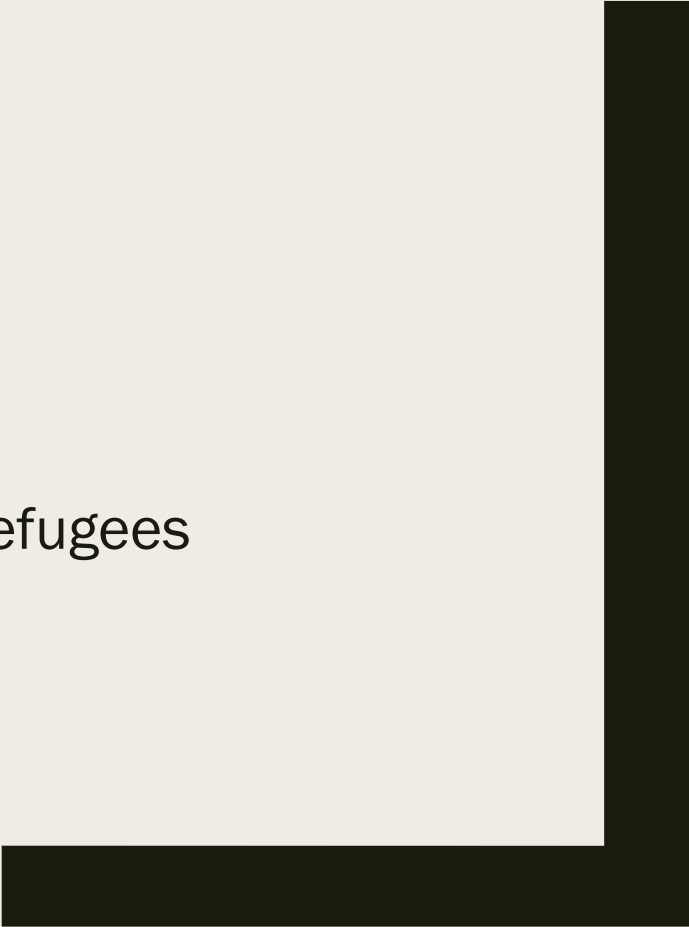




UNHCR

United Nations High Commissioner for Refugees



What is the UNHCR?

The UN

- Founded in 1945 following WWII
- International organization consisting of 193 Member States
- Regularly holds forums in which Member States address concerns and potential resolutions for world issues
- Works to maintain international peace and security

<https://www.un.org/en/about-us>

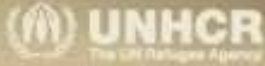
The HCR

- UN agency founded in 1950
- Focused on the aid and protection of refugees, asylum-seekers, internally displaced, and stateless people
- Provides food, water, shelter, medical care, and other life-saving assistance

<https://www.unhcr.org/about-us.html>

Refugees want the same problems you have.

Refugees are persons who have left their countries to escape political, religious or ethnic persecution or in flight from armed conflicts. On the way they have lost almost everything. UNHCR helps more than 32 million people around the world rebuild their lives. You too can help.
www.unhcr.org



<https://www.unhcr.org/news/latest/2010/6/4c0529dd6/unhcr-advertising-campaign-wins-prestigious-clio-award.html>

“Doing the Laundry”

- One of three print advertisements in the Problems Campaign of 2010
- Featured in top newspapers and magazines throughout South America
- Created pro bono by the Buenos Aires, Argentina global advertising agency
- Under the creative direction of Hernán Damilano (Young and Rubicam)
- Won bronze in the print category at the 2010 Clio Awards for creative excellence in advertising



<https://www.unhcr.org/news/latest/2010/6/4c0529dd6/unhcr-advertising-campaign-wins-prestigious-clio-award.html>

As understood by the text overlays, the message being delivered through this advertisement is one that implies that refugees wish they had “first world problems” as opposed to the problems that they typically face which may include war, human rights violations, environmental crises, as well as economic hardship. An example of a “first world problem” is depicted in the advertisement; the dye of a red sock staining white or light-coloured clothing. These are minor inconveniences experienced by people in relatively affluent or privileged situations. The creative director of the campaign, Hernan Damilano, felt that taking an everyday scenario, such as doing the laundry, and putting it into a refugee context would allow the audience to empathize with them. Damilano also notes that the absurdity of the scene is intentional, claiming that humour is often better at creating awareness of a problem than guilt. There is nothing humorous about having to flee one’s country.



