

**"IT'S #3AM.
I HAVE SURVIVED ANOTHER NIGHT"**



&

**BAN
JAMM**

THE BACKGROUND

#DomesticViolence is not an easy topic to discuss, and even more difficult to listen to. Everything that is tagged to it, is just plain ugly. And it doesn't help that the conversations in the media have also labelled those who has gone through or going through a domestic violence as 'victims' or 'survivors'.

But can you imagine being **#intheirshoes**? As an outsider looking in, you will — never — truly understand how they feel. They have the utmost strength that no one on the outside can see, because those on the outside can't, or won't, see past the horror, the violence and the trauma.

THE REALITY

As a friend, you might think it's easy to just walk away, as it is pure madness not to. As a career woman in today's world, you will never allow yourself to experience that kind of helplessness. As a man, you will never in a million years think that this could also happen to you.

No one can imagine what it feels like to see what you normally watch on TV, movies – happening right in your house, in your living room... to you. This is not some random stranger lunging at you... this is someone who said they love you and this is what you “deserve”.

**And you close your eyes, hoping it was just a dream – not a
#RepeatedDailyReality.**

THE STIGMA

In the corporate world, many are reluctant to speak up about their domestic violence experience as they risk being penalised for career advancement or being labelled as emotional, unpredictable and somewhat broken. Many has been sent by HR/line manager to OHS or to the doctors/ therapy as immediate action, and their workload reduced or responsibilities removed. This course of actions could be the worst thing to do to them, as they have already been made to feel like a failure at home and to be treated in the same way at work, makes it even worse.

THE CHALLENGE

At Bandjamm, we want to **#ChangeTheStory...** to “allow” a more **#OpenConversation** on domestic violence, without invoking the usual fear and horror.

Our #LeapingPoint is based on a very powerful insight which has been overlooked in all the discussions about domestic violence...

“Just because I am still in it, does not mean I am not planning to leave — everyday. Leaving is the most dangerous thing if I am not ready. If I leave and I am not strong enough, I will come back and it will be worse for me.”

OUR CAMPAIGN STRATEGY

Our campaign is a rally call for
#Prevention and #Empowerment.

In a relationship... the need to overpower the other person can only happen, if the other person is feeling vulnerable or having doubt of his/her self-worth.

So, **#StayStrong** – emotionally, mentally and physically –
#DontLoseFocus.

We also want to “empower” those going through domestic violence... help them to **#GetStrong** enough – to reach that tipping point – faster – so they can leave and walk away. **#ReclaimThemselves.**

OUR ROLE

**We at #Bandjamm, made a commitment to amplify you in everyway.
So, let's amplify the strength in all of us.**

#IAmStrong #WeAreResilient

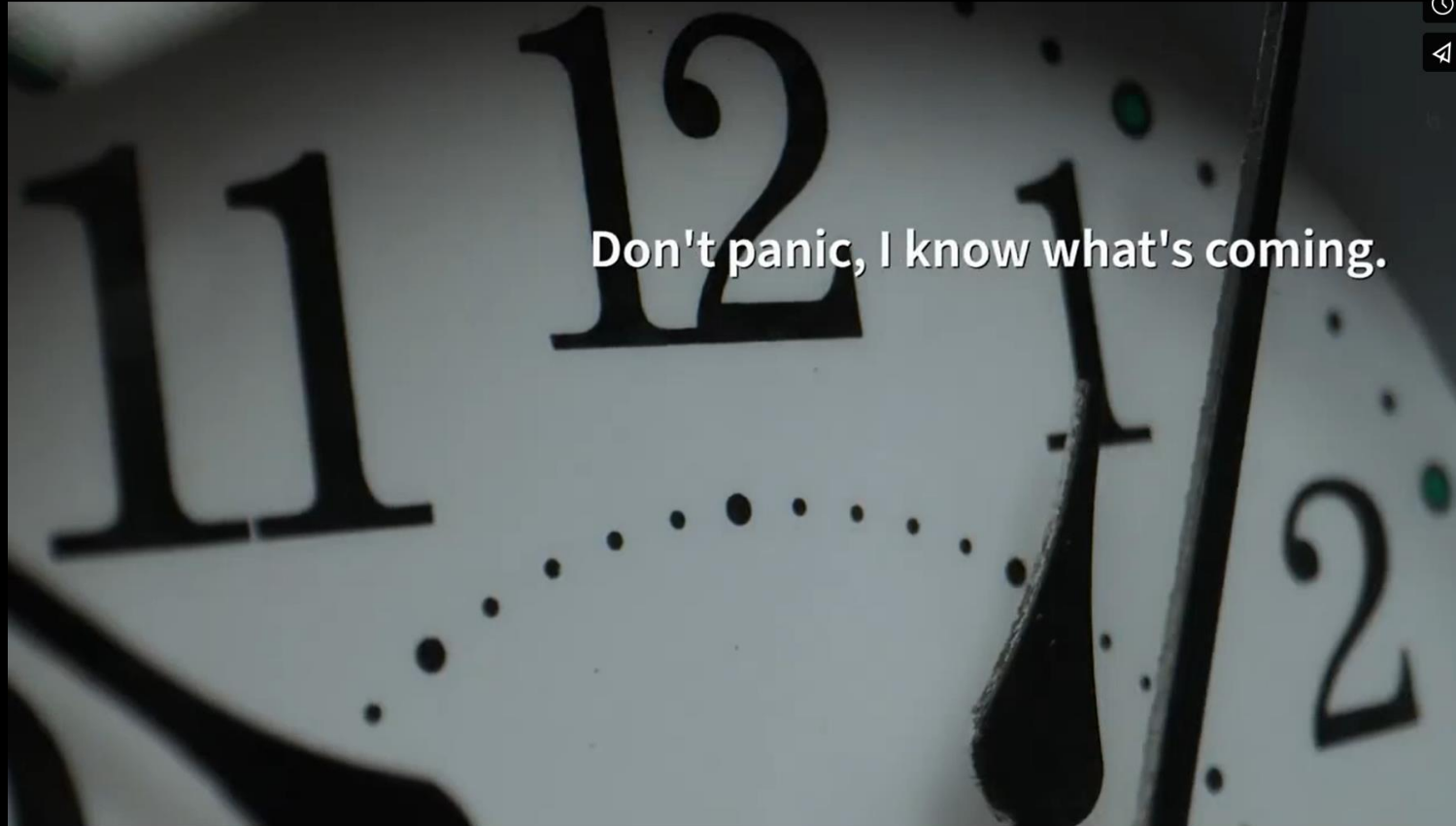
**The global theme for domestic violence awareness month this year
2021 is #WeAreResilient, a reminder of survivor's resiliency
as well as the collective resiliency of the domestic violence movement.**

OUR TEASER VIDEO

“I have to be
strong...”

<https://vimeo.com/838455801>

OUR CAMPAIGN VIDEO



<https://vimeo.com/manage/videos/722232672>