

Shoghlana Comic Competition



PBC – Promotion of Blue Collar

Develop instruments and formats to change the negative perception of Technical Education as well as negative perception of numerous job profiles in the field of industry, small trades, sales and handicraft, which are job profiles know as Blue Collar.



The Instrument: *A Comic Competition*

One of the instruments used is the **Comic Competition**.

- **Raising Awareness.**
- **Forum for social dialogue** on the topic of Blue Collar Jobs is considered one of the first steps.



The Comic Competition

Objective:

Provide a platform for youth to express their thoughts, ideas & perception on Blue Collar Work which shall be presented to the community.



The Comic Competition

Impact:



Motivate Youth



Resolve a Conflict
by
Confessing



Attracting
more readers



Raising
Awareness
&
Respect

- Motivate Youth to deal with the subject of Employment.
- To draw conscience about the lack of self-appreciation and self esteem in the Blue collar working Sector.
- Raising Awareness and respect to the Blue Collars who keep the country running.
- Attracting mores readers to Shoglana newspaper, as this will help Blue Collars and the rest of the community to be concerned with the topic of Blue Collars and their role.

The Comic Competition

Mechanism:

Creative Platform :The comic competition will provide a creative platform for the expression of youth.

Informative Workshop: An informative Workshop (includes public figures in the field of Caricature drawing, who will give short lectures about caricature drawing and talk about the importance of Blue Collar Work in our lives.)

Submission: Submitting drawing in drop-boxes based in Sawi, EFU & MAD

Evaluation: Evaluating the drawings depending on specified criteria; which are the **Topic & the Drawing**

Exhibition & Awarding: An exhibition will be held in Sawi for a month with all drawings submitted by the participants. Public figures and Media will be invited to cover the event and talk about Blue Collars. Winners will be announced on the first day of the exhibition.

Winners and participants: The first winner will be awarded to have his/her drawing published in Shoghlana Jan issue, and in another well know public newspaper.

The first 5 winners will be awarded a training (about Caricature Drawing) in one of the well known newspapers.

Time frame

Start Campaign

21st Nov

Workshop

7th Dec

Submission Deadline

19th Dec.

Pre-evaluation

22nd Dec.

Evaluation

23rd Dec.

Issuing
Newspaper

15th Jan

Exhibition

23rd Jan



Communication Plan

Target Group

Target Group: 16 to 25



Concept

The competition is aiming to improve the image of the Blue Collar Work by engaging Blue Collars and the community to express their opinion through drawing.

Competition Criteria

- A4 paper
- Full Name, address, mobile number, e-mail (optional) to be mentioned at the back of the drawing.
- All drawings should be submitted in the drop boxes available for the competition in the following locations:

A- Sawi Cultural wheel.

B- Mad Solutions office

C- EFU Branches

Deadline: 7th of Dec – 19th of Dec.

Evaluation Criteria

1st to be evaluated: The message Grading out of “1.2.3”

2nd to be evaluated: The artwork Grading out of “1.2.3”

The competition will be communicated to the community through different:



Stages

Announcing - Submitting - Exhibition

&

Channels

NGOs – Job Quality Companies – Youth Clubs – Sakia – Employment Fairs – Employment Facilitation Units (EFU) - EL Amal Ebada Events & Data Base – Social Media – Kora Foundation – Nahdet El Mahrousa -



Competition Character

A Blue Collar Cartoon Character will present the competition through it's different phases and channels and will communicate all the competition's messages and instructions.

This Character look "Smart", "Neat" and
"Optimistic – always smiling"
It should look like the ideal Blue Collar worker.



Communication Tools

Flyers

Posters

Banners

Roll-ups

Drop Box

Workshop Branding

Exhibition Branding

Social Media (Facebook Pages & Facebook Events)

E-initiations



Key Messages

Campaign messages will reflect the aim and concept of the competition;



Resolve a Conflict by Expression: Express your thoughts

Blue Collars are the backbone of the society

Efforts of Blue Collars in the society

Publications & Promotion Materials Concept & Design

2 different messages will be communicated through out the promotion materials

- 1) To announce the competition and the workshop.
- 2) To announce the exhibition

Communication Plan Phases

Announcement

Objective: Promoting & announcing about the Competition, Prizes and how to apply, Competition Criteria and the timing of the workshop.

Communication Tools:

Flyers
Posters
Banners
Roll-ups
Drop Box
Workshop Branding
Exhibition Branding
Social Media (Facebook Pages & Facebook Events)
E-initiations

Communication Channels:

All previous mentioned communication channels

Submitting

Objective: Launching the workshop and start receiving the drawings. Start receiving drawings & evaluation.

Communication Tools:

Drop Box
Workshop Branding
Social Media (Facebook Pages & Facebook Events)
E-initiations

Communication Channels:

Social Media
Workshop

Exhibition

Objective: - Announcing the winners.
- Announcing the exhibition with all the drawings of the people who applied for the competition.
- Prizes

Communication Tools:

Flyers
Posters
Banners
Roll-ups
Exhibition Branding
Social Media (Facebook Pages & Facebook Events)
E-initiations

Communication Channels:

All previous mentioned communication channels

Workshop Flow

- A moderator will lead the workshop.
- The moderator will introduce the competition and will talk about Shoghlana newspaper.
- The moderator will introduce the lecturer specialized in caricature drawings and another lecturer who can talk briefly about Blue Collar Jobs.
- A specialized person in the field of Caricature Drawing will give a small lecture about caricature drawing and how to express your opinion and thoughts about the “Blue Collar Jobs” in Egypt. (Visual materials will be used in this lecture for more demonstration)
- The moderator will end the workshop by re-communicating the criteria of the competition and how to participate in the competition.

The workshop will take place on the 7th of December el Sawi Cultural wheel, and will be repeated twice at that day.

No registration is required for the workshop.

Exhibition Flow

- The same moderator in the workshop will lead the opening of the exhibition.
- A number of public figures in the field of caricature drawing will be invited to the opening of the exhibition and will be asked to give a small word to the audience about the competition outcome.
- A public figure will start announcing the winners and prizes and ask them to come on stage to receive their training certificates/vouchers.
- The moderator will end the opening of the exhibition by asking the audience to enjoy the drawings of the competition participants and have a free copy of Shoghlana's January's issue.

Media will be available to cover the event for TV programs and Newspapers.

Done

