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# Table of Contents

1. Introduction: Why we chose Amalie  
2. Overview: Amalie’s History, Mission and Challenges  
3. Summary of the Informational Interview  
4. Amalie: SWOT-Analysis  
5. Amalie: Marketing Analysis  
6. Suggestions for Marketing Initiatives  
7. Conclusion  
8. Appendix  
   a) Slogan  
   b) Press Release  
   c) Direct Mail Piece  
   d) Visuals: The Brand as a Person / Postcards  
   e) Distribution of Flyers and Posters
1. **Introduction: Why we chose Amalie**

In 2014, prostitution generated a turnover of 14.5 billion euros worldwide; 1.2 million men per day use the sexual service of prostitutes, with approximately 200,000 to 400,000 women working in prostitution (around 1,200 of them in Mannheim) and roughly 500,000 women being trafficked in Europe alone - these numbers are shocking. Having lived in Mannheim for a few years now, we were confronted with prostitution in Mannheim ourselves: seeing young women in our age soliciting johns after a nice girls‘ evening in the Herschelbad or after visiting friends who live near Neckarstadt West. Prostitution may still be a taboo issue, but especially in Neckarstadt West it is a visible part of the daily life. Nonetheless, the counselling centre Amalie, which opened in 2013 after a tedious struggle with the responsible authorities, is the only one of its kind in Mannheim.

As young women - who have the chance to study and live the life we want to live - we decided to support this mission-centric organisation, which is of extreme value for Mannheim and the women working in prostitution, hoping to be able to give back some of our luck. Our goal is to raise as much public awareness for Amalie as possible by improving its marketing concept, thereby reducing existing prejudices and hopefully finding additional support for the organisation.

Another reason why we chose the mission-centric organisation Amalie is that we noticed that the organisation won a PR-Price in 2014. The marketing concept and the PR activities of Amalie are highly professional and developed, which means that we can learn a lot from the team and have to work very precisely in order to find possible improvements. This will be a challenge, but we are happy to take this challenge, as we are highly motivated to make the best of it for all the women who have to work in prostitution!
2. Overview: Amalie´s History, Mission and Challenges

Amalie came into being in 2013. However, until that point it was a long road. Julia Wege´s Master thesis laid the cornerstone for increased awareness towards the issue of prostitution: she examined the situation of women involved in prostitution here in Mannheim. At first, she even had some trouble finding a supervisor since most of her professors worried that interviewing sex workers could put Wege´s safety at risk. Finally, when working on her thesis, Wege soon started to notice that politicians and official authorities were either only poorly informed or not willing to give away information. Nevertheless, she finished her thesis in 2010 and presented the results to various politicians - who, as persons in charge of improving the situation, mainly ignored her results or tried to play them down. Wege also contacted newspapers, but experienced difficulties concerning the motivation of coverage on the topic. However, once an article was published successfully, the interest in the subject began to grow. With the help of a former professor from Heidelberg, Wege could convince the “Diakonisches Werk” to set up a new counselling center. Furthermore, the city of Mannheim, the Federal State of Baden-Württemberg and “Aktion Mensch” decided to subsidize the project. When the plans were made, Julia Wege quit her job and basically started from scratch.

During this process, Julia Wege had realized that the issue of prostitution is even trickier than she could have imagined. After having had so much trouble obtaining a hearing, she knew that her plans for the counselling center had to be very convincing. Right from the start, Wege put great efforts into developing a good communication strategy and spent a lot of time on establishing contacts to various stakeholders. Furthermore, she was responsible for renovating and redesigning the facilities of the future counselling center, which had previously accommodated a run-down bar. To Wege, it was clear that the counselling center needed to be situated in Neckarstadt West, as most brothels are situated there and most sex workers are foreigners who hardly ever leave the area they work in; some of them have never used a tram since they arrived, have not seen the city center or have not even been to the Neckar which is very close to the place where they work and live.

Luckily, Julia Wege was not alone during the process but soon gained assistance by Julia Kempl who is also employed by the “Diakonisches Werk”. Furthermore, the communication design student Laura Setzer helped the two women to develop a corporate design as part of her Master thesis. Agreeing on a logo and a suitable name for the organisation turned out to be not such an easy task. The name was developed as part of a workshop for university students since Wege also works as a lecturer at her former university. One student came up with the idea to name the organisation after a famous campaigner for women´s rights. Wege soon found out that a famous suffragette named Amalie Struve was very active in Mannheim before emigrating to the United
States in 1852. Furthermore, the meaning of her name Amalie can be translated as “the brave”, which is also very suitable, and the team agreed to name the organization after her. Additionally, the slogan “women’s rights are human rights” is a quote from Amalie Struve, too. Nevertheless, the team still had to find a logo that would be appealing to sex workers as well as to politicians or potential donors. Other counselling centres often use logos and colours that can clearly be associated with sex work and prostitution. However, the team did not want to reduce the women to their body or their work. Therefore, the first draft (a kissing mouth) was rejected soon. After that, they thought of turning the logo of “Diakonisches Werk” into something new but were still not really satisfied. Finally, they agreed on a lotus flower. This type of flower grows in swampy areas, out of which a beautiful flower emerges. Thus, the logo should symbolize that the women have great potential to develop and will flourish when given the opportunity. Furthermore, the lotus flower is a general symbol of purity, wisdom and beauty. To ensure whether they had made the right choice, the team asked some of its clients which symbol they preferred, and learned that the flower was favoured. Yet, after all the work was done, there was still another burden to take: The “Diakonisches Werk” was not amused that Amalie had developed its own corporate design and was about to establish itself as an individual brand. It took a lot of effort to convince the mother organization that this was actually reasonable and necessary.

