

Creative Brief

Core Campaign Explainer Assets

Context

Connected by Data is a new campaign to give communities a powerful say in the data and data decisions that affect their lives.

We believe data policy and practice needs to take on the collective impacts of data and AI and as a result be both more collectively and democratically governed.

We need some core simple comms assets to explain the problem we are campaigning about and what needs to change.

This is a challenge as the issues are new, complex and don't have well established concepts to support them. Levels of understanding among non technical audiences of all types are low.

We need it to both promote CBD as a new campaign generally, but particularly to communicate the problem and solutions as part of our efforts to influence the forthcoming Data Protection and Digital information bill where the Government will define the UK's post-Brexit replacement for GDPR. This bill offers both a chance to make positive change but also represents a potential threat to our goals if other voices win out over ours.

Even if we are not successful in influencing the bill, it also offers a hook to move the debate forward about data from where it is and build a better understanding in more general political, policy and tech spheres. The assets must also support this.

Communications objectives

At the heart, we want to challenge and start to move the debate in data away from the present commonly held views that data is

- Personal and only about us individually,
- Focused on privacy and consent, in the context of harmful over surveillance
- A tangible thing that can be owned, bought and sold and is primarily an economic asset..

The five broad points we think we need to land to achieve this are:

- **Data is not a 'tangible' commodity that can be bought and sold** because who owns it is never clear, it can be transferred and replicated at global scale at little cost, its meaning is really always relative to another piece of data so its 'value' is never fixed.
- **Individual Consent doesn't work to protect people on its own**
 - People now rely on data driven services and products so much that they can't really choose to not use them.
 - They don't understand how their data is used because the system is so complex
 - Companies have started to obscure and nudge consent in a way that makes this worse and also hide the complexity of and true nature of how they will process data.
 - People don't know that they are statistically profiled as much by other people's data as their own and very little personal data is required to predict their behaviour using this data.
 - People don't also realise that, as well as other people's data, the services and products they get depend on data they might not even realise is collected, like the speed they scroll, sewage, samples, geo-location and lots more. It isn't individual personal details like their name, specific address or bank account that companies are often interested in.
- **Data protection law is broken** because it only focuses on the people whose personal data is specifically held, not how this can be combined with other data that can be obtained or the many people the use of those combined data-sets might affect.

- **Data isn't all bad** - it can be used for good if its used in our interest and with collective oversight and accountability
- **Data governance and law need to take on the collective and hidden impact of data by** making sure everyone impacted by a data driven decision has a say in that decision, not just the people whose personal data is technically held. This needs to either directly through participation or indirectly through properly democratically accountable regulators and legislators.

Some good real life examples of this are:

- <https://www.wired.co.uk/article/uber-fired-algorithm>
- <https://www.huckmag.com/perspectives/disabled-benefits-claimant-are-being-unfairly-investigated/>
- <https://www.wired.co.uk/article/police-violence-prediction-ndas>
- <https://post.parliament.uk/monitoring-wastewater-for-covid-19/>
- <https://www.bbc.co.uk/news/education-53787203>

The public are also supportive of data use by the public and private sector use only with clear oversight and regulation - see work by [Ada Lovelace Institute](#)

We have tried to explain this simply in our draft organisational narrative [here](#)

Target audience/s (feel/think/do)

1. **Your av. MP/Lord/Special Advisor who might engage with the issue and bill**
 - Has a light understanding of data and AI and a sense that there is an issue but not well informed. Tends to see it through an individual privacy and/or economic lens.
 - Needs to be motivated to see that there is a broader collective justice/civil rights/citizen accountability issue (both right and left) also can begin to see this could impact their constituents/real people
 - Get more involved in the bill, reach out to us for support
2. **Journalists who are interested in the data/social justice interface but are not tech experts.**

- Growing interest in data and AI but need to move them beyond individual privacy.
 - Feel like it's something worth exploring
 - Understand it more, think about writing something, reach out to us
3. **Tech sector and civil society organisations who are thinking about data but who aren't deep data geeks**
- Understand the problem and see the potential impacts for their business or campaigns/charities and the people they serve
 - Reach out to us to get involved

Note: our priority audiences are people we want to engage and influence around our campaigning work. However if the resources are versionable, we would also potentially like to use them to speak to a public audience where we are explaining how the collective impacts of data or democratic data governance works. This would be more neutral and educational. It would generally be used in a facilitated/workshop type environment.

Potential Outputs

(We'd also welcome any other suggestions you have and be guide by you)

Obviously this is a complex set of concepts and probably not a simple brief so we want support to:

- Refine/prioritise what we need to say to help us communicate effectively
- Find short simple words, phrases, metaphors to better explain it all
- Develop visual ways of helping explain the concepts involved
- Use these to produce a set of branded CBD core visual comms assets that we can use particularly online and digitally. We're imagining this will be a short video, longer and shorter versions, and a supporting set of 4/5 animated gifs and graphics that can be used as a visual toolkit to help better explain our campaign and asks but this is tbc with you.
- Ensure they are cost effectively versionable so we can shift the call to action to allow us to use them generically as well as support our Bill campaigning.

Channels for distribution

These will largely be used in our face to face or online meetings, presentations and pitches or on owned and earned social media channels, largely Twitter and LinkedIn or the channels of supportive media partners. We are unlikely to do any paid marketing at the moment.

Key messages

See above - simple key messages to be developed and agreed as the first stage in the process. We have done some work on this already on our [draft brand narrative](#)

Tone of voice

direct, common sense, campaigning but authoritative

Length/Format

To be discussed and agreed with you

Branding

CBD branding. If possible and easy/cost effective to achieve, some generic versions that use CBD style but are not over brand would be useful to allow others to make use of them - we aim to work a lot in partnership and coalition.

Schedule

Delivered by Mid-December, Exact date to be agreed with you.

Poss ideas on creative approach

As this is quite a complex set of ideas which involve explaining 'systems' and elements that interrelate to each other, we think some sort of animation may be particularly useful. However, we will be guided by you.