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APOLLO STRATEGIC COMMUNICATIONS

DIGITAL ADVOCACY

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I. INTRODUCTION TO DIGITAL COMMS

Where does digital advocacy fit into strategic communications?

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It's how we broadcast your messaging

Digital *channels* serve as the medium to reach your audience and inspire action. To engage your audience effectively, you must entertain them to encourage the desired outcome.

Themes/ Topics	

Content	
Written	Visual

Distribution Channels	
Digital	Print
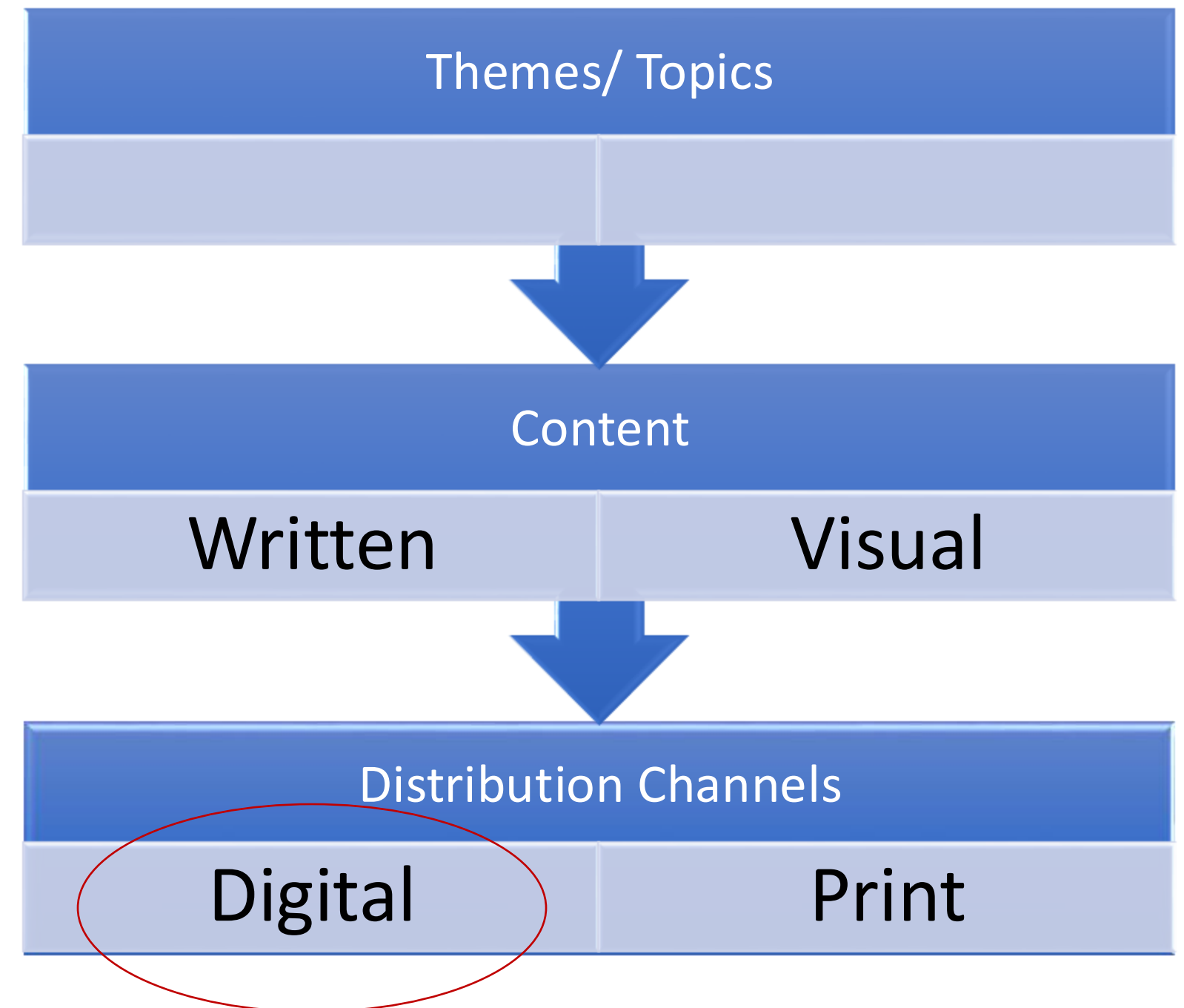
Why does digital matter?

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Without digital, your messaging exists in a vacuum.

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Key Questions

1) *If youth apathy is an issue, how can netizens be mobilized to support the cause?*

2) *How can digital participation substitute for in-person support?*

NON-VOTER TRENDS:

- Since the 1990s, non-voters have become the largest voter bloc in many countries.
- Growing levels of political apathy and disengagement mean **how we affect change must change.**

YOUTH ENGAGEMENT

- Disillusionment: Younger generations prefer direct activism over traditional political structures. Backlash against polictal parties is furter eroding the traditional theories of change.

SHRINKING CIVIC SPACE

- Pre-COVID Decline: Rights-based civic space in Indonesia, Malaysia, Myanmar, Thailand, and the Philippines was already shrinking due to democratic decline.
- Volunteerism Drop: For example, Singapore's national volunteerism rate fell from 35% in 2016 to 29% recently.
- As citizens retreat from in-person participation and engagement, how do we adapt?

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BEFORE WE BEGIN, A RECAP

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Building out a 'digital native' strategic comms plan

STEP 1	STEP 2	STEP 3
Define Mission/ Purpose	Define your target audience	Define their motivations + interests

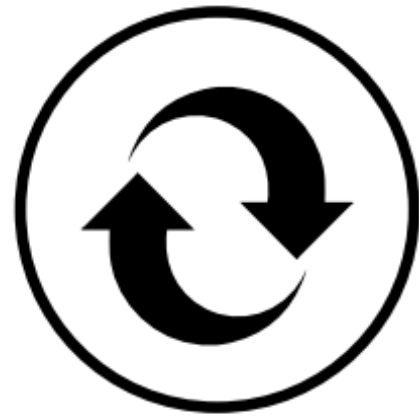| STEP 4	STEP 5	STEP 6
Undertake a benchmark and competitor analysis to ensure unique messaging	Develop your strategic communications priorities (themes, topics, and campaigns)	Define your channels' usage

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Can your strategic communications' narrative answer these questions?

TRANSFORMATION

MISSION

From:

- How did the people we're helping feel before?
- How does the world/society need to change?

To:

- What is the aspirational identity of the people we're trying to help?
- What will the world/society look like when we (our nonprofit and our donors) fulfill our mission?

DONORS

From:

- How was your donor feeling about themselves before they decided to donate?

To:

