
Campaign name: Bell Bajao
Client: Breakthrough
WPP Company: O&M India

Breakthrough is a global human rights organisation that uses the power of media and community mobilisation to inspire people to take action for dignity, equality and justice.

Domestic violence is a hidden problem in India with the home considered a private space under male control. 4 out of 10 Indian women have experienced violence at home.

In 2010 O&M India created an awareness campaign -'Bell Bajao' ('Ring the Bell') - to encourage men to bring domestic violence to a halt. The campaign illustrated that by simply ringing the doorbell during an episode of domestic abuse you can effectively break the momentum of violence and deter the domestic violence happening again. The Bell Bajao campaign is part of a three-year Clinton Global Initiative commitment to bring an end to the pandemic of violence against women.

Since the campaign launched traffic to bellbajao.org has increased by 90% and out of 44% of people who were aware of the campaign 66% took action and rang the bell.

The campaign won a Silver Lion Award at the Cannes International Advertising Festival, a Gold Spike for Best Integrated Campaign at Spikes Asia 2010, and a Gold Abby Award at GOAFEST. Building on this success, Mallika Dutt the President and CEO of Breakthrough announced at the 2010 Clinton Global Initiative that the campaign will be launched globally.