Thus, Amalie’s mission is to support women involved in prostitution with whatever help they need. The women that seek counselling have a wide range of problems: Many of them have no health insurance but need medical treatment, some have debts, some need assistance when having to go to authorities, others need support during and after their pregnancy. Most of the women who seek counselling suffer psychically and want to exit the business. Amalie sees its task in being open towards the problem of these women as well as in respecting and supporting them. Among other things, Amalie grants the women access to medical treatment, to legal support, to a washing machine, a kitchen, a bathroom and access to the internet. It assists in opening up different career opportunities and supports the women in acute financial emergencies. The service is free and information is kept anonymous.
3. Summary of the Informational Interview

Interviewee: Julia Wege & Julia Kempl  
Institution: Amalie – Counselling for Women Involved in Prostitution

Amalie is a mission-centric, Mannheim-based organization that supports women working as prostitutes. The meeting for the informational interview with its founder and chief manager, Julia Wege, took place on October 16th, 2015. Julia Wege examined prostitution in Mannheim for her Master thesis in Social Work. The obstacles encountered during her research sparked the construction of a counselling organization: Amalie, founded in 2013. Its pink logo features a lotus blossom that symbolizes growth. According to its mission statement (“women’s rights are human rights”), Amalie counsels women who suffer psychically and are confronted with a variety of problems (lack of health insurance and access to medical care, exploitation, debts, assistance with authorities, pregnancy); most of them seek ways to exit the business.

The counselling center is situated in Neckarstadt West, Mannheim. The facilities include a spacious living room, a bathroom with a shower and washing machine (many women cannot afford one, or are even homeless), a kitchen, a doctor’s room for medical treatment, a secluded terrace for smokers and a computer with Internet access. This center was furnished and decorated with great care – not only to re-emphasize Amalie’s external brand appearance, but also because it was essential to create a safe harbour where clients feel comfortable.

Amalie’s marketing objectives aim in two directions: to inform prostitutes about their rights and possible alternatives, and to raise awareness among the general public about the issue. Towards possible clients, Amalie channels its marketing via word of mouth and street work. The team hands out multilingual information along with a little present (lip balm, candy, a lighter, condoms, and shower lotion), on whose composition early clients advised Amalie. Since all team members are female, male assistance is required for safety issues during street work or upon personal visits, as well as a translator. To address the general public, Amalie relies on local newspapers and national TV channels as marketing channels, but also on rather unusual, attention-grabbing activities. Among them is, for example, a shop window designed like those in red light districts; it confronts passersby with stereotypes about women involved in prostitution and intends to deconstruct those. This approach also generated requests by other cities wanting to set up similar offers, and won a marketing prize, with which the team hopes to interest further local donors. Additionally, the marketing objectives include constant contact with its stakeholders. Thus, Amalie is often present at public events, and informs stakeholders on a regular basis, such as through the annual report.
Currently, Amalie is setting up a booster club to attract long-term donors, and plans to establish a housing project that grants women low costs of living. All in all, Amalie has already managed to establish itself as a strong and well-known brand with considerable success: In 2014, Amalie contacted 198 women during street work, counselled 59 clients, and supported 4 women during their pregnancy. Media coverage included 22 reports in various newspapers and 8 TV and radio broadcasts. While Amalie has built up noticeable recognition, its activities and achievements deserve increased communication and greater attention. Although this might entail difficulties with the mother organization Diakonie, we believe that Amalie offers great potential and are looking forward to more detailed examinations.