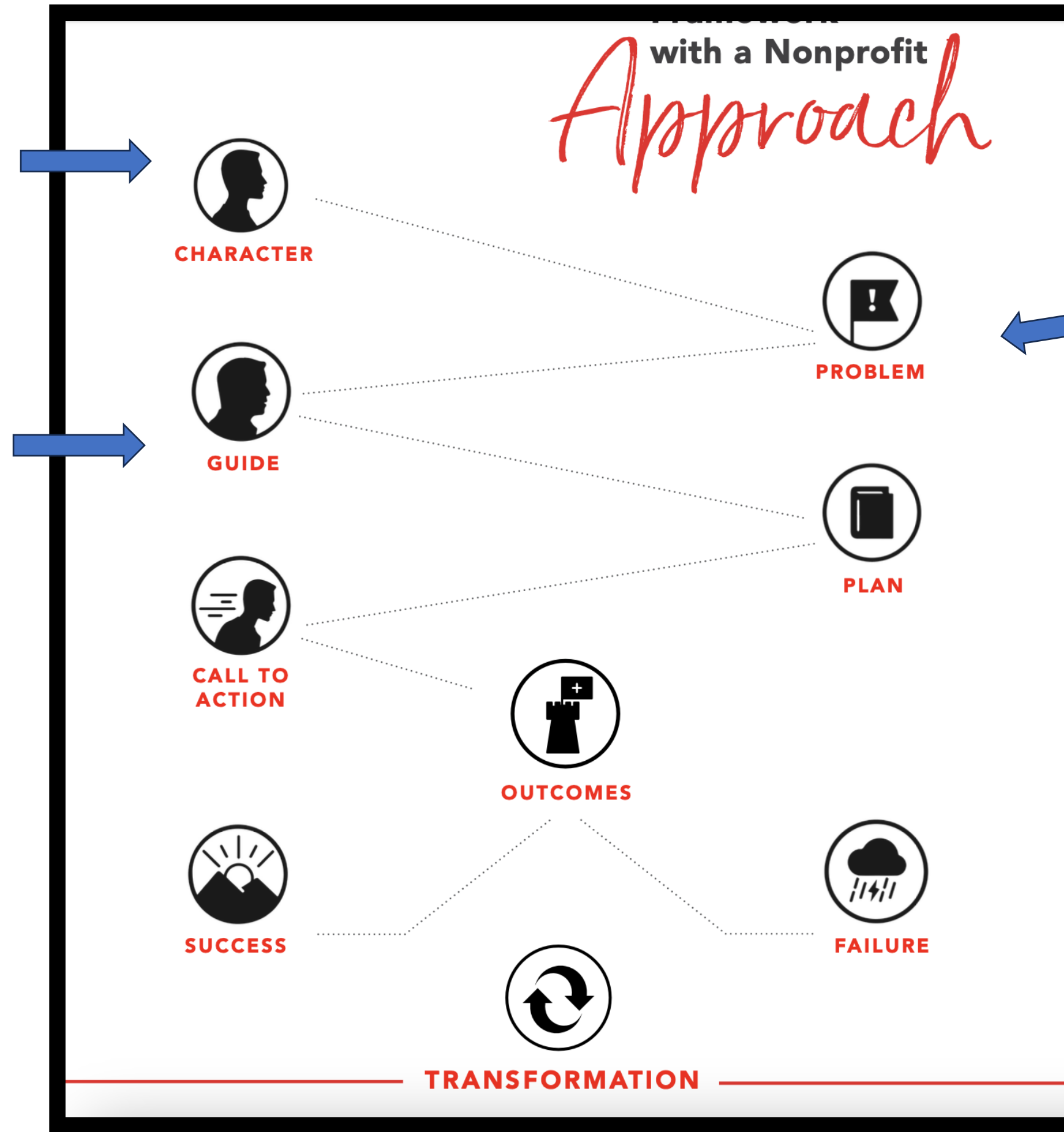- How was your donor feeling about themselves before they decided to donate?
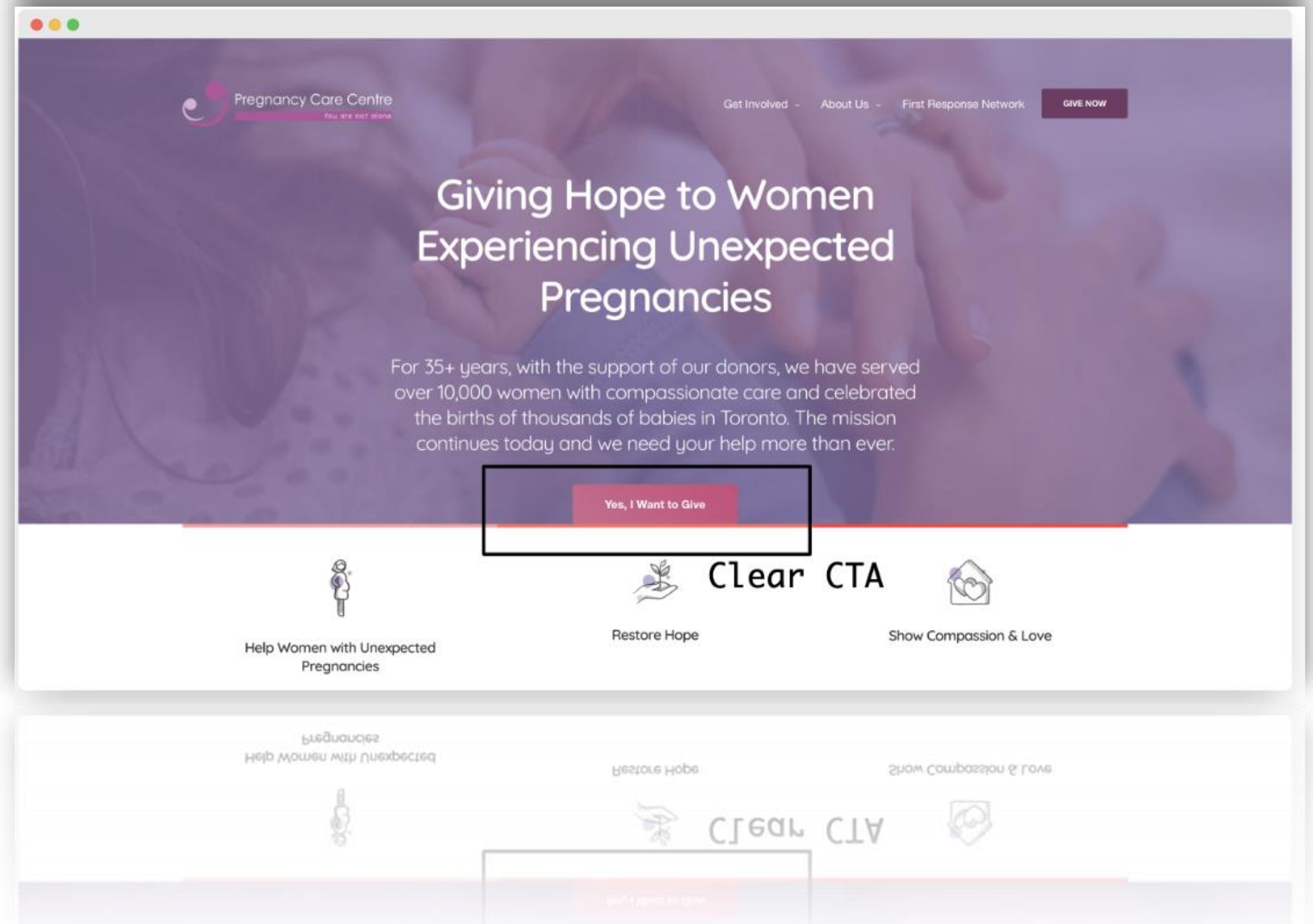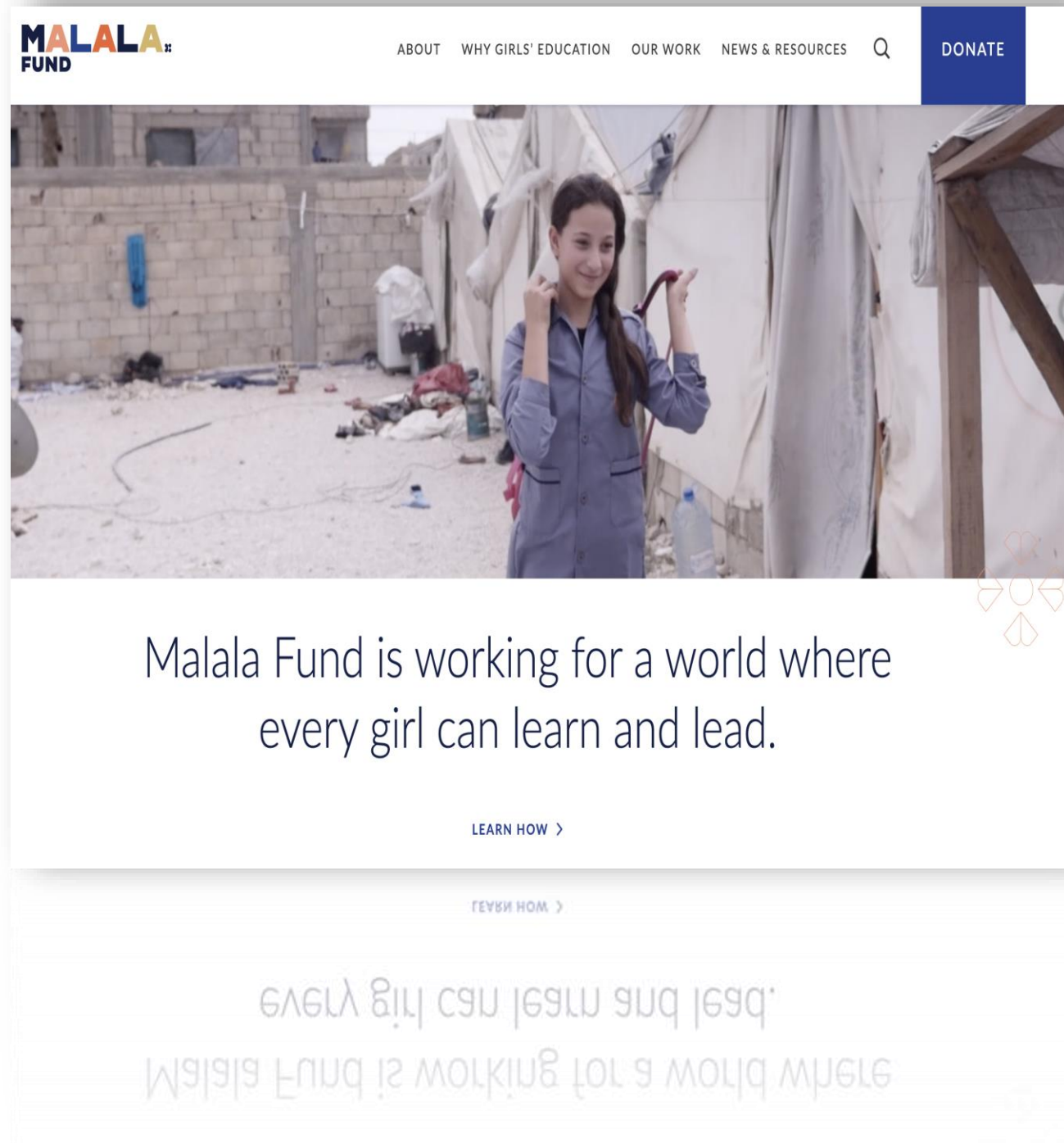
with a Nonprofit *Approach*

What do the people you help want?

