



AMNESTY INTERNATIONAL



TYPE FOR RIGHTS

INTRODUCING OUR CAMPAIGN "TYPE FOR RIGHTS" THAT PROVIDES MILLENIALS WITH THE EXPERIENCE OF WRITE FOR RIGHTS USING "CAPTCHA TEST" IN SOCIAL MEDIA

IDEA

THROUGH THE COLLABORATION WITH META, DURING THE PERIOD ALL CAPTCHA TEST PHRASES ON SOCIAL MEDIA WILL BE REPLACED WITH KEY PHRASES FROM AMNESTY'S NUMEROUS LETTERS THAT HAVE BEEN SENT AND HAVE CHANGED THE WORLD SO FAR.

BY TYPING THE CAPTCHA TEST, IT NOT ONLY CONFIRMS THAT THE USER IS NOT A ROBOT, BUT ALSO IDENTIFIES TEXT THAT IS DIFFICULT TO RECOGNIZE AND LEARNS ABOUT IT AND AMPLIFY IT.

THROUGH AN INDIRECT EXPERIENCE THAT ACTUALLY CHANGES THE WORLD IN AN EASY WAY, WE WILL CHANGE THE PERCEPTION THAT 'GOOD THINGS ARE HARD TO PARTICIPATE IN' AND LOWER THE CAMPAIGN PARTICIPATION BARRIERS.



1 TYPE THE CAPTCHA TEST PHRASES FROM AMNESTY'S NUMEROUS LETTERS THAT HAVE BEEN SENT AND CHANGES THE WORLD SO FAR

2 BRIEFLY SEE WHAT AMNESTY AND LETTER JUST WROTE IS AND LET PEOPLE TO TAKE PART IN OUR 'WRITE FOR RIGHTS' CAMPAIGN BY JUST ONE CLICK

3 BY SHARING, THEY CAN SHOW THEIR NETWORKS HOW MUCH THEY CARE ABOUT SOCIAL JUSTICE AND MAKE THEM BE PART OF THIS MOVEMENT TOGETHER