

Media Campaign projected Timeline-

August 2024 – July 2026

Phase 1:

3 to 4 weeks following contract signature:

- Launching campaign preparations with different concerned entities
- Approaching potential campaign partners for collaborations & collect feedback
- Get approval on the story of the animation video
- Collect infographic video key messages and direction
- Come up with mural idea & finalize approval process
- Filming video / vox-pops
- Finalization of the script for the infographic / animation video.
- Submission of the 1st draft of the SM calendar & finalizing of approval process
- Initiation of the design work for the SM posts

Phase 2:

3 to 4 weeks. This Phase should be concluded by the end of September 2024.

- Submission of animation video / infographic video (version 01)
- Designing & printing material
- Preparation of the 1st draft of the press release and campaign material (FAQ, synopsis, etc.)
- Implementation of university activations
- Initiation of the PR work & dispatch of the press release on the day of the campaign reveal
- Follow-up on campaign implementation with all entities

N.B:

This campaign will be implemented over the two years with the aim of raising awareness about torture prevention in Lebanon through:

- 1- Accountability of perpetrators
- 2- Monitoring places of detention
- 3- Prison management