



06.
RECRUITMENT

OUR CAMPAIGN MODEL & METHODOLOGY

STOP THE TRAFFIK has built a robustly tested and independently evaluated model for reaching audiences through social media.

Our framework for reaching our target audiences was developed with the help of Monitoring, Evaluation and Learning (MEL) experts and refined over time.

OUR STANDARD METHODOLOGY

Our campaign model follows a highly targeted approach - with the ability to reach specific audience groups through a combination of factors including age, gender, location, language(s) spoken and interests. This is possible through the marketing parameters made available by social media companies, such as Meta - one of our long-term, key partners.

WE ARE DISRUPTING SOCIAL MEDIA CHANNELS COMMONLY USED BY TRAFFICKERS TO RECRUIT WITH HIGHLY SPECIFIC, GEOTARGETED PREVENTION CAMPAIGNS, AIDED BY OUR PARTNERSHIP WITH META, AND ARM AT-RISK COMMUNITIES WITH INFORMATION THAT ENABLES THEM TO ASSERT AND DEFEND THEIR OWN RIGHTS.

1 DISCOVERY

Audience Definition & Targeting

We use our data against our campaign brief to identify, define and target at-risk people to reach with our message.

Contextual Research

We then conduct research around our area of focus to fill any gaps in knowledge. This could be looking into industry-specific legislative standards and frameworks, region-specific immigration policies, or relevant existing research.

2 DEVELOPMENT

Data & Intelligence Audit

We start our discovery phase by finding out what we already know with a comprehensive audit of existing data and intelligence.

Pre-Campaign Surveys & Focus Groups

We run pre-campaign surveys with our target demographics to gain insight on baseline awareness and take our initial campaign materials to focus groups to ensure they are relevant, engaging and effective.

3 DELIVERY

Campaign Creative

We produce the final campaign creative that audiences will see, ensuring that it is speaking to at-risk communities in their language and giving them vital awareness and prevention information.

Landing Page

We produce a detailed and comprehensive landing page that viewers of the campaign creative can click through to. This gives audiences more information on the topics of focus for the project, and signposts them to available support.

Post-Campaign Survey

We run a post-campaign survey to the audience of the campaign to measure impacts and gather learnings.

4 LEARNING

Project Impact Report

We analyse our campaign data to produce a report which details campaign metrics, points of monitoring and evaluation, and our campaign learnings. This then feeds back into our research, data and intelligence work to help deepen knowledge and strengthen future campaigns.

EUROPE WHERE WE WORK

CAMPAIGN

Fairlife

LANGUAGES

Romanian, Lithuanian, Bulgarian, Polish, Russian, English, and Ukrainian

REACH

432,520

LABOUR EXPLOITATION

72% reported having increased awareness of how to avoid labour exploitation.

PREVENTATIVE ACTION

81% intended to take at least one preventative action.

UNITED
KINGDOM



STOP THE TRAFFIK Group collaborated with the Modern Slavery Intelligence Network (MSIN), comprising 14 leading retailers and suppliers in the UK Food and Agriculture sector. Based on intelligence indicating the prevalence of false job advertisements and labour exploitation in the food and agriculture sector in the UK, the project delivered a geo-targeted social media campaign in six languages, aged 18-50 with campaign materials explaining some indicators of false job ads, what labour exploitation looks like and signposted support.

To read more about Project Fairlife [click here.](#)

EUROPE WHERE WE WORK

CAMPAIGN

Ukraine Response

LANGUAGES

English, Ukrainian, Russian, Arabic, Farsi, Bengali, Hindi, Belarussian and French