What do you offer that's different? How will you alleviate the crisis?

What is the crisis you're dedicated to solving?

CHARACTER

GUIDE

CALL TO ACTION

PROBLEM

PLAN

OUTCOMES

SUCCESS

FAILURE

TRANSFORMATION

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This narrative forms your organisation's digital messaging, *with your website as your anchor*

Who is the audience you must influence to create impact? And how do you provide a digital space for their empowerment?
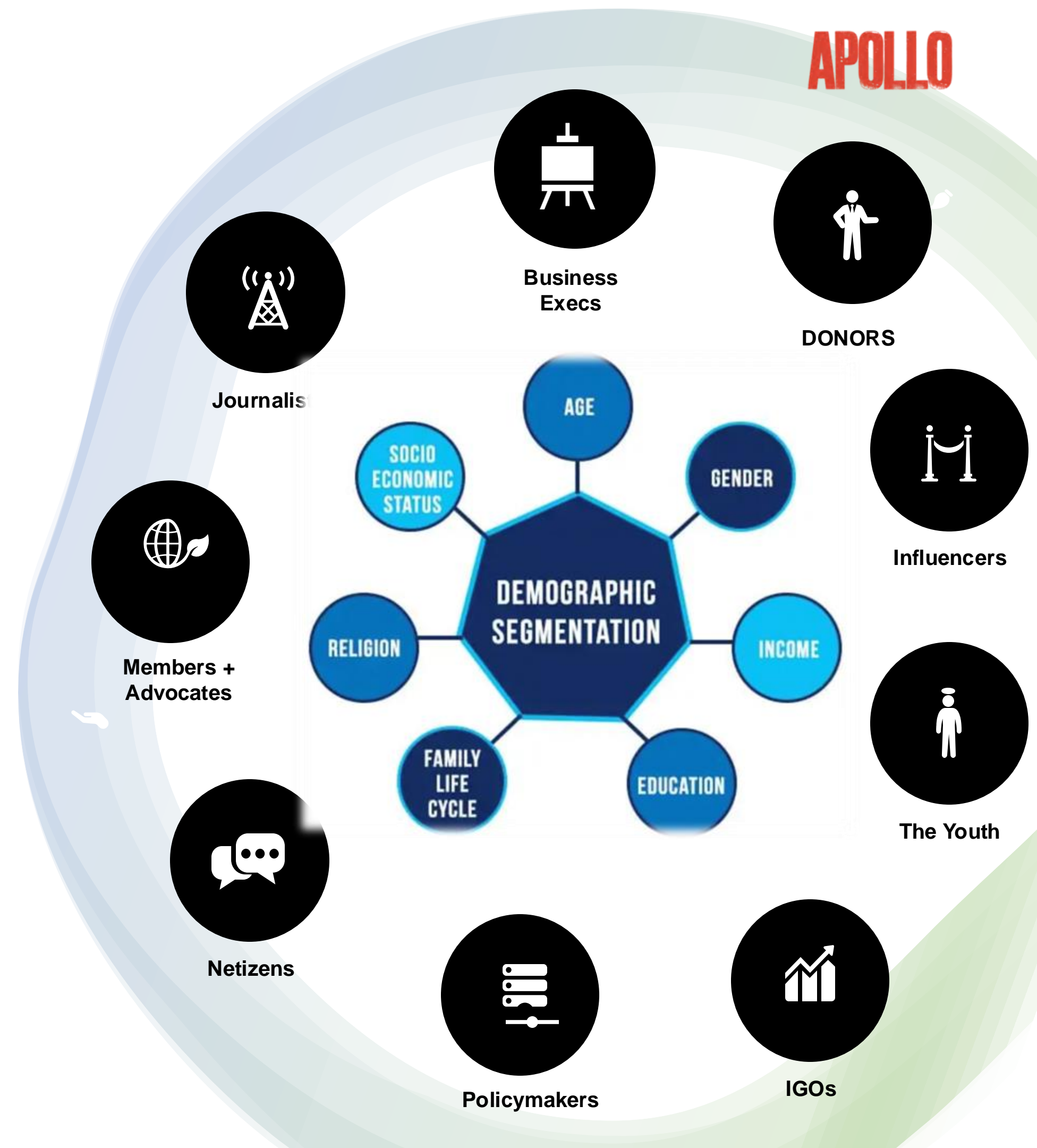
Know Your Audience
- Break down your key demographics for precision and define how they use digital channels.

Engage in Conversations
- Ask unusual, authentic questions.

Define Your Niche
- What unique value does your organization bring online?

This culminates in an online hub for empowering supporters

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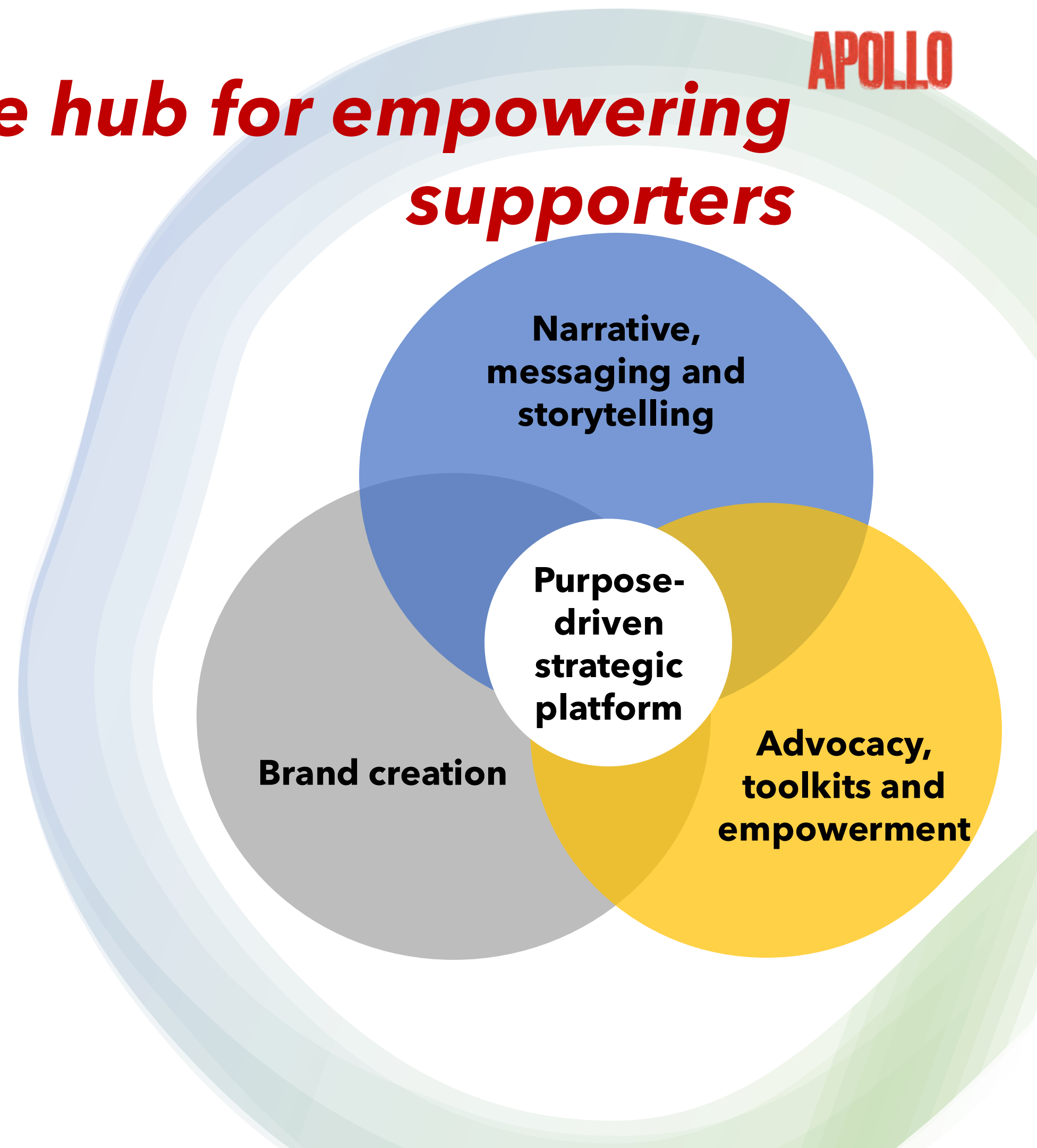**Create platforms for dialogue with key opinion leaders and industry bodies**