<https://www.unhcr.org/news/latest/2010/6/4c0529dd6/unhcr-advertising-campaign-wins-prestigious-clio-award.html>

Maria, the woman in the photo, was forced to flee her home country of Senegal in 2003. This image of her was taken at a studio in Argentina with the background later added using computer graphics. The background of the image conveys an emotional tone that is dark and lonely. Whilst the land is relatively neutral in colour, the sky is dark grey as if a storm were brewing, communicating a sense of doom and gloom. Maria stands alone in the image, except for a few children in the distance, suggesting a lack of community. The refugee context that Damilano has created in this image is one that is consistent with other spectacles of suffering used in humanitarian aid campaigns. Spectacles like these shape the dominant perception of what it means to be a refugee incorrectly and present political issues as moral ones that can be resolved easily through monetary donation.



<https://www.unhcr.org/news/latest/2010/6/4c0529dd6/unhcr-advertising-campaign-wins-prestigious-clio-award.html>



<https://www.youtube.com/watch?v=E-23v63Kce0>

“Ben Stiller meets supermodel and former refugee Adut Akech | #EveryoneCounts”

- One of four YouTube videos produced for the #EveryoneCounts digital advertising campaign
- Published December 16, 2019 on the UNHCR YouTube channel
- 17,331 views (as of April 4, 2022)
- Campaign led by Lara Schlotterbeck and Sarah Epstein (Blue State)
- Content creation led by Jonah Klein (Blue State)
- Finalist in the Immigration and Refugee category of the Shorty Social Good Awards 2020



<https://www.youtube.com/watch?v=E-23v63Kce0>

Ben Stiller is an actor most known for his role in the 2001 comedy film Zoolander in which he plays a dimwitted male model. Adut Akech, on the other hand, is a real model who has strutted down runways for top fashion designers and graced the covers of countless magazines across the globe. Akech is also a former refugee, having fled the civil war in South Sudan with her mother. She was raised in a Kenyan refugee camp before relocating to Australia when she was eight. In the video, Akech explains that she has always had a love for fashion and a dream to be a part of the industry. She recalls a list of promises that she had made upon arriving in Australia including making something of herself and making her mother proud; she was able to fulfill these promises because she was given the chance to succeed. The conversation continues with commentary on what it means to be a refugee, establishing that a refugee is a person just like any other who has been put in a distressing situation that is beyond their control.



<https://www.youtube.com/watch?v=E-23v63Kce0>

The #EveryoneCounts social media campaign uses celebrity endorsement in the form of UNHCR Goodwill Ambassadors to introduce the UNHCR to new markets and establish its credibility in the hopes of motivating audiences to donate to the cause. Nearly a decade after UNHCR's 'Problems' print campaign, the #EveryoneCounts campaign explores refugee stories of strength and resilience, providing a positive representation of refugees as opposed to one that only sees them as victims. The message displayed in the hashtag is a double entendre; all refugees matter, and everyone has a role to play in helping them. The video encourages monetary donations to the UNHCR so that they may continue to provide necessary support to refugees which allows them to accomplish their dreams, whatever they may be. Whilst not all refugees become supermodels, stories like Adut Akech's transform the refugee narrative presented in humanitarian aid campaigns from a spectacle of suffering to one of success.



<https://www.youtube.com/watch?v=E-23v63Kce0>

**“I COME FROM NOTHING, I
AM A REFUGEE, AND I AM
VERY PROUD OF THAT”
- ADUT AKECH**