



Task Force on Human Trafficking  
המטה למאבק בסחר בנשים



כבירי-נבו-קידר  
עורכי דין ונוטריון

# The Objective

Raise public awareness  
of human trafficking by  
creating a personal  
experience that  
encourages people to  
confront modern slavery

# Video Clip



[http://www.youtube.com/watch?feature=player\\_embedded&v=Gf28gEzFS8k](http://www.youtube.com/watch?feature=player_embedded&v=Gf28gEzFS8k)

# Women to Go: The Process

1. Recruit Volunteers
2. Find as prominent store front as possible
3. Prepare virtual and hard copy material for distribution
4. Secure media coverage

# 1. Find a Store Location

# The optimal store location:

- A location with lots of shoppers
- A large display window for maximum exposure that can be altered in order to accommodate the models

# The Store Before





# The Store After





# Props for the Store:

- Branded supplies; including price tags, Women To Go shopping bags, and explanatory signs
- Stands for the models (and manikins) and their items
- “Cashier”

# Recruiting Volunteers:

- Women to models
- Window designer
- Display technician
- Makeup artist, Hairstylist & clothing stylist
- Photographer
- Volunteers to collect petition signatures

# Women to Model:

- Recruiting the models is an essential and sometimes difficult step - be prepared!
- The number of models needed depends on the display window
- It is important to set up a shift rotation that will give the models time to rest depending upon the duration of the display
- Talent agencies can be a good place to recruit models

# The producer is responsible for...

- Recruiting professionals – technicians, photographers, stylists, makeup artists, and hairstylists
- Obtaining necessary equipment – cash register, stands.
- Organizing and overseeing the day:
  - Making sure everyone has the proper clothes
  - setting up a makeup stand close to the store
  - establishing a rotation for the models
  - ensuring that food is available for the models

# The designer is responsible for...

- The design of the store
- Providing the logo for the graphic materials
- The placement of the models and the cashier
- Organizing a rehearsal before the event



# The technician is responsible for...

- Arranging the store
- Setting up the models' stands

# The makeup artist and hairstylist are responsible for...

- Making the models look like victims of trafficking as opposed to “sexy” prostitutes - hair should be disheveled and makeup should look distressed (smearred lipstick, black eyes, bruises)

# The Models' appearance:





# The Models' appearance:



# Event volunteers will be responsible for...

- Collecting petition signatures
- Educating passersby about sex trafficking and the event



# The photographers are responsible for...

- Documenting the event
- Creating a internet and/or TV video of the event

# Photos from the Event



# 3. Preparing materials

# The branded props for the store:

- Wall decorations
- An explanation of the event
- Price tags for the models
- Petition

# Signs for the Walls

Each wall sign's height and width can be expanded according to the needs of the store



# The Store's Logo



# Inside in store Wall



# Informative Outdoor Wall

# WOMAN **TO** GO



מכירת נשים לפי טעם אישי  
טל': [WomanToGo.com](http://WomanToGo.com) | 02-9924980  
שעות פתיחה: 12:00-20:00

0111 | מומים ליוני מילר

# Project Explanation

Placed on a display window in a central location in the store. It should be no larger than twice a normal page size

# Explanation

## **Stop The Trafficking of Women:**

Every day thousands of women are coerced into prostitution. They exist in a dark reality of slavery, violence, and exploitation. Some are local, some are smuggled from abroad. After they are purchased, the women and girls are brought to brothels and discreet apartments where they are often held captive in appalling conditions.

This petition calls upon law enforcement agencies to pursue traffickers and procurers and decriminalize trafficked women forced into prostitution. By vigorous enforcement we can help rid our society of the evil of sexual slavery.



# Price Tags

The tags will detail models':  
name, age, height, weight,  
measurements, and country  
of origin

# Tags



72550-Tag hebrew 91x156-1010





# Stands

**WOMANTOGO**



**אולגה**

**₪ 22,500**

**AGE: 21**  
**WEIGHT: 57 kg**  
**MEASURES: 95/72/99**  
**MADE IN UKRAINE**

72550-stand a4-010 size: 9.1x15.6





# The branded props for outside the store:

- Business cards can be distributed outside the mall to increase visits to the store
- Flyers to be handed out explaining the campaign and the facts of sex trafficking
- Branded women to go shirts for the volunteers

# Business Cards



**מכירת נשים לפי טעם אישי**  
דיזינג' סנטר ליד שער 3 | טל: 02-9924980 | [WomanToGo.com](http://WomanToGo.com)

72550-Business Card 9x5-1010

# Flyers

## WOMANTOGO



### נשים הן לא סחורה

כשאתה הולך לחונה אתה מממן את ארגוני הפשע שסוחרים בנשים.

בתצד האחרות של ישראל, חות מדי יום אלפי נשים המועסקות בסוגי מדי חסות, מציאות חשוכה של עבודות אלימות וחינוך, המצדקי עכשיו למעשה הקוראת לעד המשפטים להסיר את סעיף החוק על פני צרכי שירותי מקי שמהם עבודה פלילית

להצטרפות לעצומה חתום במתחם החנות או באתר [WomanToGo.com](http://WomanToGo.com) | טל: 02-9924980



www.woman2go.com

# Shirts for the Volunteers





# Why a strong media presence is important:

- It will increase the impact of the demonstration by exposing a larger audience to the event, so invite as much media representatives as possible!