4. **Amalie: SWOT-Analysis**

**Strengths**

- Compared to other aid agencies of the same size, the brand “Amalie” can clearly be regarded as strong and well-developed: Its brand strategy and corporate design has been developed professionally and has so far been systematically implemented. Much of Amalie’s promotional material and even the rooms of the counselling center are branded according to the standards of Amalie’s corporate design
- Due to its high media presence and creative marketing campaigns (e.g. the showcase in M1), Amalie has managed to make itself a name within the Rhein-Neckar region
- Amalie enjoys the backing of “Diakonie Deutschland”, a renowned social service agency of the Protestant Church. Furthermore, it is supported by well-known partners such as “Aktion Mensch”, the Federal State of Baden-Württemberg, the City of Mannheim or the local branch of “Rotary Club”
- Amalie has managed to develop a strong network consisting of volunteers, partners (as listed above) and media contacts within only three years
- Amalie takes great care in providing partners, journalists and other stakeholders with relevant information: Amalie’s press kit looks highly professional and gives a precise overview on general tasks, recent projects and achieved results. Also worth mentioning is its annual report which is not only very informative but also visually appealing and interesting to read
- Due to outreach work and successful counselling, Amalie is already quite well-known among women working in the red light district and has the reputation of being a trustful partner
- Amalie does not only support women involved in prostitution but is also well-connected with the local community and actively wants to shape community life (e.g. by helping to improve the conditions of two playgrounds nearby)
- The figures demonstrate Amalie’s success: 10 women have successfully managed to exist prostitution, 59 have been advised, 4 have been taken care of during their pregnancy and 198 have been contacted via outreach work
Weaknesses

• Though the mother organization “Diakonie Deutschland” is a renowned social service agency, being embedded in its rigid structures can sometimes also be seen as a burden. Any steps taken concerning marketing campaigns, the design of the website, etc. have to be authorized by the mother organization first, which complicate to decide and react quickly and flexibly

• Networking as well as marketing and PR activities are very time-consuming. Amalie has only two permanent employees and struggles with a shortage of time, personnel capacities and financial resources

• Since prostitution can be seen as a “taboo topic”, women involved in prostitution are generally considered less worthy of support than children, refugees, etc.

• Amalie’s slogan is still improvable and its vision and mission should be communicated more clearly (e.g. it should be shown repeatedly on Amalie’s website)

• Testimonials, video reports, and much more material about Amalie exists, but both the general communication of it and access to it on the website is still improvable

• So far, Amalie does not use social media channels to present itself as a brand properly, although a Facebook-page exists. Though using channels like Facebook might not necessarily help to reach Amalie’s primary target group (women involved in prostitution), it could still be beneficial to increase awareness among the general public or to keep potential stakeholders up-to-date

• Amalie is often not available by telephone. Though it has an answering machine, it might make sense to install a special “emergency number”

Opportunities

• Amalie has recently been awarded with the “marketing prize of the metropolitan region Rhein Neckar” for its innovative marketing concept. This can be seen as a good basis to get in touch with further partners or supporters (e.g. bigger companies) and provides widespread recognition as well as strong media presence

• Due to its success, other charity organizations have asked for advice and consultation since they want to “copy” Amalie’s concept to establish further counselling centres in other German cities. The exchange of information with other counselling centres can definitely be seen as a gain.

• Innovative campaigns, such as the show case which resembles the windows in red light districts (as they can, for instance, be found in Amsterdam), have the potential to raise awareness towards the issue of prostitution within the general population

• A new law concerning the regulation of prostitution is to come into force in 2016: The government aims to exert greater control over the legal status of brothels as well as health and hygiene conditions and the standards of security. The new law will probably heighten media interest and gives Amalie the chance to establish itself as a qualified contact partner concerning the issue of prostitution
• Amalie supports the construction of a playground in the area next to Mannheim’s red light district. This proves that Amalie is interested to support not only women involved in prostitution but the entire area in which it operates, and should be communicated accordingly

• Julia Wege, founder and chief manager of Amalie, works as a lecturer at her former academic institution and has recently published a book (“Soziale Arbeit und Prostitution - Professionelle Handlungsansätze in Theorie und Praxis”). This underlines Amalie’s credibility and professionalism even further and might boost Julia Wege’s status as a competent spokesperson concerning the issue of prostitution. Furthermore, intense contact to academic intuitions might be fruitful in manifold ways (e.g. theoretical backing, contact to influential researchers, support by students, internships, ...)

• Jana Koch-Krawczak, who dropped out of the business 18 years ago and now supports Amalie, has also published a novel with the strong and attention-grabbing title “Du verreckst schon nicht” (“You’ll sure not peg out”). This is a great opportunity for all parties involved; naturally, the author benefits because she is able to earn money and gain social acceptance without having to sell her body. Likewise, the novel has the potential to raise awareness towards the issue of prostitution within the general population and adds to sex workers being perceived as human beings, not as merely sexual objects. Furthermore, other women might regard the author as a role model. Above all, the novel serves to demonstrate that organizations like Amalie have the potential to drastically change the life of an individual and are therefore worthy of support.