REACH

4,054,901

UNIQUE CLICKS

226,176

SUPPORT

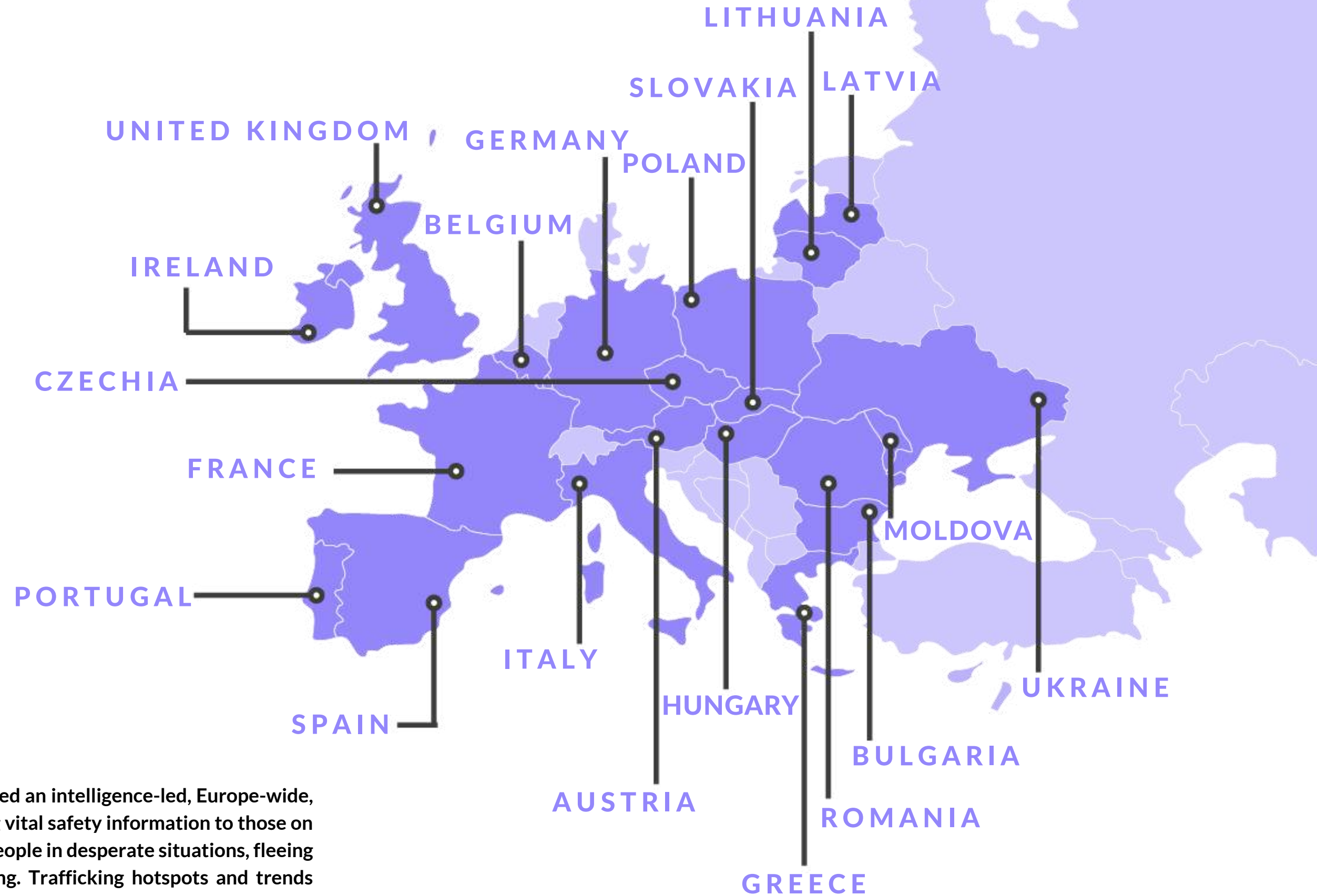
95 people directly supported*

KEY JUDGEMENTS

[click here](#)

Three weeks after the invasion, STOP THE TRAFFIK Group launched an intelligence-led, Europe-wide, geo-targeted digital prevention campaign that is actively providing vital safety information to those on the move as a result of the war in Ukraine. Historically, displaced people in desperate situations, fleeing war and persecution, are at one of the highest risks of trafficking. Trafficking hotspots and trends follow migrations; those on the move are likely to lack family ties, access to financial means, documentation or language fluency. [This crisis presents each of these risk factors in the strongest terms.](#)

To read more about our Ukraine Response [click here](#).