Build social license and belief among the general public

Create a purpose-driven identity that chimes with supporters

Create a safe space for your supporters

Foster a sense of pride, ownership and advocacy among supporters

Establish confidence in commitments among funders and legislators

Narrative, messaging and storytelling

Purpose-driven strategic platform

Brand creation

Advocacy, toolkits and empowerment

The Shotline

- **Background:** Guns silence thousands of innocent lives every year, but how can the deceased victims demand change?
- **Strategy:** Using AI technology, the campaign recreated the voices of those shot and killed by guns so they can call our representatives in hopes of changing our country's gun laws.
- **Execution:**

Microsite: The campaign built a microsite where users could learn the victim's stories. On the call to action, was to enable users to find their representatives and 'trigger a call they can't ignore' by selecting one of the stories to autodial their local policymaker.

Social Media Campaign: Engaging content was shared across social media platforms to generate awareness and drive public support.

Policy Makers: Netizens rallied to trigger 125,000 calls to congressman across the US

Media Outreach: A comprehensive PR strategy was implemented to secure coverage in major news outlets worldwide, further spreading the campaign's message and increasing its impact.

- https://www.youtube.com/watch?v=CifyFpn4erg

Double check you're not offering what's already available

Competitor Analysis:

Understand how you compare to others.

Summarize the market landscape to identify strengths, weaknesses, opportunities, and threats.

STRENGTHS	WEAKNESSESS

OPPORTUNITIES	THREATS

Case Study: Manchester Police

CHALLENGE

How could Manchester Police create a digital platform to mobilize residents to report and stop criminal activities to keep their neighbourhoods safe. With low levels of institutional trust, encouraging citizens to engage with the police, especially to 'rat' on their neighbours, was a significant challenge.

SOLUTION

To address this, Manchester Police adopted a creative approach by narrating the most absurd and humorous cases reported to the police. This lighthearted content created a hub where citizens could engage with serious public service announcements while also interacting with the police in a more approachable manner. The humour was designed to break down barriers and foster a connection between the community and law enforcement. Their guiding principle was to ensure that the humour never humiliated the victims, instead highlighting the everyday comedy found in police work.

OUTCOME

This initiative led to the replication of similar accounts across the UK, transforming the brand image of the police and creating a stronger connection between police, public servants, and the community. This transformation resulted in a surge of community engagement, particularly in reporting drug crimes occurring in family neighborhoods. Notably, there were 500 instances of tip offs, leading to criminals being apprehended, due to community mobilization, ranging from kidnapping to theft.

GMP City Centre @GMPCityCentre

999 at 11pm from man complaining that he gave 3 men a £10 note so they could use it to take cocaine, and when they finished they kept it

7:56 AM - Feb 16, 2017

46   2,470   3,935

Solihull Police @SolihullPolice   Follow

Arrested a 28yr old man today for stealing a Twilight Saga DVD box set, store owner suggested making him watch it as punishment.

6:20 PM - 2 Apr 2013

2,332 Retweets 586 Likes

43   2.3K   586

Manchester City Centre Police (GMP) @GMPCityCentre · Follow

Insp S - my car got broken into last week while off. They took all my bits & bobs worth very little, but left all my CDs behind #sadbuttrue

12:11 AM · Nov 24, 2015

7   Reply   Share

Read 4 replies

What to do when mistakes happen

PROBLEM
The Red Cross accidentally gave access to their Twitter account to the wrong person. Mistaking the account for their own, the individual tagged @DogfishHead in a tweet about recreational drinking on the weekend ahead.

SOLUTION
The Red Cross acted swiftly to address the mistake, choosing to be transparent and self-deprecating rather than issuing a formal, sanitized statement. Their honest and humorous response resonated with netizens worldwide, turning the blunder into a positive story.
Inspired by the Red Cross's response, Dogfish Head Brewery responded with a "Tweet Relief" campaign. This initiative led to a 400% increase in donations, demonstrating the power of authenticity and quick thinking in turning a potential PR disaster into a successful fundraising opportunity.
.

American Red Cross
@RedCross

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right #gettngslizzerd

HootSuite · 2/15/11 11:24 PM

RedCross American Red Cross
We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.
12 hours ago

RedCross American Red Cross
Thanks for turning our Twitter mistake into a good thing: http://bit.ly/fZ6K0n and thanks to @Dogfishbeer for helping out.
1 hour ago

Asia Difference

Audiences are so varied. Difficult to streamline your campaign messaging across countries.

The most effective 'calls to action' differ based on customs, governance structure, and digital regulations.

CSOs have a strong working relationship with governments and private sector actors whereas Western CSOs provide accountability on those in power.

Asia Difference

You don't need firms like Brunswick, KPMG, or Edelman to conduct your landscape analysis or determine your strategy.

For global organizations, it's common that the best ideas from Asia are taken and trialed by their Western counterparts.

Thailand

- Inter-generational challenges also present opportunities.
- Dissent through non verbal methods that don't create conflict are an option.
- Highly creative national character means some of the best advocacy campaigns come from this country.

Vietnam

- Vietnam's government censors government critical content and user data must be stored within the country. When advocating, favour the PPP approach and crouch language in terms of 'compliance', 'risk', 'health and safety'.
- Consider how music, dance, and other types of content can be compelling.
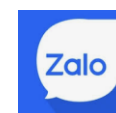
Philippines

- High levels of corruption leads to lower levels of institutional trust.
- Connectivity is a challenge, making mobile-first design an option for nationwide campaigning.

Malaysia

- Heavy reliance on government funding as well as corruption creates challenges.
- Inequality and cultural differences between the regions make campaigning challenging.

Singapore

- The only nation with a predominant Christian values structure.
- Highly educated workforce, so issues of inequality resonate more than poverty alleviation.
- High levels of institutional trust make collaboration easier, but covert censorship still exists.

Cambodia

- The CCP closely monitors digital forums and has shuttered independent media and silences dissent.
- Targeting the diaspora is a solution to circumvent the regulation.
- Difficult to garner data or fact gathering due to the regime's censorship.

Indonesia

- Indonesia ranks as one of the highest countries for social media usage globally, videos are most engaging.