• Piano star Martin Herzberg - whose most popular video has been viewed more than one million times on YouTube - will play a charity concert to support Amalie. This is a great opportunity, because it proves that men feel empathy with women involved in prostitution, too (one might rather expect mainly women to do so). Furthermore, the concert is a great gain from a financial point of view and, above all, Martin Herzberg is quite well known among connoisseurs. Support free of charge by a star that has maintained a good reputation is certainly a great gain since the star himself can be seen as a sort of “brand” who acts as a testimonial for the organisation. Amalie being associated with his name therefore adds to the value of Amalie as a brand.

• Amalie is currently establishing a booster club. This can clearly be seen as a good approach to attract donors willing to support the organization on a long-term basis.

• Amalie has plans to set up a housing project to grant women leaving the business access to cheap living. Primarily, this is a great gain for the women willing to drop out of the business. Seen from a marketing perspective, the project is highly prestigious and has the potential to boost Amalie’s reputation even further

Threats

• Prostitution might be prohibited by law in the future. This might jeopardize Amalie’s status as a charity organization worthy of financial and legal support, as society might suppose the issue is taken care of anyway through the government
• Other charity organizations dealing with more “popular” issues (e.g. supporting children, refugees, etc.) might generally be considered more worthy of support
• Well-established local charity organizations might see the successful newcomer Amalie as a threat

5. Amalie: Marketing Analysis

Amalie’s overall marketing objectives aim towards two directions: to support and inform prostitutes about their rights and possible alternatives, and to raise awareness among the general public about the issue of prostitution. While the first focuses on one-to-one counselling to support individual fates, the latter is crucial to improve the scene as a whole; prostitution represents a central, yet tabooed topic which facilitates the emergence of incorrect, merely half-true misconceptions among the general public and makes an objective conversation difficult. Naturally, finding long-term sponsors is equally relevant in order to work effectively, plan ahead, and maintain greater public attention. Thus, spreading information and correcting common attitudes remains a central concern, which Amalie addresses through its combined approach of science, social work and design.

Amalie’s brand appearance consists of the name, written in dark grey, combined with a pink lotus blossom beneath. The slogan reads “human rights are women’s rights”. Amalie’s strategy is based on the respectful and non-judgmental interaction with affected women, which is exemplified through the choice of the lotus blossom as a logo: it signals both purity and transformation. The design process of the logo underwent various steps, aiming to emphasise the organisation’s focus on prostitutes as individual humans who deserve the same treatment and chances everyone else has, too. Amalie strives to offer support and guidance without relying on any stereotypes or attempting to lead women into specific directions, but to develop the best solutions for individual situations.

Towards possible clients, Amalie channels its marketing via word of mouth and street work. Street work proves essential here, as it is the basis for contacts and information concerning possible clients, who usually present isolated individuals that are difficult to reach. During visits on site, the team hands out multilingual information material (such as flyers, buttons and leaflets, all designed consistently and bearing contact details) along with little presents (lip balm, candy, a lighter, condoms, shower lotion - usually gifts by sponsors, see end of chapter), on whose composition early clients advised Amalie. The street work is planned to coincide with seasonal events such as Christmas, Easter or Valentine’s Day, for which the actions are adapted accordingly.

Amalie’s counselling centre, situated in Neckarstadt-West where it is easy to reach, represents an important aspect of initiating and maintaining relationships with women interested in counselling. The facilities present a welcoming, low-threshold place that intends to make clients feel
comfortable - a place where they like to spend their time and return to again in order to socialize, relax, and have someone to talk to. The centre includes a spacious living room, a bathroom with a shower and washing machine, a kitchen, a doctor’s room for medical treatment, a secluded terrace for smokers and a computer with Internet access. Everything was furnished and decorated with great care in bright, friendly colours, which re-emphasizes Amalie’s external brand appearance in a consistent manner. The interior design intends to visually express and emphasise the support Amalie offers, adding to the aura of calmness and security perceived there.

To address the general public, Amalie maintains relationships with local newspapers and national TV channels. Those marketing channels document developments and achievements the organisation made so far, and informs about current events and future plans. Additionally, Amalie initiates rather unusual, attention-grabbing activities such as a shop window designed like those in red light districts; situated right in the city centre, it confronts passersby with stereotypes about women involved in prostitution and intends to deconstruct those. It is of great importance for Amalie to work against objectifying generalizations; the organisation highlights that women involved in prostitution remain human individuals, of which most did not choose their current situation self-determinedly. Instead, most were affected by external factors (often bearing criminal and illegal traits) that contribute to tragic individual fates with little perspectives or possibilities of change, however personal dreams may differ from the current situation. Amalie’s shop window-approach helped to spark conversation about prostitution, and also generated requests by other cities wanting to set up similar offers. Furthermore, it even won a marketing prize, which increases the organisation’s professional reception and with which the team hopes to interest further local donors.