EUROPE WHERE WE WORK

CAMPAIGN

AMAN Safety

LANGUAGES

Arabic, Urdu, Farsi,
Bengali and French

DIGITAL REACH

167,390

LEAFLETS DISTRIBUTED

4,000

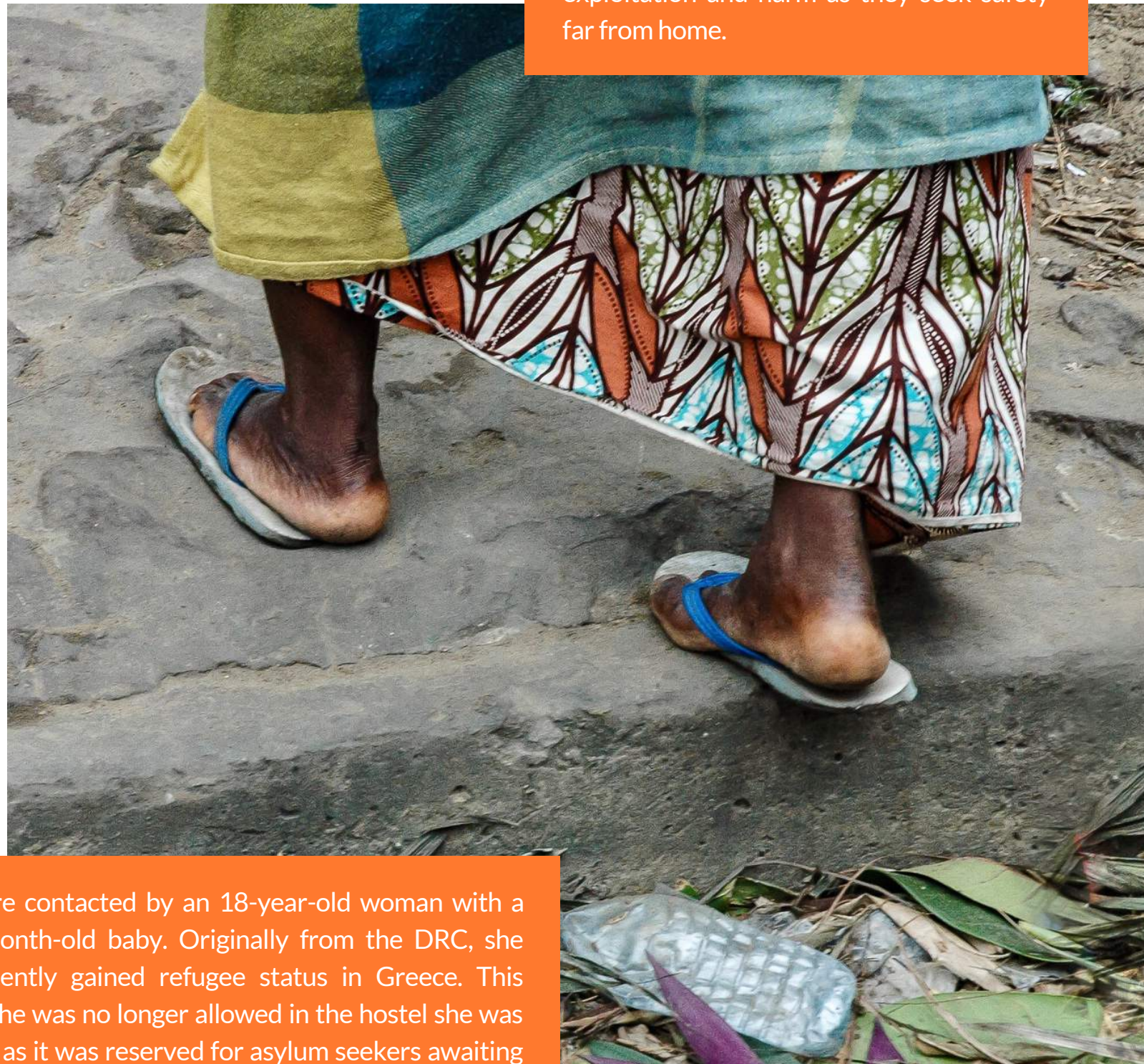


Aman Safety is a 5-year project running from 2020-2025 funded by Comic Relief through its programme "Across Borders: Routes to Safety for Refugees". This programme seeks to raise awareness and prevent the human trafficking of refugees and asylum seekers as they seek sanctuary in Greece and Türkiye. This project ensures vital safety information reaches people on the move with targeted populations including those from; Syria, Morocco, Afghanistan, Iran, DRC, Cameroon, Bangladesh and Pakistan. Without the support of organisations on the ground, including Western Union, our trafficking prevention programmes would not be possible.

To read more about Aman Safety [click here](#).

AMAN SAFETY CASE STUDY

Aman Safety is a ground-breaking programme that works to prevent the trafficking of refugees and asylum seekers as they travel to Europe through providing safety information. Aman means safety in Arabic. We aim to keep people safe from exploitation and harm as they seek safety far from home.



We were contacted by an 18-year-old woman with a three-month-old baby. Originally from the DRC, she had recently gained refugee status in Greece. This meant she was no longer allowed in the hostel she was in prior, as it was reserved for asylum seekers awaiting their decision. The woman was concerned she faced homelessness and was trying to find a refugee camp.



AFTER SEEING OUR SAFETY CAMPAIGN ON FACEBOOK, SHE CONTACTED US FOR ADVICE. BY WORKING WITH PARTNER ORGANISATIONS ON THE GROUND, WE WERE ABLE TO FIND HER SAFE ACCOMMODATION THROUGH SAFE PLACE INTERNATIONAL. NOW THE WOMAN AND HER BABY ARE SAFE. BY SUPPORTING YOUNG PEOPLE TO FIND ACCOMMODATION, WE AIM TO PREVENT THEM BEING TARGETS FOR TRAFFICKERS.

CAMPAIGN 1

Geo-targeted, Digital Campaign

PARTNERS

A21, Mobile Info Team, Greek Council for Refugees, METADRASI, Defence for Children International, Greek Forum of Refugees, Praksis, Smile of the Child (Hamogelo) & Choose Love