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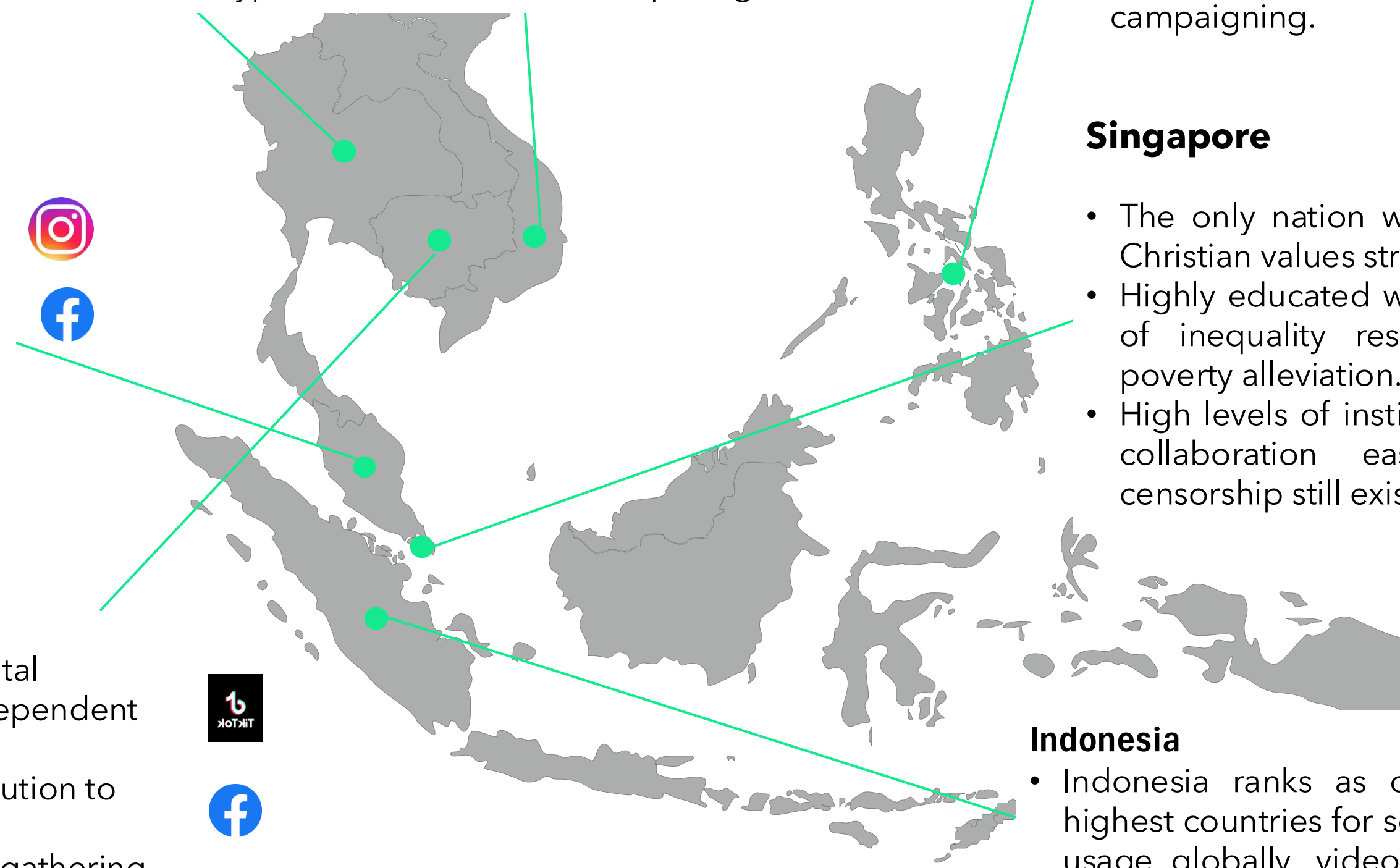
Next define your core issues, and _STAY_ in your lane.

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To avoid supporter fatigue and disengagement

Develop your content plan to clearly define how you'll create impact

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CONTENT THEME

Topic 1	Topic 2

CONTENT TYPES

Infographics/ static posts/ GIFs/ Reels

Long-form essays/ Blog

Short written posts

Policy papers

Evergreen

Polling

Video essays

Interviews

Toolkits

Influencer Endorsements

DIGITAL CHANNELS

Instagram/ Tik Tok/ Line/ Facebook

Email campaigning

Podcasts

Website

Facebook Live (virtual townhalls)

Online helplines

Facebook Live (virtual townhalls)

Line/ Whatsapp groups

Diving deeper into your digital toolkit

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We discussed your website…

Most users never visit your website. So keep it simple with regular updates reserved for social media.

A highly sticky and visually appealing site that encourages
users to explore.

Scrolling homepage websites are the current trend as users drop off after 1 click

Websites can house your downloadable toolkit content, frameworks and advice for audience.

The main purpose is to garner contact information to build your support base!

Understand how email campaigning works

1. Quarterly Newsletter

2. Breaking News and Statements

3. Donation Drives

4. Impact and feedback

Feed the Future

The changing face of childhood hunger and how we create better days

Save the Children   Kellogg's

The Goop shows how to turn a newsletter into an online hub

Goop, founded by Gwyneth Paltrow, is a prime example of how a brand can build a community and then monetize it effectively.

Community Building:
•Engaging Community: Goop fostered a 'health and wellness' community through interactive content, newsletters, and social media, encouraging followers to engage with the brand and share their own experiences.

Social Media Strategy:
•Strong Social Presence: Leveraged Instagram, Facebook, and other platforms to reach and engage a broader audience, using Paltrow's personal brand to draw in followers.

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goo
lab

Determine your social media channels

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Educational/ Business	Analysis & In-depth views	Advocacy-driven	Communication	Youth engagement
• Older demographic. Popularity varies across the continent. • Highly politicised by older generations • More 1-1 communication stream can be required given the nature of the audience engagement	• Professional network. Better for individual profile building as companies can't post blogs and other losses of content. • Larger organizations have an advantage given the numer of job seekers • Strong platform to develop partnerships and collaboration opportunities. • Social posts, photo galleries and sizzle reels featuring inspiring success stories can be popular • Behind-the-scenes videos – "insider's peek" glimpses into the softer side • Social-driven pledge activations that encourage audiences to take on the role of change-makers are popular in Asia but declining in Western	• Most popular platform for millennials. • Popular content types include Made-for-social docuseries, featuring interviews with representatives from local communities. Highlight the impact of these partnerships in feeding future generations, with possible testimonials from beneficiaries. • Amplify via IGS interactions – e.g. polls, "Ask Me Anything"	• Powerful tools for grassroots organization and mobilisation • Develop a strong bond with your audience.	• Popular with Gen Z; very high popularity in Asian countries. • Caution should be exercised due to netizen backlack against false claims • Short videos should be lower quality for authentic feel • Growing opportunities to collaborate with platform's news and current affairs influencers • Growing relevance of graninfluencers an opportunity in Asia

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What is your content strategy

Identify Your Type

Not all need to be town criers. Choose what fits you best.

Platform Selection

Pick the platform that aligns with your style and audience.

Content Strategy

Videos: Higher engagement.

Infographics: More impactful than slides.

Questions: Be thought-provoking.

Personal Touch

Share genuine insights; avoid humble brags. Inject humor for best results.

How do we empower the individual?

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THE TOWN CRIER
•**Traits:** The social media equivalent of shouting "you heard it here first".

THE OVER SHARER
•**Traits:** Posts every single detail of their life.

•**THE VIRTUE SIGNALER**
•**Traits:** Loves to post inspirational quotes and self-righteous rants about saving the world.

THE SELF-PROMOTER
•**Traits:** Treats their feed like a personal billboard. Posts photos of their meetings, new car, and latest achievements—because self-love is best shown through likes.

THE LURKER
•**Traits:** The stalker. They know everything about everyone but rarely reveal anything about themselves. Their motto: "Why post when you can silently judge?"

THE NOSTALGIC
•**Traits:** Lives in the past, sharing throwback photos of their glory days.

Accelerators

Observers ← Online Support Base → Champions

Broadcasters
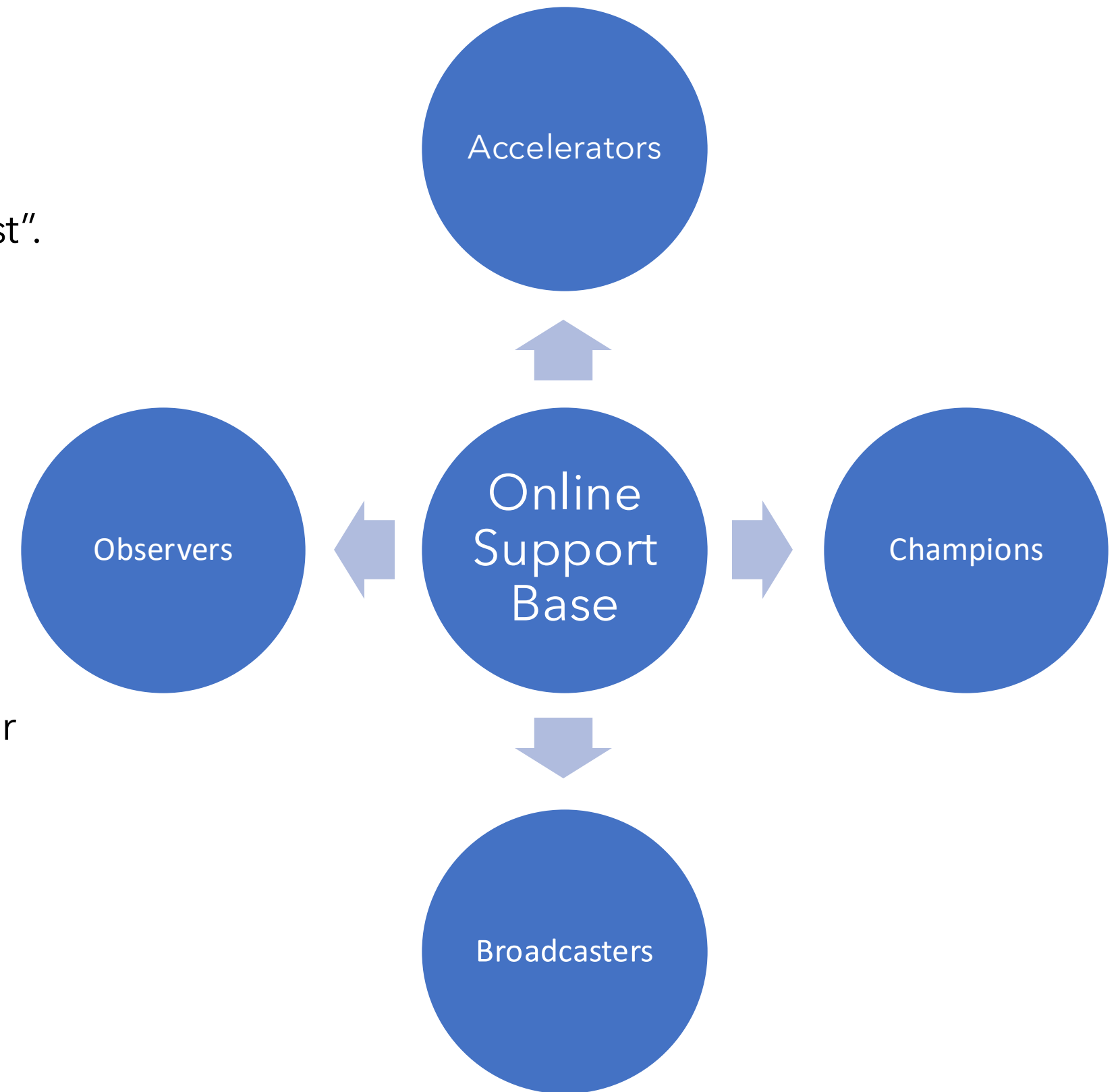
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II. BREAKOUT SESSION

