it but have extremely limited knowledge

INSIGHTS ABOUT THE TARGET

Growingly aware of the problems in the world and tend to have opinions about them as well, but often do not reach the point of taking action. While globalization and the internet has brought information about the happenings around the world to their screens, when it comes to helping out they look within the country first. At the same time, they do want to be seen as good global citizens who support social causes.

BARRIERS

- Inertia – people talk about it, but don't ever actually make the move to start volunteering/ donating/ supporting a cause
- Tendency to look at causes within the US when looking to take action
- Could confuse MSF with other healthcare organizations like WHO or Red Cross
- Looking for transparency – are becoming slightly skeptical about these not-for-profit organizations and how their donations are actually put to use

EXPECTED APPROACH

To show people in dangerous and morose situations, possibly hurt or ill, with MSF workers helping them recover.

COMPETITION

Direct competition

- Other emergency medical aid
 - Direct relief
 - Red Cross
- Other healthcare organizations
 - WHO

Indirect competition

- All other organizations working for a cause

MAIN IDEA

To make the audience aware that there are people around the world that need and deserve immediate attention regardless of their background, and show the lengths MSF is going to in order to help them.

Convince people who are now settled in life and want to give back to the society by supporting a cause **that** they should learn more about Doctors Without Borders (MSF) **because** MSF sacrifices safety and comfort to provide immediate and efficient medical aid to the neglected sections of the global community.