

Current Situation:

- **There is a large number of IPV cases that occur and go unreported in the state of Missouri.**

Current Baseline:

- **Based on secondary research, we found that there is a high number of people who experience IPV based on the number of cases reported. This information does not account for the cases that go unreported in Missouri.**

Company Goals and alignment with PR:

- **Our company's goal is to raise awareness about IPV, stop IPV before it ever happens, and help encourage victims to speak up to increase the number of cases reported.**
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Overall Campaign Objects:

Objective #1: Using social media platforms, we plan to reach our target audience(18-35 year olds) by exemplifying healthy relationships and making aware of what IPV looks like

Objective #2: We want to decrease the number of IPV cases in Missouri (reported and not reported)

Objective #3: Increase public's' awareness of what makes relationships unhealthy and at risk for IPV

Objective #4: We want to generate high rates of engagement on posts across various social media platforms talking about IPV

Objective #5: We would like this campaign to make noticeable changes within the state of Missouri in the year 2021.

Primary Research Objectives:

Objective 1: Gauge if 18-25 year old recognize IPV in social situations.

Objective2: Gauge if 18-25 can distinguish between IPV and healthy relationships.

Objective 3: Gauge if 25-35 year old can identify signs and precursors of IPV

Objective 4: Ask audience about awareness of IPV resources

Objective 5: Gauge if they would seek help or report IPV

We would like to create an incentivised Qualtrics survey to distribute to Missouri state residents between the ages of 18- 35 years old. We would like to assess the awareness, motivations and attitudes of our target audience and how best to reach them. Our survey would include the following subjects:

Section 1: situation recognition: We will put short stories and visuals to see if our audience can distinguish healthy and unhealthy relationships.

Section 2: Awareness of and willingness to use resources: We will ask questions about their awareness of Missouri State resources for IPV and If they would use or suggest that someone they know use them.

Section 3: demographics and social media habits, information to verify our secondary research and help to further our primary research, quantitative research