

## **CASE STUDY PAPER**

Recently demobilized guerrillas claimed that the main motivation for them to lay down arms was based in all the time that they have lived without seeing their mothers.

Based on that, we made a campaign with the idea to impact the guerrilla members with a direct message that motivated them to demobilize, and come back home for Christmas.

We looked for mothers of active guerrillas in order to personally motivate the demobilization of their sons during Christmas.

These mothers provided pictures of their children before they joined the Guerrilla to invite them to come back home. Pictures where only they can recognize themselves. These photos became in posters, and were taken to the areas where the fighting is still going on.

Some of the demobilized guerrillas claimed that they identified themselves on the photos that were use on the campaign to send them a message, and the ones who didn't, recognized that the campaign message motivated them to come back home with their mothers.

In a month, 218 mothers welcomed their children home.