

Highlighting human trafficking

Saatchi and Saatchi has joined forces with the International Organisation for Migration's (IOM) Southern African Counter-Trafficking Assistance Programme (SACTAP) to create a television advertisement message aimed at raising awareness of human traffickers operating on the continent.

The TV ad conveys the chilling duplicity of human traffickers and will be flighted on SABC1, SABC2, SABC3 and e.tv in primetime slots, as well as CNN and BBC World on DStv, which broadcasts throughout southern Africa.

Saatchi & Saatchi creative director (Jhb) Liam Wielopolski says an enormous amount of corporate goodwill has driven the advertisement's development and expanded the scale of its play: "Production house Fresh-Eye Productions, SABC and e.tv were brought on board, making significant in-kind contributions to support the cause.

"We were all touched by the work being done by IOM and the difference they make to women who are trapped in appalling conditions."

The ad story focuses on a young rural African woman who is lured to travel to SA with the false promise of a modelling career. The woman is not aware of her trafficker's deceptive ploys, but the audience is alerted through a series of subliminal phrases that appear around her – in text on a passing taxi and via graffiti on a wall, for example.

Subtitles reveal truth

These subtitles reveal the truth: the girl is being trafficked into forced prostitution. The advert features IOM's counter-trafficking helpline for South Africa – 0800 555 999 – and IOM hopes the advert will help reach and assist more victims.

Based on research in the region since 2002, IOM believes that trafficking in persons is flourishing in Southern Africa, with South Africa and its expanding sex industry the main destination for trafficked women in the region.

IOM estimates that at least 1000 women are trafficked from Mozambique each year into SA, with poverty a huge factor in their susceptibility. IOM is also aware of women trafficked to SA from South East Asia, Eastern Europe and other African countries.

Karen Blackman, SACTAP's information and awareness raising specialist, says: "Human trafficking is happening in Southern Africa today, but awareness levels are worryingly low. We hope that this advert will raise awareness levels and increase calls to our counter-trafficking helpline. This has been a dynamic partnership with Saatchi and Saatchi and IOM wishes to thank them and everyone else who dedicated their incredible talents to this project."

The 30-second ad will be screened a total of 94 times over a two-week period.



[Click here to view the ad \(3MB\)](#)

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