# How to motivate the media to attend and cover the event:

- Advertise early
- Send out press releases
- Utilize all PR resources; the local sponsor the mall and the store

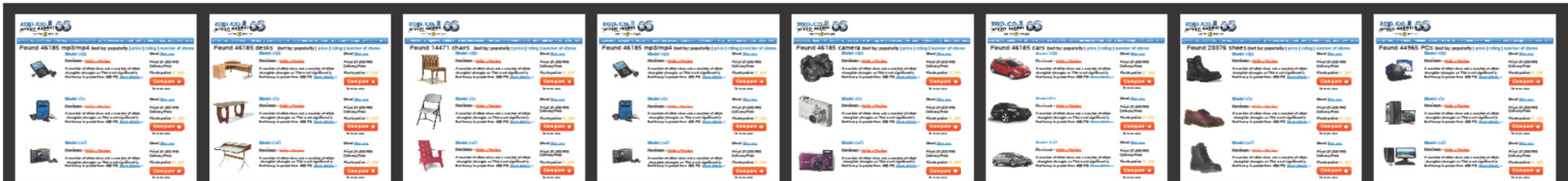
# Digital

## Create a website for the demonstration

The screenshot shows a web browser window displaying the WOMANTOGO website. The browser's address bar shows the file path: `file:///tel13-fs03/YRI-clients/Hitnadvut/2010/11/atzum/4_presentation/minisite/index.html`. The website features a navigation bar with "ENGLISH" and "HEBREW" options. The main heading is "WOMANTOGO" in large, bold letters. Below the heading is a Hebrew text block: "ברוכים הבאים לחנות מכירת הנשים המקוונת הראשונה בעולם. בחרו את האשה המועדפת עליכם, רכשו אותה במחיר מבצע ותתחילו ליהנות." The central visual is a row of ten digital mannequins of various sizes and outfits, each standing on a black circular base. To the right of the mannequins is a large, white price tag graphic with the WOMANTOGO logo, a barcode, and the Hebrew word "אולגה" (Olga) in pink. The price is listed as "₪ 22,500". Below the price, the tag includes the following details: "AGE: 21", "WEIGHT: 57 kg", "MEASURES: 95/72/99", and "MADE IN UKRAINE". A pink button at the bottom of the tag says "לרכישה" (Purchase). At the bottom of the website, there is a long barcode and a row of five pink buttons with the following text: "קטלוג 2010", "שתף ב-f", "גלריית החנות", "צור קשר", and "אודות החנות". The Y&A logo is visible in the bottom left corner, and a small line of text in the bottom right corner reads: "כל המציגות הינן שחקניות ודוגמניות שנבחרו לצורך הקמפיין."

# Digital

Use price comparison sites to increase the volume of site activity



The leading comparison site in the country presents a new category:

## WOMEN COMPARISONS

Human trafficking is the second biggest organized crime in the world.

But the public isn't aware of this so we needed to break their apathy and put the issue back on the public agenda.

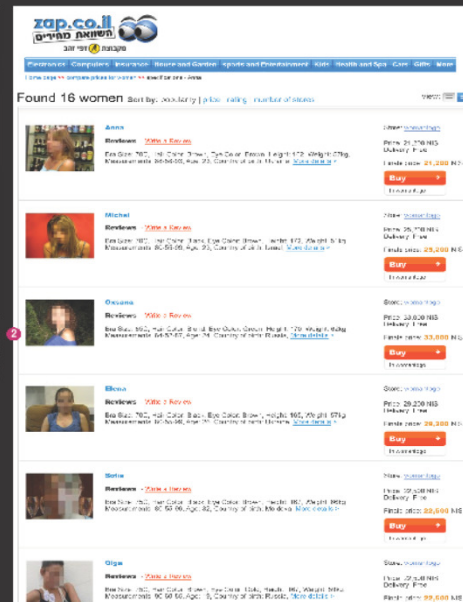
We collaborated with ZAP, the leading comparison site in the country, and offered internet users a new category: "Women Comparisons".

By clicking on a woman of their choice, the surfers were redirected to a petition against human trafficking.



1 The "Woman comparison" category promoted on ZAP's main page

Users could compare women by price, hair color, popularity and more.



2



3 By clicking on "more details" users got all the info they needed about their choice.

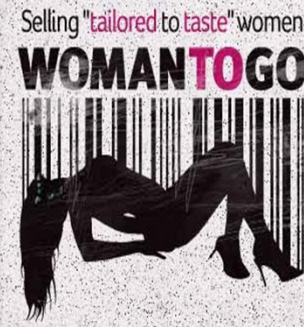


4 When users clicked on the "compare" button they were redirected to a petition against human trafficking.



# Digital Dislike Petition - YouTube activity

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**DISLIKE This Video - Women Are Not For Sale!** Like [Download](#)

From: [DislikePetition](#) | Jan 3, 2011 | 161,872 views

If you don't like what you see, click on the "DISLIKE" button. Please support the fight against human trafficking, the second biggest organized crime in the world.

If you don't like what you see click on the **Dislike** button

Please support the fight against human trafficking, the second biggest organized crime in the world.

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- ### Channel Comments (39)
- nikitaukas2** (4 weeks ago)  
38,700מ - pretty expensive
  - 254Dew** (4 weeks ago)  
how does this channel only have 178 subscribers?(trust me i checked)
  - vviippeerr** (4 weeks ago)  
best story ever?

**Profile**

Name: [DisLike Petition](#)

Channel Views: [30,226](#)

Thank you for joining your hands and hearts to ours in combating human trafficking world wide.

The original Women To Go campaign was designed by Shalmor-Avnon-Amichai for the Task Force on Human Trafficking. A joint initiative between ATZUM and KNK.