Breakout Session

Storybrand

• What is your mission?

• What do you offer that's different?

• Is your brand tone and personality reflected in your mission statement?

Analysis

• What are your major content themes + topics? How do you stack up against competitors?

• What is the gap in the market you're filling?

• Who is the audience you need to influence? Which online platforms will you use to reach them?

• What action can the audience do to participate or create impact?

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with a Nonprofit *Approach*

CHARACTER

PROBLEM

GUIDE

PLAN

CALL TO ACTION

OUTCOMES

SUCCESS

FAILURE

TRANSFORMATION

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II. ISSUES CAMPAIGNS

Major forms of digital advocacy campaigns

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Awareness

- Objective: Generate support and raise awareness.
Content: Facts, personal stories, infographics, videos.
Engagement: Likes, shares, follows.
Call to Action: "Like," "Share," "Follow," "Donate."
Example: Climate change awareness with hashtag campaigns

Fundraising

- Objective: Raise financial support.
Content: Emotional appeals, success stories, financial goals.
Engagement: Donations, sharing the campaign.
Call to Action: "Donate now," "Support our cause."
Example: Fundraising for building schools in underprivileged areaa

Concrete Action

- Objective: Drive specific, tangible actions.
Content: Persuasive messaging, clear instructions.
Engagement: Signing petitions, voting, consumer actions.
Call to Action: "Sign this petition," "Vote," "Boycott."
Example: Petition for stricter plastic waste regulations.

Mobilisation

- Objective: Gather people for collective action.
Content: Event details, motivational language, logistics.
Engagement: Participating in events, RSVPs.
Call to Action: "Join the rally," "Volunteer," "RSVP."
Example: Organizing a climate march.

Advocacy through Storytelling

- Objective: Humanize the issue and build empathy.
Content: Personal stories, testimonials.
Engagement: Sharing stories, emotional connection.
Call to Action: "Share your story," "Listen to their experiences."
Example: Stories of refugees to encourage support for assistance programs.

Education

- Objective: Increase understanding and knowledge.
Content: In-depth information, research, analysis.
Engagement: Reading, watching, discussing.
Call to Action: "Read more," "Watch this webinar," "Download the report."
Example: Information on deforestation impacts.

Standard Formula for Awareness Advocacy

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1. **Define the issue**

2. **Produce new research**

3. **Create digital + press assets**

Organizational chart of campaigns

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Umbrella campaign

Real Beauty

Issue Campaigns (TBD FROM 2024 ACTIVITIES)

| Let Her Grow | Real Beauty Sketches | SelfieTest | Code My Crown |

Activations (linked to an impact pillar 'themes')

| Events/ Panels | New Invention | Publications/ Reports | Videos |

Channels (how you spread the message)

| Elite media | Instagram/ Tik Tok | Facebook | Specialist/ local media |

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Formula for Issue Advocacy

1. Define the issue

2. Define the obstruction

4. Establish the call to action

4. Create a statement (optional)

5. Target press

6. Track results to adapt tactics

Let Her Grow

Case Study: "Let Her Grow" Campaign

Client: Dove (Unilever Thailand)

Objective: To challenge societal beauty standards in Thailand and empower young girls to embrace their natural beauty, building self-esteem and confidence.

Background: In Thailand, as in many parts of the world, young girls face immense pressure to conform to narrow beauty standards. This societal expectation can negatively impact their self-esteem and hinder their personal growth. Dove, a brand committed to real beauty, aimed to address these issues through a powerful campaign that would resonate deeply within Thai culture.

Strategy: The "Let Her Grow" campaign was designed to confront and change the conversation around beauty standards. By using real stories and relatable content, the campaign sought to inspire young girls to appreciate their natural beauty and encourage broader societal acceptance of diverse beauty ideals.

Execution:
1. **Heartfelt Stories:** The campaign featured emotional and authentic stories of young Thai girls discussing their experiences with mandated hair cuts and the impact on their self-esteem.
2. **Social Media Activation:** Leveraged popular platforms like Facebook, Instagram, and YouTube to share the stories and engage with a broader audience. Hashtags like #LetHerGrow were used to drive conversation and participation.
3. **Press Involvement:** Collaborated with news outlets through press packs and in-person panels to create conversations on self-esteem and beauty standards, providing a safe space for young girls to express themselves.

https://www.youtube.com/watch?v=2YjuS7KKk9s

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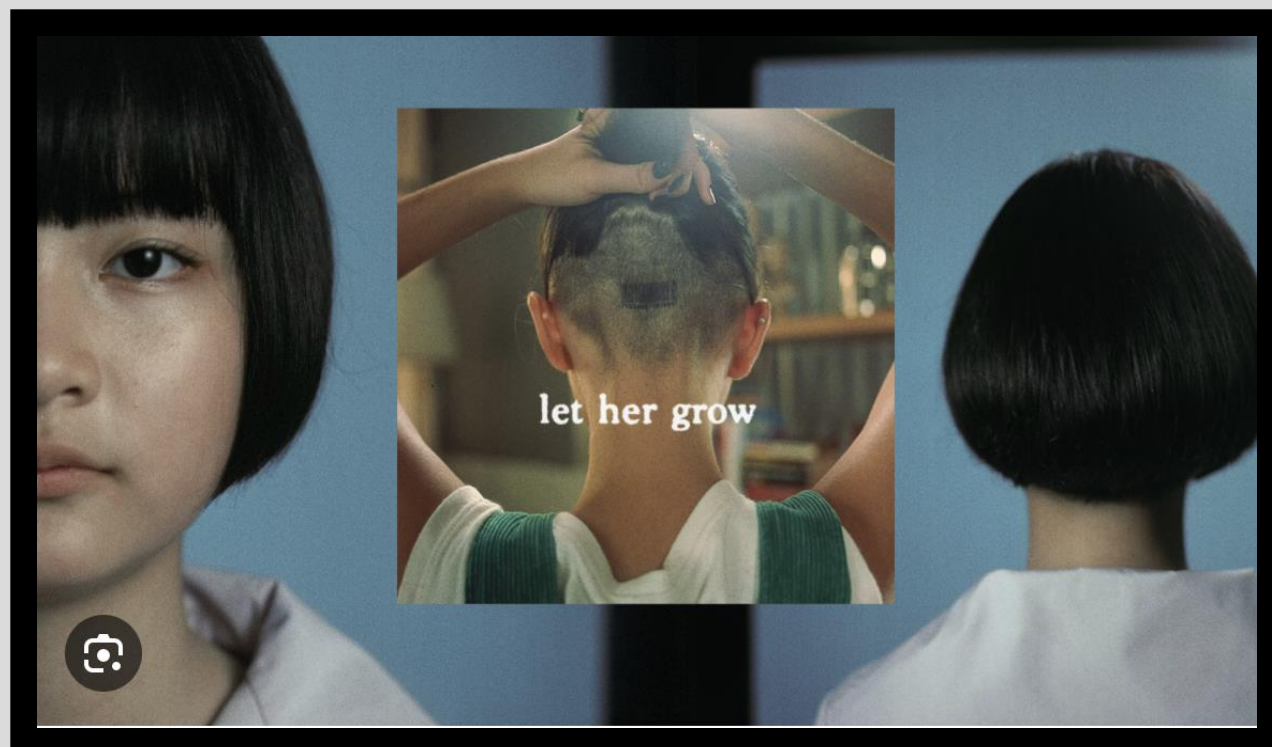
Creating a call to action

