

# Behind THE VOICE

## Making MENA's Unheard Women in Music Impossible to Ignore.

Without fairness and inclusion, too many creators are excluded and music loses its **richness, relatability, and reach**. To make the absence of women in music impossible to ignore and show audiences how they can be part of the solution We introduce the audio led integrated campaign - **Behind The Voice**.

### Strategy & Idea

**Behind the Voice** turns listening into a citywide experience of discovery, revealing the women who power the music we love. Through interactive phone stands placed across Dubai, audiences are drawn to listen.

Each booth rings with tones and beats produced by women from across the MENA region; by picking up the call, participants uncover artists and their stories behind the sound. The key message: when we amplify women's voices in music, everyone hears a richer, more authentic story.

The audio-led element is the **interactive phone stands (experiential, owned)**, supported by social media content and outdoor **(shared/paid)**, plus PR and media coverage highlighting experience/artists **(earned)**.



### User Journey

#### Discovery

Booths appear in creative and cultural hotspots (Dubai Design District, Alserkal Avenue, Dubai Mall, and creative universities), with a ringing light/ tune or beat, and a sign **'Will you pick up the call?'** draw people in.

#### Listen & Learn

Picking up the phone the listener hears a short voice note and story from a female MENA artist, ending with: **'Do you know who I am?'**

#### Guess & Earn

The screen lights up after the voice note where users select who they think created the music. Answering unlocks a Behind the Voice Artist Token, a **digital collectible** tied to that artist's profile that they can scan to collect and know more.

#### Find & Collect

Participants can collect different tokens from different artists across listening booths, **the more tokens they find the more prizes** they unlock on the website

#### Share & Win

Participants post their unlocked artists using **#BehindTheVoice** to track progress and earn rewards such as early concert access, discounts, or exclusive events from Balance the Mix.

