

Consumer Research: Oxfam Québec



Media Agency: IPG Mediabrands
Creative Agency: FCB Montréal
Client: Oxfam Québec
Year: 2017

OXFAM Quebec's poster campaign graphically shows the importance of protecting the education of Congolese teenagers. Lack of access to contraception, poor health care and early pregnancy prevent young girls from going to school, which hampers the country's economic development. There is evidence that a country's wealth increases if women are healthier and better educated. The challenge is to keep them in school as long as possible.



"One in four Congolese teenagers do not finish school because of pregnancy. "

"Protect Congolese education"

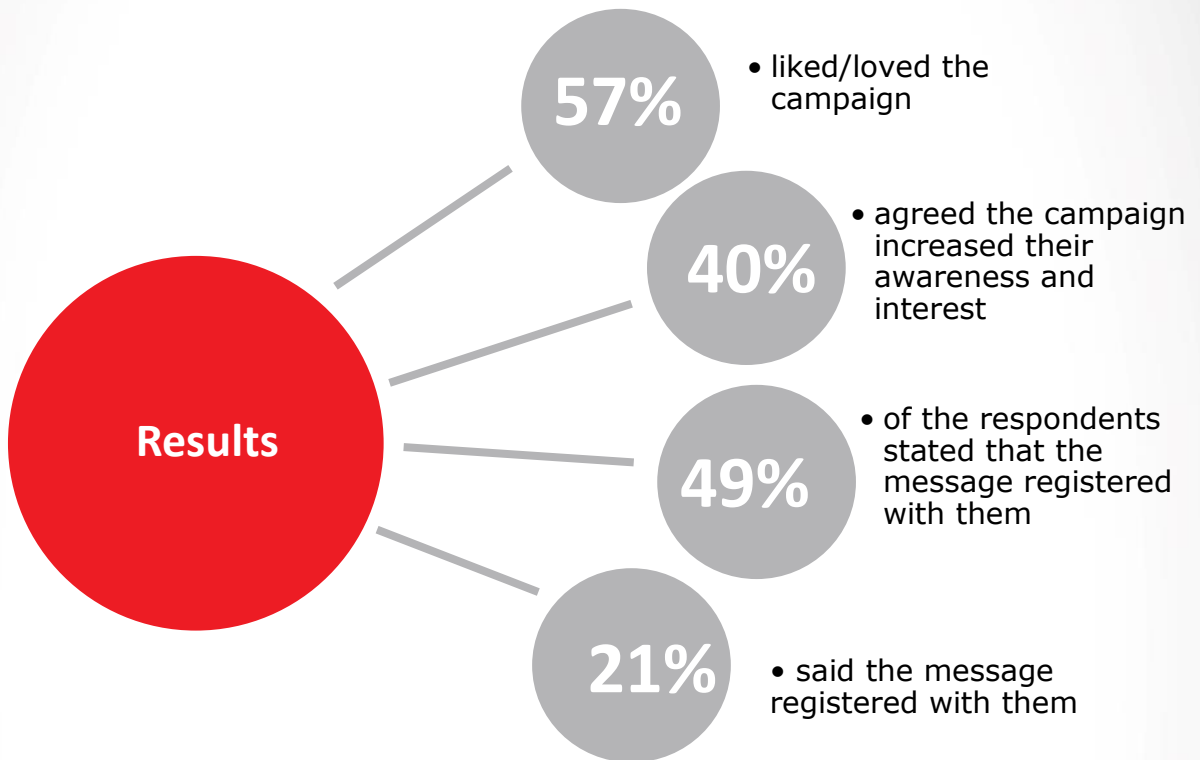


Research Sample

- Montreal French speaking adults 18+ who have made a charitable donation in the past year or plan to in the next 6 months.

Main Message Key Feedback

- The creative was well liked although some took the message to be simply 'reduce teenage pregnancy' without focusing on the motive of education.



▶ Consumer Comments on Main Message

"Help control pregnancy in underdeveloped countries"

"Teenage pregnancy in the Congo is preventable with the use of condoms. Help make this a possibility"

"Protect education in the Congo by supporting Oxfam."

Source: BrandSpark Consumer Panel 2018