DEFINE

Petitioning Legislators

Consumer Action

Vote

Donations
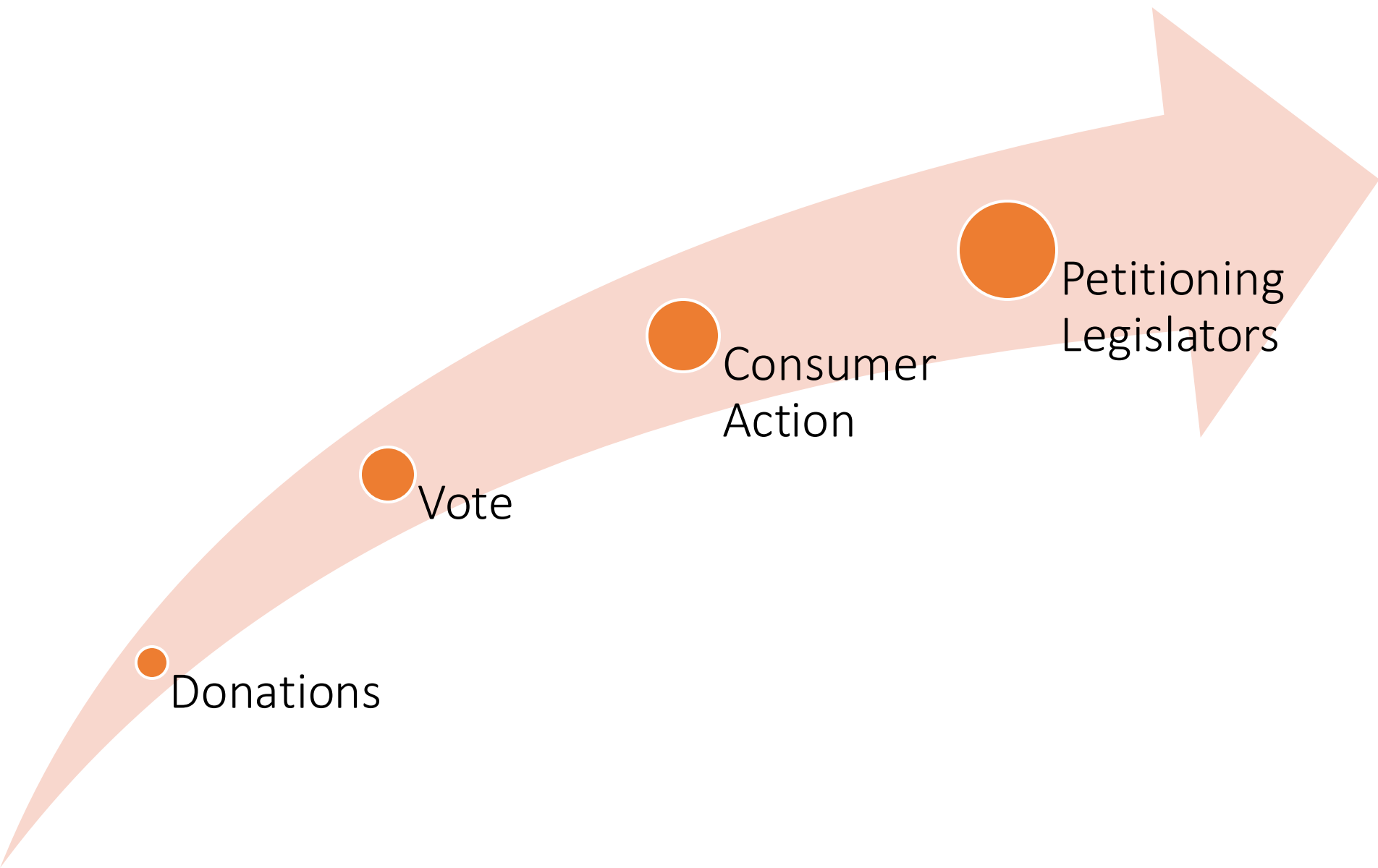
How you'll create measurable impact to assess efficacy?

And do these online interactions lead to intended offline actions?

Have You Baked Bread?

- **Client: Breast Cancer Foundation**
- **Objective:** To increase the rate of early breast cancer screenings among women in Lebanon by creating a culturally resonant campaign that addresses common fears and misconceptions.
- **Background:** Breast cancer is the most common cancer among women in Lebanon, yet many women delay or avoid screenings due to fear, stigma, and lack of awareness. The Lebanese Breast Cancer Foundation sought to address these barriers by leveraging cultural nuances and everyday activities to promote the importance of early detection.
- **Strategy:** The "Have You Baked Bread?" campaign was developed to normalize and destigmatize breast cancer screening by associating it with a familiar and non-threatening activity: baking bread. The campaign aimed to reduce fear and encourage women to view screenings as a routine part of health maintenance, similar to baking bread.
- **Execution:**
- **Insightful Messaging:** The campaign used the metaphor of "baking bread" to parallel the steps of breast cancer screening. Just as baking requires careful attention and timely action, so does early detection of breast cancer.
- **Multichannel Approach:**
  - **Television and Radio:** Informative and emotive ads were aired, featuring women discussing their experiences with breast cancer screenings in the context of baking bread.
  - **Social Media:** Engaging content was shared across Facebook, Instagram, and YouTube, including instructional videos, personal stories, and interactive Q&A sessions with healthcare professionals.
  - **Community Engagement:** Workshops and events were held in collaboration with local bakeries and community centers, where women could learn about both baking and breast cancer screening.
  - **Influencer Partnerships:** Influencers and celebrities who resonate with the target demographic shared their own screening stories, encouraging followers to take action.
- **Results:**
- **Increased Screenings:** The campaign led to a 35% increase in breast cancer screenings within the first six months.
- **Social Media Engagement:** The campaign generated over 1 million engagements on social media, with thousands of shares and positive comments.
- **Public Awareness:** Surveys indicated a significant increase in awareness about the importance of early detection and a decrease in stigma associated with breast cancer screenings.

- https://www.youtube.com/watch?v=D3q5nUbWQRQ

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Creating an alternative action