CAMPAIGN 2

Collaboration with Western Union

PARTNERS

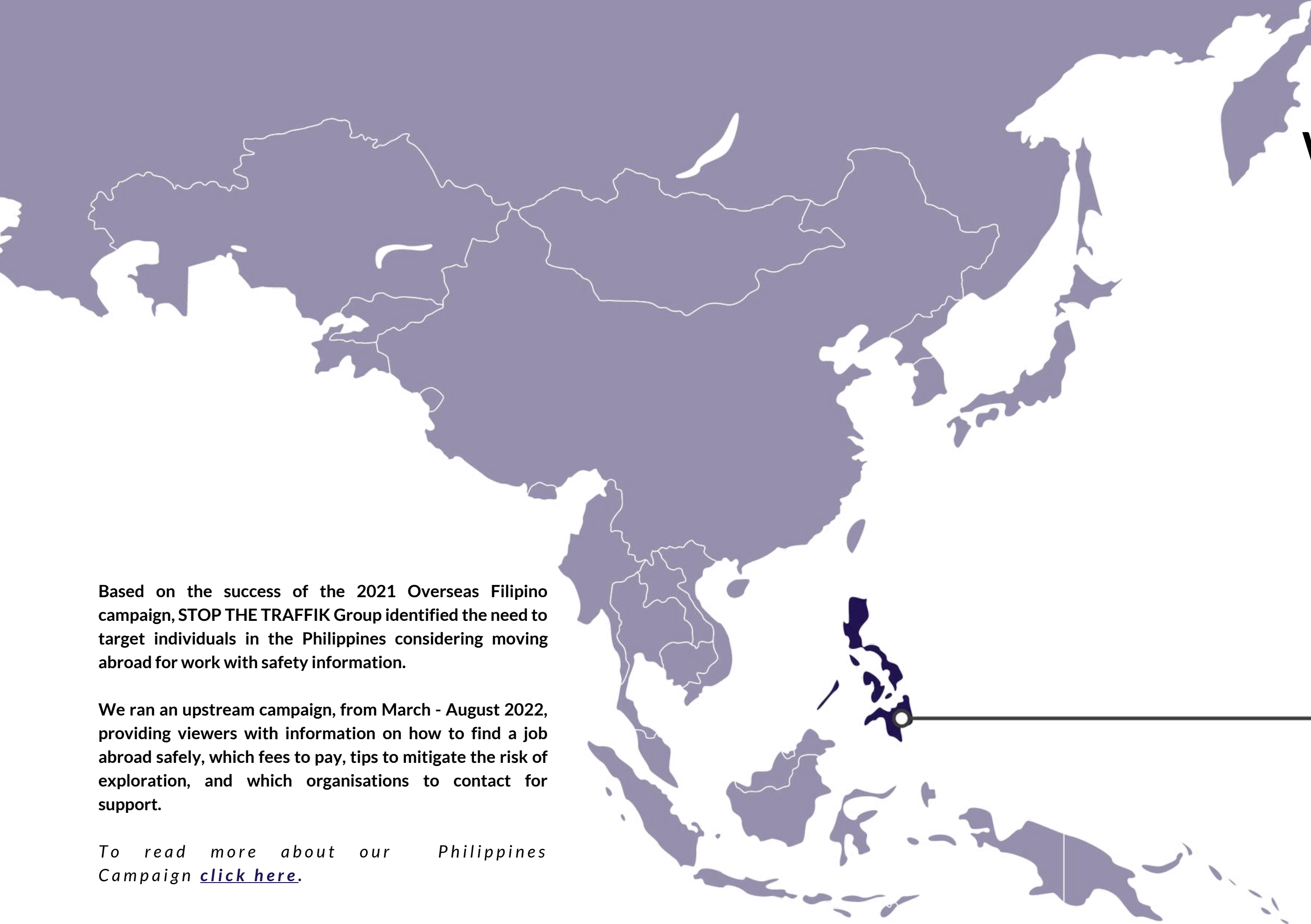
Western Union, A21, 1109, Ministry of Asylum & Migration, & METADRASI

CAMPAIGN 3

Data-sharing Initiative- Power of 10

PARTNERS

Greek Council for Refugees, Greek Forum for Refugees, METADRASI, Irida Women's Centre, Velos Youth, Goodwill Caravan, Fenix Aid, Mobile Info Team.



ASIA
WHERE WE WORK

CAMPAIGN

Overseas Filipino Workers

LANGUAGES

Tagalog

REACH

990,473

UNIQUE CLICKS

84.4163

SIGNPOSTED

53 Individuals signposted
to the Department of
Migrant Works

PHILIPPINES

Based on the success of the 2021 Overseas Filipino campaign, STOP THE TRAFFIK Group identified the need to target individuals in the Philippines considering moving abroad for work with safety information.

We ran an upstream campaign, from March - August 2022, providing viewers with information on how to find a job abroad safely, which fees to pay, tips to mitigate the risk of exploitation, and which organisations to contact for support.

To read more about our Philippines Campaign [click here](#).



**THE REAL SUCCESS WILL
BE IF PEOPLE USE THIS
RESOURCE TO INFORM
THEIR WORK AND
CONTINUE TO FIGHT
TRAFFICKING AS SHORT-
TERM ASSISTANCE
SUBSIDES AND RISK
INCREASES.**

ILONA OLEKSIUK
UKRAINE EMERGENCY PREVENTION PROJECT MANAGER
STOP THE TRAFFIK GROUP

STOP THE TRAFFIK GROUP
35-41 Lower Marsh,
London
SE1 7RL



Traffik Analysis Hub