Additionally, the marketing objectives include constant contact with its stakeholders. For Amalie, a close network with partnering institutions of various professions (job centre, witness protection, department of finance and of foreigners) is essential in order to provide guidance for multitude situations and needs among the clients. Amalie itself emerged out of the “Runder Tisch Prostitution“, a regular meeting of representatives from politics, the police, the city council and the Diakonisches Werk. Those partnerships present an important source of informing and being informed, such as about current political developments and emerging sites of problems through the police. Stakeholders that could be bound already are informed on a regular basis about the organisation’s progress, such as through the annual report. Likewise, Amalie is present at public events often, to increase continuous awareness towards prostitution and its various difficulties. Amalie follows a Mannheim-focussed approach closely, and aims to involve local neighbours as well: when the centre was planned in Neckarstadt-West, the organisation invited the neighbourhood to learn more about the issue and the offers being developed there.
Amalie also takes part in public discussions and attends as well as initiates cultural events such as public readings and church services, or partners with artists (such as with Martin Herzberger’s piano concert recently, who donated all profits to Amalie). On those occasions, visitors can take merchandising with them such as leaflets, pens or a pink reading mark (which counselled women created while attending workshops), all of which re-emphasize the corporate design.

Amalie’s existing marketing material, such as buttons, lip balm, lighter and pens. Those items are branded consistently and usually part of small gifts handed out towards possible clients during street work.
6. Suggestions for Marketing Initiatives

As Amalie’s marketing and branding concept is highly developed compared to other mission-centric organizations of this size, our marketing suggestions are very detailed as well. They focus on the improvement of the already existent marketing concept of Amalie and on a more effective use of Amalie’s opportunities, which are defined in the SWOT analysis. We also focus only on realizable suggestions that neither exceed the employee capacity nor the financial resources of Amalie nor contradict the structures of “Diakonie Deutschland”. Following, we concentrate on a more efficient utilization of material that is already in place and on a reinforcement of Amalie’s strengths to equalize its weaknesses. As Amalie’s communication and work with the women leave no further room for improvements, we focus mainly on marketing suggestions that raise the public’s awareness for Amalie’s work. These ideas will hopefully also generate new sponsors and bind Amalie’s stakeholders.

Even though Amalie takes part in a lot of public events (e.g. “Tag der Diakonie”, “Neujahrsempfang Kreative Stadt”, and DAI podium discussions in 2014), hosts great events like the Herzberg concert and organizes campaigns like the shop window in M1, the general public is not informed well enough about these activities.

Social Media Marketing

Social media like Facebook and Instagram can be a cheap and easy way to communicate all relevant information to the public. Amalie has already created a Facebook profile, but until now there are no posts on a regular basis. In addition, with only 40 likes the range of Amalie’s Facebook profile is too small. A first step would be to implement the organization’s network with the Stadt Mannheim, the Diakonie Mannheim and with its partners like the Capitol Mannheim, pianist Martin Herzberg and the women’s club Soroptimist International Deutschland Club Mannheim into Facebook. Through commenting and liking their posts, Amalie will use Facebook more actively and these activities will be seen by the contacts of Amalie’s partners. Vice versa, there will hopefully be more likes and comments on Amalie’s profile, too.

Another step is to regularly post for example flyers and photos of the events or short messages communicating upcoming actions of Amalie to the general public. Likewise, the annual report can be published on Facebook at the end of every year, with a permanent link providing past material. Another possibility would be to post the material gathered together for the annual report step by step. Newspaper articles and press releases can be put out on Social media social media sides, too, and everything with a photo or video can be used equally well for Instagram. What brings us to the next step – using the already existent Video material (TV reports and Amalie’s documentary) and radio reports for the Social Media Marketing. Amalie might not be allowed to publish the TV and radio reports in some cases, but in this case the organization can refer to the media center of the particular channel. Even a YouTube channel might prove rewarding, if there are enough reports on a regular basis.
Another idea to widen the range of the organization’s social media activities is a new campaign: “Women’s rights are human rights – everywhere!” A teddy with a small Amalie t-shirt will be sent on a journey around the world with different people; everyone takes a photo of the teddy at different places. These photos will be posted on Facebook and Instagram with the hashtags “Women’s rights are human rights” “Amalie- open doors, open minds, open hearts” and “Amalie- counselling center for women working in prostitution”. Then, Amalie could share the photo on its own social media profile again, which creates greater traffic and attention. If the campaign is a success, the organization could use the photos for further events (exhibition, calendar) or as visual intensifiers of the worldwide relevance concerning the topic.

Through the use of Social Media, Amalie can not only address new supporters and the public, but can also update its stakeholders. The stakeholders could be informed as well by a quarterly newsletter. Keeping in touch and informing existing stakeholders is very important to bind them to the organization.

