Campaign presentation: #Enmiszapatos
An NGO that works across Latin America and the Caribbean. Its main objective is to defend the rights of the transgender people and improve their quality of life.

**Campaign objective**

**GET:** People in Latin America...

**TO:** Sign the petition for a law on gender identity in all countries in the region that do not have one yet (all except from Argentina, Uruguay and Bolivia)...

**BY:** Raising awareness about the alarming challenges they face in their everyday lives.
Campaign Flow

Twitter and Instagram (fictional accounts) → Landing Page → Petition

Influencers interacting and sharing content

Social Media work
Fictional Profile: Alex

Toda la mañana en el banco y siguen sin dejarme cambiar el nombre de mi cuenta!!

Basta de discriminación! Alguien puede ponerse #enmiszapatos????
Linked to a petition Landing page

The landing page explains the campaign and asks people to sign the petition.

The campaign is designed to have an impact on the public:

- **Emotively**: via storytelling (Alex)
- **Rationally**: via citizen-generated data that shows the situation of trans population
CAMPAIGN NUMBERS

- Campaign duration: 3 months
- Petition signatory target: 15000