



## **AMBER Alert Europe x INNOCEAN Berlin: THINK BEFORE YOU SHARE.**

The 2022 AMBER Alert Europe awareness-raising campaign on self-generated sexually explicit material by minors will be a film campaign launching on International Missing Children's Day on May 25<sup>th</sup>.

- AMBER Alert Europe contact: Julie Bellinkx - [julie.bellinkx@amberalert.eu](mailto:julie.bellinkx@amberalert.eu)
- INNOCEAN Berlin contact: Minkyung Park - [mk.park@innnocean.eu](mailto:mk.park@innnocean.eu)
- Campaign landing page: <https://www.thinkbeforeyoushare.eu> (live on May 24<sup>th</sup>)

### **Our claim:**

Think Before You Share

### **What you will receive from us:**

1. **The campaign film**  
(in your requested language(s) and formats suitable for websites, social media, and digital screens)
2. **Two campaign visuals**  
(in your requested language(s) and formats suitable for websites, social media, and digital screens)
3. **A press release**  
(in English)

**All the campaign materials will be shared with you between May 16<sup>th</sup> – 20<sup>th</sup>.**

### **How you can participate:**

#### **Campaign launch: May 25<sup>th</sup>**

- a. Share the campaign film on your social media channels (Facebook, Twitter, Instagram, TikTok, etc.). Please don't forget to tag AMBER Alert Europe\*, use the hashtag #ThinkBeforeYouShare and refer to the landing page <https://www.thinkbeforeyoushare.eu>
- b. Share the press release, campaign film and/or campaign visuals on your website
- c. Share the press release, campaign film and/or campaign visuals with your national media
- d. Share the campaign film and/or campaign visuals via your digital screens
- e. All of the above 😊

#### **\*Social media tags AMBER Alert Europe:**

- **Facebook:** @AMBERAlertEurope
  - **Twitter:** @AmberAlertEU
  - **TikTok:** @amberalerteurope
  - **Instagram:** @amberalerteurope
  - **LinkedIn:** @AMBERAlertEurope
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## Usage Rights/Buyouts

### How you can distribute the campaign:

#### **Online, Social Media + Print usage**

- Internet / Online marketing for moving and still images (incl. social media such as Facebook, Instagram TikTok etc.) including banner / advertorials / rich media postings at marketer sites and portals (like T-Online, Yahoo, etc.)
- and all owned and non-owned, paid, shared and earned media channels (such as partner websites), organisational use (like internal use, conferences, meetings, press events) etc.
- Print use including OOH and Digital OOH
- Self-promotion (e.g. awards, editorial, making of, PR etc.)
- Global events and global organisational use (like internal use, conferences, meetings, press events), global PR (like press kits and use of material on journalists' platforms on web articles and TV-Shows)

#### **Territory**

- ONLINE – Worldwide
- PRINT: 'all of Europe' political and geographical (incl.: Austria, Albania, Armenia, Andorra, Azerbaijan, Belgium, Belarus, Bulgaria, Bosnia and Herzegovina, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France incl. Départements et régions d'outre-mer (DOM-ROM), Germany, Gibraltar, Georgia, Greece, Hungary, Ireland, Iceland, Italy + Vaticano and S. Marino, Latvia, Lithuania, Luxembourg, Liechtenstein, Malta, Macedonia, Montenegro, Monaco, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Serbia, Turkey, United Kingdom, Ukraine, Switzerland, Kosovo, Canary Island.

#### **Duration of usage rights**

- 1 year
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