The Website and Emotional Marketing

As various misconceptions about prostitution exist and women involved in prostitution are generally considered less worthy of support than children, refugees, etc., emotional marketing is crucial. The quotes by women who searched help from Amalie (see end of chapter) should be used not only in the annual report but also on the organisation’s website, and would prove useful for social media, too. Examples include “Working in the red-light district is like a horror film. It destroys us.”, or “Amalie is like a new family for me.” Quotes like these can be extremely effective, and can also be considered useful for the design of flyers and information material. Amalie should present its existing video and audio material on the website, too. Especially the documentary including an interview with a former client of Amalie might be well positioned on the landing page.

In general, a screening of the documentary could be organized more often, or could be combined with other events of Amalie (e.g. while participating in Mannheim’s “Nachtwandel”, during informational events, on Christmas celebrations). If there are more former or current clients who are willing to give an interview it will be a huge benefit for emotional marketing strategies. A short image film will be very effective as well; it could not only be imbedded into the website but also into the social media profiles. In addition, it can be used at information events, too.

Merchandise Products

1. Bookmark

Amalie’s merchandise products also include a bookmark with a poem about freedom at the backside and the lotus flower on the front. It is designed according to the colors and fonts of the corporate design. Yet, newly ordered bookmarks should include information and, above all,
contact details about Amalie (maybe one can use a QR-quote leading to the landing page of the website where one can also find the donation account details). For now, a small informational flyer tied to the cord of the bookmark will solve the problem. These bookmarks can be distributed in bookstores and libraries in Mannheim. Additionally, they can be used as inlay in Koch-Kraeczak’s book “Du verreckst schon nicht“.

2. Hessian bag

We received Amalie’s press kit in a hessian bag of the Diakonie. It would be helpful to have a hessian bag with Amalie’s logo on it instead; people will use the bag in their daily life, so the organization’s logo will be more present and can be seen by the public more often.

Another idea would be a little design event with some artists of the Neckarstadt-West or of Mannheim. Together with the women and stakeholders, the artists could redesign the hessian bag of the Diakonie with symbols that might be representative for Amalie. Then, these bags can be drawn on Facebook. As first price, one might include the book of Mrs Koch-Kraeczak and a bookmark.

3. Condom Branding and Sponsoring

Amalie’s giveaways for the women include condoms and other products like lipsticks and chocolate. These products are not always branded. As condoms are the one product that is always included in the little bags, it would be helpful to find a long-term sponsor. Durex belongs to the company Reckitt Benckiser, which is located in Heidelberg. Because of its closeness to Mannheim, it might be worth contacting. As Amorelie’s founder is an alumnus of the University of Mannheim, Amorelie might also be a potential sponsor. It would be a win-win situation for both parties as social engagement is always a perfect image driver for the company.

A further marketing suggestion concerns the branding of the condoms. A few condoms could always be packed in a little paper box designed according to the organization’s corporate design. This box would also be a nice giveaway, rather than the jelly babies branded by the Diakonie in the press kit.

4. Self-made Products

Supporting women involved in prostitution also means offering them leisure activities to give them the opportunity to escape their problems for a short time. In this context, the women could tinker small things like key chains, buttons or hessian bags with the Amalie logo. These little handmade things can be sold on Christmas markets by the women themselves (if they want to) or they can be used as giveaways for stakeholders and the general public.
Press Kit

The press kit of Amalie is highly professional. Only the front of the press kit does not match with Amalie’s corporate design, as it shows the blue logo of the Diakonie. A combination of Amalie’s logo and corporate design with the logo of the Diakonie, as it can be found at the front of annual report, would make it perfect. As an alternative, one can glue a logo sticker on the front. Through that, Amalie’s logo would at least be present at the front of the press kit.

Moreover, one could exchange the CD with TV and radio reports with an USB-stick branded with the organization’s logo. Currently, USB-sticks are popular giveaways, which will be used by people in their daily life, ensuring constant presence for Amalie’s logo. Another reason for the exchange is that many laptops and PCs have no CD-device anymore.

Telephone

Sometimes it was difficult to reach Amalie by telephone. The answering machine told us consequently that everyone is in a meeting. Another announcement would be helpful, for example: “Unfortunately we cannot answer your call at the moment. Please leave us a message, including your name and your concern. We will call you back. Thank you, Amalie.” The caller will not feel offended, but will feel treated professionally and motivated to state his details. It might also be useful to provide two telephone contacts: one for emergency situations (thus for clients only), and the other for general contacts, such as journalists or stakeholders.

A Patron for Amalie

A patron is a great possibility to enhance Amalie’s already high reputation. In addition, a patron can definitely be seen as a new marketing and communication channel due to the patron’s image and contacts. It will be a chance to make a name for Amalie not only in the Rhein-Neckar area. In search for a patron we concentrated on successful and strong women having a connection with Mannheim. We suggest Steffi Graf, Dorothee Schumacher (international designer) or Lea-Sophie Cramer (founder of Amorelie).
Quotes of women who contacted Amalie. They provide excellent material for emotional marketing strategies and should be used extensively. These quotes can be found in Amalie’s annual report and in the master thesis of the design student Laura Setzer, who interned at Amalie and contributed to the development of the brand appearance.

