

Growels101

WeMen Campaign

With increasing number of crime rates in and around the city, for all the criminals targeting their next prey (women) men formed a community to eradicate these ill practices.. WeMen was a initiative taken by Growels101 to raise women's safety issues in the society. To spread awareness about the fact that women will now be safe, this campaign caught fire and was supported to a large extent. To help curb women crimes and also to make Women feel safe with men, this campaign was born. Women are the source of life and what is more annoying than hurting the root of existence? If the men community proclaim themselves to be dominating then why is that they are not standing together against crime. This whole ideology WA the source of WeMen Campaign.

The uniqueness about this campaign is that Women, who fear of being criminally exploited by men realised that not all men in the same community exist with same corrupt persona. There are men to stand for women, to protect them and to secure them. The whole perspective that men who impose criminal acts on women are indeed not "MEN" proclaims to be the best example through this campaign. The survey conducted by WeMen community asking women about their insecurities and about them being unsafe was then put forward through a questionable series.. This campaign got good response from women making them feel empowered and stable in the city.

The execution of this campaign was done on Twitter and Facebook. The series of questions asked all evolved around the safety and measures to women's security around the city and also on situational calls. Women shared their views and also suggested solutions to curb crimes against women. Twitter poll too hit high on the analytics as it included a large of active citizens who oughted to stand for crime against women. Not only did women respond, "MEN" of the community too stood together to support the initiative and succeeded the campaign's motive..

The success rate of the campaign can be measured in the response rate and the increased awareness about WeMen community in and around the criminal corners. Women have now put their foot down to stand against crimes and to grow stronger with equal rights and Liberty without fearing the men community.