

# Hear the human story

By [Danette Breitenbach](#)

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This week Al Jazeera English launched its global marketing and communications campaign. The campaign, *Hear the Human Story*, was launched first Johannesburg, and then in London, to be followed by Sydney, Australia. (video)

"We chose Johannesburg, South Africa, and Africa to launch because it is such an important place to us," says Al Ansey, Managing Director of Al Jazeera English. "Through the launch we want to show our commitment to the continent, which is full of incredible people and their stories."

The campaign will run across 12 countries. The breadth of the campaign will focus on Africa, the United Kingdom and Australia and will include a host of media formats from radio, television, out-of-home, social media and digital.

There are five different stories that make up the campaign of which two are from India, one each from Spain, Rwanda and the Philippines.



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## Giving people a voice



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"We are shining the spotlight and making sure that people's voices are heard. There are 7.1 billion people in the world and we exist to make sure that their voices are heard. These are humans who have been caught up in events all around the world and we report their stories with integrity. It is our mission to humanise stories - no matter where they are," says Ansey.

He called on every person a celebration of humanity. "Across the globe it is so often the weakest who are covered the least as they are silenced by dictators and rulers. Part of our DNA is first-hand reporting on the ground."

Today in media, there also exists a need for real news, for the viewers to see and hear about issues that affect them, he adds. "Eight years ago Al Jazeera English was born into a world full of real stories that we have uncovered since then and continue to."

Abdullah Al Najjar, Executive Director Marketing & Distribution of Al Jazeera Media Network, says in a world where the truth is everywhere, the channel puts the human being at its centre. "We place journalists in difficult places and they cover difficult situations. We will continue to do this as we show the triumph of the human spirit, their hope and positive impact. It is on this foundation that we have based this campaign which showcases the human spirit that unites all of us."



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## Free them!

MC at the launch and Al Jazeera senior correspondent, Mohammed Adow, says the campaign is a reflection of what Al Jazeera has always been doing: covering the human stories. "As a journalist you get a deep level of satisfaction from these stories and that is why you go to the dangerous places and cover them."

Anstey concluded the launch with an appeal to the audience to not forget the three Al Jazeera journalists who have been in prison in Egypt for 310 days and he appealed to all to continue to demand their freedom. "Join the call across the globe to



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Baher Mohamed, an Egyptian, Mohamed Fahmy, an Egyptian-Canadian and Peter Greste, an Australian, were arrested in Cairo on 29 December 2013 on false charges of aiding the outlawed Muslim Brotherhood and spreading false news. Greste and Fahmy received seven-year jail terms, while Mohamed was sentenced to 10 years.

Al Jazeera reaches more than 270 million households in over 140 countries. It has more than 70 bureaus across the globe.

[Watch the video](#)

## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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