„HÄTTE ICH KEINE HILFE VON AMALIE BEKOMMEN, HÄTTE ICH MEIN BABY ABGETRIEBEN.“

„ICH KANN NICHT EINMAL MEINER FAMILIE ERZÄHLEN, MIT WAS ICH MEIN GELD VERDIENE.“

„WENN ICH ZU AMALIE KOMME, HABE ICH DAS GEFÜHL ICH BIN ZUHAUSE.“

„DAS ROTLICHT IST FÜR MICH WIE EIN HORRORFILM. ES MACHT UNS NUR KAPUTT.“
7. Conclusion

To conclude, it has been shown that Amalie operates on a highly professional degree already; both the marketing representation as well as the approach is well funded and effective. Drawing from our SWOT-analysis, next steps to achieve greater awareness include working on and increasing identified opportunities and strengths while consciously avoiding threats. Thus, long-term relationships with all stakeholders have to be achieved and maintained, especially with sponsors, and social media activities require attention in order to reach the greater public constantly. Our marketing suggestions seek to be of help here.

Considering the great level of motivation, professionalism and urgency with which the team sets about their work, we are highly positive that Amalie will continue to achieve impressive results, remain thankful for the opportunity and insights and hope that our cooperation was and will be a sustainable source of support for the organisation. At the heart of all our suggestions is the goal to raise greater awareness for Amalie’s wonderful work, which will hopefully be followed by greater financial and voluntary support. (Illegal) Prostitution cannot be ignored. It is an issue in Mannheim. Consequently, Amalie’s work is important for the whole society in Mannheim!
8. **Appendix**

8. a) **Slogan**

**English version:**

Open doors, open minds, open hearts – for all women.

**German version:**

Offene Türen, offene Ohren, offene Herzen – für alle Frauen.
8. b) **Press Release**

Article by Sina Buschhold for Mannheimer Morgen (November 4th, 2015)

**Internship of a Different Kind**

Diversity reigns supreme in Mannheim’s suburb Neckarstadt-West: Interesting facades of 19th century houses line up next to each and the Neckar is only a stone’s throw. In this multi-cultural melting pot, the children’s playground can be found right next to the red light district. To outsiders, this might seem odd or surprising, but here it is part of everyday life. Alicia Ester has experienced herself that diversity is indeed king in Neckarstadt-West. The 22-year-old university student is currently working as an intern at Amalie, a counselling center for women involved in prostitution. Alicia studies social work at the SRH University Heidelberg and is currently in her fifth semester. At SRH, she met Julia Wege, founder and manager of Amalie, for the first time, who also works there as a lecturer. “Ms. Wege told us about her exiting work at Amalie during her lectures. This is how I got the idea of applying for an internship,” Alicia explains.

**Insights into Amalie’s Day-to-Day Business**

Taking care of the women involved in prostitution includes a great variety of different tasks: Driving services, home visits, going grocery shopping together, helping them to move to a new apartment – all this and much more has been part of Alicia’s daily routine. “On the one hand, it is very important to act in a sensible and sensitive manner. On the other hand, I also have to preserve the necessary distance and discretion,” Alicia says.

The tasks related to her internship are not only highly diverse but also provide her with great insights into the political developments in Neckarstadt-West. For example, it has been part of her duties to analyse two different playgrounds – one of them is located between Acker- and Pumpwerkstraße and the other one lies between Stockhorn- and Fröhlichstraße.

**Practice Project: Analysing Playgrounds**

The study was commissioned by the City of Mannheim. Not only was it Alicia’s task to analyse the condition of each playground but she also had to find out more about the typical users. “One of the research questions was whether the playgrounds are mostly visited by children and their families or whether external groups like prostitutes or drug dealers also make use of the facilities.” Alicia’s work might raise the question why a counselling center for women involved in prostitution takes part in such a project. The answer is simple: “Many of the women have children of their own. Furthermore, Amalie is proud to be well-connected with the local community and actively wants to shape community life.”
For this reason, Alicia has spent many hours during day- and night-time watching the playgrounds and questioning residents. She was supported by Annika Erg and Lena Behringer, who also study social work, as well as by Julia Wege and Prof. Dr. Martin Albert – who also works at SRH Heidelberg and took charge of the project.

The Results
After nine hours of observation per playground – distributed over 21 days – Alicia began to evaluate the data in corporation with Prof. Dr. Martin Albert. In spite of their poor conditions, both playgrounds are well attended. The playground situated between Acker- and Pumperkstraße is mainly visited by children living in the area. Often, they live in cramped conditions and therefore see the playground as a welcome opportunity where they can play and enjoy themselves. Many of the children that were questioned mentioned that they wish for a set of soccer goals to be installed.

