

NEWSLETTER N°3

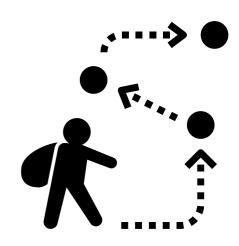


After long months of hard work, the consortium behind IDEAL-M (Informant Diaspora in EuroAfrica for Legal Migration) is proud to announce the execution of the IDEAL-M media campaign online and on the field in Senegal.

The target groups of the campaign are prospective Senegalese migrants and their families who get more insights about how travelling irregularly can be dangerous, the availabilities of safe routes, and even better, the huge number of business opportunities that can be found staying in their lovely home country!!!

In the campaign, a message is also sent to the diasporas responsible of misleading messages on the realities of life in Europe.

EXECUTION OF THE MEDIA CAMPAIGN !







AMIF Programme of the European Union









THE CAMPAIGN'S THEMES AND LANGUAGES

The campaign is divided in four main themes that speak directly to the audience targeted. Messages are diffused in French and in Wolof.

A- YOU ARE HOME

Co-funded by the AMIF Programme of the European Union

Senegal is your home and you can create your own Paris, New York, or any other city where you wish to live in staying in your lovely land and shaping it as you wish.

B- A BETTER SENEGAL

Young Influencers based in Senegal will share the campaign in their platforms, and so encouraging young prospective migrants to seek jobs opportunities in their land.

D- WHY LEAVE HOME?

Emotional messages by mums will touch the heart of prospective migrants, messages combined with video testimonies of returness.

Idealmigration



https://www.ideal-migration.com/



Bousculez chez vous! Faucon,vendez,économisez,ajoutez des actions et regardez votre petite entreprise se développer. #Vous êtes chez vous#Un meilleur Sénégal.

For more information abettersenegal.com

#YouAreHome

C- REMAIN ALIVE

The campaign messages urge prospective migrants not to fall to the lies of smugglers, and such becoming mere statistics.



Lu tolok 55 000 domi Afrig jaar nañu ci yonu suuf bi jeum Oroob tax ba ñi leen di jalalé am ci koppar gu tollu ci 150 millions ci dollars

For more information abettersenegal.com

#YouAreHome















WHERE TO FOLLOW THE CAMPAIGN?

ON THE FIELD IN SENEGAL

AMIF Programme of the European Union

If you pass by Dakar, Rufisque and Touba, you will most probably see huge billboards urging young Senegalese living in such areas to refrain from risking their lives attempting to enter irregularly in Europe.

Several Civil society organisations are on board with awareness raising activities in beaches and during sports events



ON SOCIAL MEDIA

Dedicated campaign's social media accounts are diffusing all the messages produced.

The **FB** and **Instagram IDEAL-M Senegal** pages diffuse messages in French and Wolof, while messages in English are shared for the diaspora in English on the dedicated accounts IDEAL-M EU.

- RADIO ADS,
- NEWSPAPER ARTICLES,
- YOUNG INFLUENCERS,
- SENEGALESE CIVIL SOCIETY ORGANISATIONS,
 BILLBOARDS

LINKS TO FOLLOW THE CAMPAIGN ONLINE

Campaign IDEAL-M Senegal

<u>https://www.facebook.com/idealmsenegal</u>
<u>https://www.instagram.com/idealmsenegal/</u>

Campaign IDEAL-M Europe



https://www.facebook.com/idealmeu

https://www.instagram.com/idealmeu/

https://www.abettersenegal.com/









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