The playground situated between Stockhorn- and Fröhlichstraße by contrast, is rather attended by adults and serves as a place of rest and tranquillity. For many inhabitants, visiting this place has become a daily ritual. To give an example, Alicia frequently met the same woman during her visits, who always sat on the same bench. Once, the bench was broken - but instead of taking a seat somewhere else, the woman still tried to make herself comfortable on the broken bench.

Close Relation to the Playgrounds
The inhabitants of Neckarstadt-West are closely linked to the playgrounds and would welcome improvements. “The playgrounds actually mean a lot to people of all ages,” Alicia says. “Green areas are especially important in district such as Neckarstadt-West which is overshadowed by all kinds of problems. They give the inhabitants a sense of comfort and safety.” The restoration of the playground located between Acker- and Pumpwerkstraße is currently being planned. Concerning the playground situated between Stockhorn- and Fröhlichstraße, a shared playground is conceivable which is meant to function as a meeting point for members of all generations. A survey, as done by Alicia and the other team members demonstrates that research not merely exists on paper but that it can indeed help to make the world a little bit better.

INFORMATION ON AMALIE
Amalie is a counselling center for women involved in prostitution and was opened in July 2013. It is owned by “Diakonisches Werk Mannheim.”

In 2014, Amalie took care of 59 women, supported 4 women during their pregnancy and contacted 198 women via outreach work. Further information can be found on Amalie’s website: www.amalie-mannheim.de

On November 29, a charity concert to benefit Amalie will be held in Capitol by the well-known pianist Martin Herzberg. All proceeds benefit women involved in prostitution.
This screenshot shows the social media impact of the article shown above. The high number of likes and shares emphasises the importance of the topic, the interest regarding information about it, and the potential for Amalie and future activities on social media to raise awareness.
8. c) Direct Mail Piece

Dear Member of the Soroptimist International Club Mannheim,

Thank you for being with us.

Today, we would like to speak about differences. We assume that you are familiar with their impact already, as you are a member of the Soroptimist Club, which strives both to identify and overcome unjust differences for the better, in order to generate positive differences.

However, to think about it, what influence do differences have on our lives? What exactly is it that causes people’s lives to differ? Is it always internally - different motivations and desires - or can it be externally caused, too?

Sometimes it is the smallest of things that sets lifelines and opportunities apart - turning one corner earlier than usually, shopping at a different market, or making new acquaintances. With everything we do, consequences are hard to calculate - we can prepare in advance, but a small portion of chance is always attached to all of our actions - a small room, taken up by infinite possibilities and differences. Seemingly normal, routine tasks can turn into completely unexpected occurrences easily, within the smallest of moments. Those things can happen to everyone of us, and they do; take Liana from Rumania, 24, who accepted a supposedly serious job offer, or Tatjana, 29, who only wanted to travel to another country.

Fast forward, and they, like many others, find themselves in a labyrinth, a situation that is not at all what they expected: prostitution. What happened? A serious of minor differences from their daily routine, an infinite small number of seemingly random decisions, setting their lifeline apart from others, and from the one they planned. Prostitution is a thick terrain - dubious, invisible for those who do not look, and, being the labyrinth that it is, the harder to exit the more it is desired.

The women who encounter our counselling services find themselves in desperate situations, mostly caused externally, with little or no possibility to bring about change. We strive to be there for them, to listen to them, and to take them as the human beings they are, free of any labels but rather as individuals filled with emotions, dreams and fears like all of us.

Help us to help them.
Help us to help women in prostitution, who desire to leave that chapter of their life behind.
Help us to be that difference for them.

You can make a start by attending our beneficial concert with star pianist Martin Herzberg & Guests on November 29, at 7 PM in the Capitol Mannheim. (For information on where to buy the tickets, or more to read about pianist and program, see www.martinherzberg.com).

Please feel also free to visit us at our counselling centre in Draisstraße 1, 68169 Mannheim.

We look forward to seeing you -

Kindest regards, Amalie.
8. d) **Visuals: The Brand as a Person / Postcards**

**Amalie - The Brand as a Person**

supportive  
discrete  
helpful  
respectful  
kind  
warm  
open  
soft  
educated  
smart  
professional  
informed  
connected  
open-minded  
young  
strong  
female  
welcoming
Two exemplary postcards with front- and backsides; as Amalie owns well-designed and effective flyers already, we decided to create postcards that could serve as additional marketing material. They could be distributed in restaurants and other spaces open to the public, where they can be picked up for free.

Working in the red light district is like a horror film. It destroys us! But coming to Amalie makes me feel secure.

(Nadja, 26)
8. e) **Distribution of Flyers and Posters**

As part of our marketing activities, we also supported Amalie actively by spreading both flyers and posters around Mannheim to raise awareness for the beneficial concert with Martin Herzberger and thereby also for the organisation and its topic.