The story of the two H Fords demonstrates how creating a viable alternative rather than stopping an action can often affect strong outcomes.
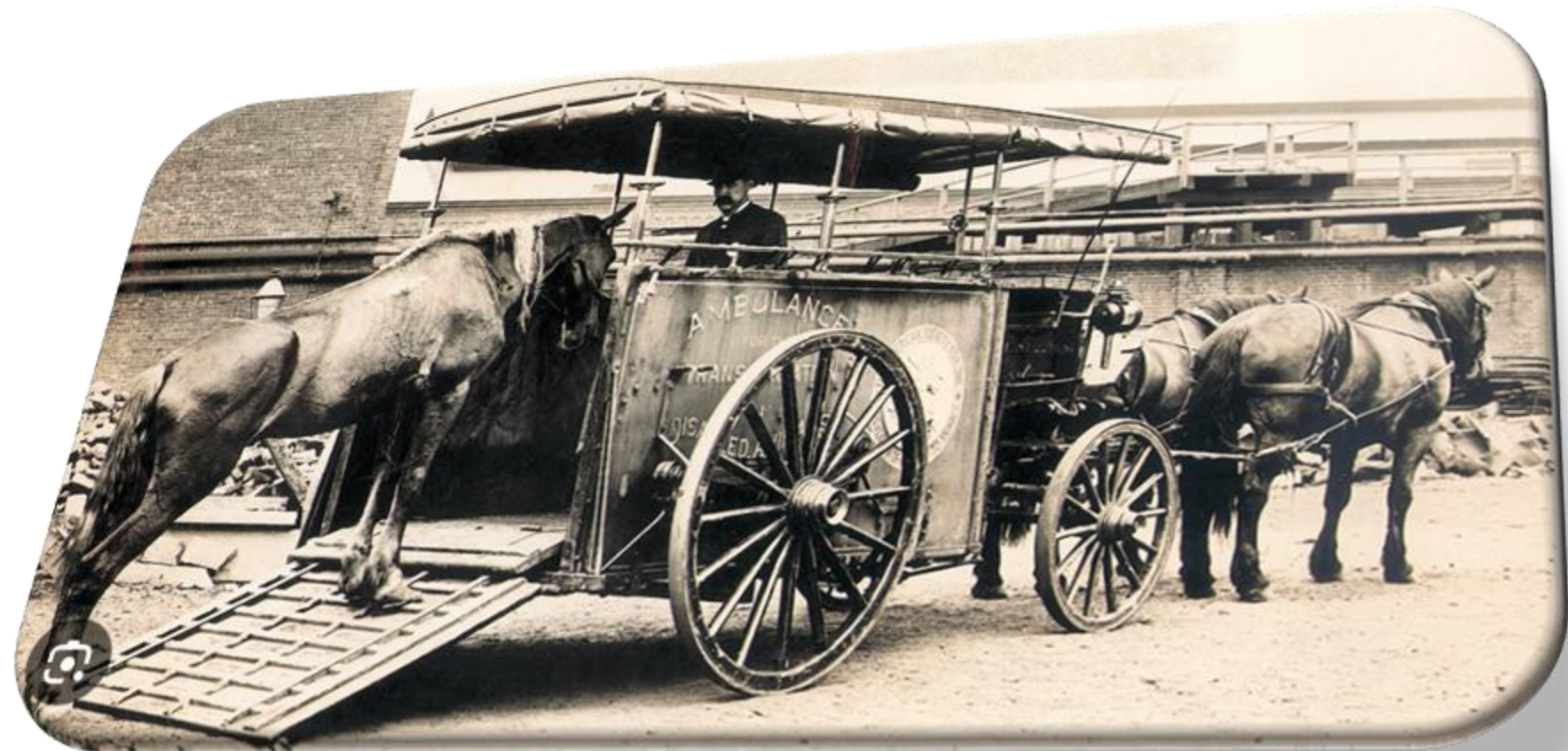
Unfiltered History Campaign

- **Objective:** To expose the untold stories of artifacts in the British Museum and shed light on their colonial past, using augmented reality (AR) and social media to educate and engage a global audience.
- **Background:** Many artifacts housed in prominent museums, such as the British Museum, have a contentious history tied to colonialism and cultural appropriation. Vice Media aimed to reveal these hidden narratives and spark a conversation about the ethical implications of displaying such items. The "Unfiltered History" campaign sought to provide a platform for these stories and challenge the traditional narratives presented by museums.
- **Strategy:** The campaign leveraged augmented reality technology and social media to deliver an immersive, educational experience that could reach a wide audience. By using modern digital tools, Vice Media intended to engage younger demographics and foster a critical examination of historical artifacts and their origins.
- https://www.youtube.com/watch?v=IvPkWL2PtyI

How we trick the brain

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Setup and Punchline:

- **Expectation:** Humor often involves setting up a scenario that leads the brain to anticipate a certain outcome.
- **Surprise:** The punchline subverts this expectation, leading to a sudden and unexpected resolution.
- **Reward Response:** This surprise triggers a release of dopamine, the brain's reward chemical, which creates a feeling of pleasure and reinforces the memory.

Incongruity Theory:

- **Mismatch:** Humor typically relies on incongruity, where there is a mismatch between what is expected and what actually occurs.
- **Cognitive Reframing:** The brain quickly reinterprets the incongruous elements to make sense of them, resulting in laughter.

Social Bonding:

- **Shared Laughter:** Humor often relies on shared knowledge and cultural references, which can strengthen social bonds and create a sense of belonging.

Sandy Hook

Sandy Hook Shooting Victims

- **Background:** Gun violence leads to a multitude of lost lives each year, but if we're failing to regulate gun ownership, what is another step the public might enact to counter gun violence.
- **Strategy:** Qualitative interviews and expert analysis showed that many school shooters made their intentions known beforehand, but the public failed to act. Most notably, the failed to act for not taking the threat seriously.
- **Execution:** Sandy Hook foundation collaborated with a group of the most influential comedians to create an awareness campaign to show the public into action.

- https://www.youtube.com/watch?v=g0qM5Cp7sTQ

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How to work with influencers

- Organic growth doesn't exist (except on TikTok).
- Working with high profile, influential figures can help you tap into their audience bases.
- To garner celebrity interest, what is a simple but novel endorsement format you can offer them?

- **Athletes** = Adolescent demographic (to pressure parents)
- **Film stars** = Their matched generation
- **Former officials/ academics** = Opinion elites

How to pick an influencer:

1. Assess if they actually reach your target audience
2. Determine if their audience goes to them for that type of information

The Trash Isles Campaign

- **Background:** The world's oceans are inundated with plastic waste, forming large, floating islands of trash that are devastating marine ecosystems. Despite the severity of the problem, there was a lack of significant international action. The Plastic Oceans Foundation and LADbible sought to create a compelling and innovative campaign to draw attention to this environmental crisis and mobilize global action.
- **Strategy:** The "Trash Isles" campaign aimed to have the floating mass of plastic waste in the ocean recognized as an official country by the United Nations. This symbolic gesture was intended to highlight the severity of the plastic pollution problem and compel world leaders to take concrete steps to address it.
- **Execution:**
1. **Nationhood Declaration:** The campaign declared the Trash Isles as a new country, complete with its own flag, passport, currency (Debris), and stamps. This imaginative approach aimed to personify the problem and make it more relatable.
2. **Celebrity Endorsements:** Influential figures such as Al Gore were appointed as honorary citizens of the Trash Isles to draw attention to the cause and leverage their reach to amplify the message.
3. **Social Media Campaign:** Engaging content was shared across social media platforms to generate awareness and drive public support. This included videos, graphics, and calls to action for people to become citizens of the Trash Isles.
4. **United Nations Petition:** A petition was submitted to the United Nations, calling for the recognition of the Trash Isles as an official country. This move was designed to pressure global leaders into acknowledging the plastic pollution crisis.
5. **Media Outreach:** A comprehensive PR strategy was implemented to secure coverage in major news outlets worldwide, further spreading the campaign's message and increasing its impact.
- **Results:**
- **Global Awareness:** The campaign reached over 250 million people worldwide, significantly raising awareness about the issue of plastic pollution.
- **Petition Support:** Hundreds of thousands of people signed the petition to recognize the Trash Isles as a country, demonstrating substantial public support.

- https://www.youtube.com/watch?v=u9Ne9VnZ7fs

Process

How to create novel formats

Embrace Collaborative Creativity
Creativity doesn't exist in a vacuum. The best ideas often come from diverse perspectives and experiences. Here's how to harness collaborative creativity for your campaign:

Brainstorm with a Diverse Set of Peers: Gather a group of individuals from different backgrounds, expertise, and demographics. Their varied viewpoints can help generate innovative ideas that you might not have thought of alone.

Seek Inspiration from Social Media, Cannes Lions and Activation Ideas: Use these sources to spark your own creative ideas.

Trial Your Idea with Your Target Demographic: Before launching your campaign, test your concepts with a small segment of your target audience. This will provide valuable feedback and help refine your message to ensure it resonates.

Utilize Shock or Humour Through Redirection
The key to a compelling digital advocacy campaign is to capture attention quickly and memorably. Two effective methods to achieve this are shock and humour, especially when used with redirection:

•**Redirection:** Combine shock or humour with an unexpected twist to keep your audience engaged. For example, start with a humorous or shocking statement, then redirect to a more serious or meaningful message. This contrast can make your point more impactful and memorable.

•**Examine an Embedded Cultural or National Tradition for a Digital Adaptation**: Consider partnering with a government, news agency, or other CSO to broaden the pool of talent that can help you define, and fund, a digital adaptation of a traditional activity.

•https://activationideas.com

175 Recreated Campaign

Sports and cultural heritage are two avenues for driving mass adoption:

- **Objective:** To showcase the transformative potential of Vi's 5G network and its role in driving India's economic development by engaging cricket fans and the broader community.
- **Background:** The advent of 5G technology represents a significant leap in connectivity, promising faster speeds, lower latency, and enhanced reliability. For a rapidly developing country like India, the deployment of 5G can catalyze economic growth, innovation, and social inclusion. Vi sought to highlight these benefits through a culturally resonant campaign centered around cricket, a sport deeply ingrained in the Indian ethos.
- **Strategy:** The "175 Replayed" campaign aimed to recreate the legendary 175-run innings by cricket icon Kapil Dev from the 1983 World Cup, demonstrating the capabilities of Vi's 5G network. This approach intended to connect emotionally with the audience while illustrating the practical applications and benefits of 5G technology for India's future.

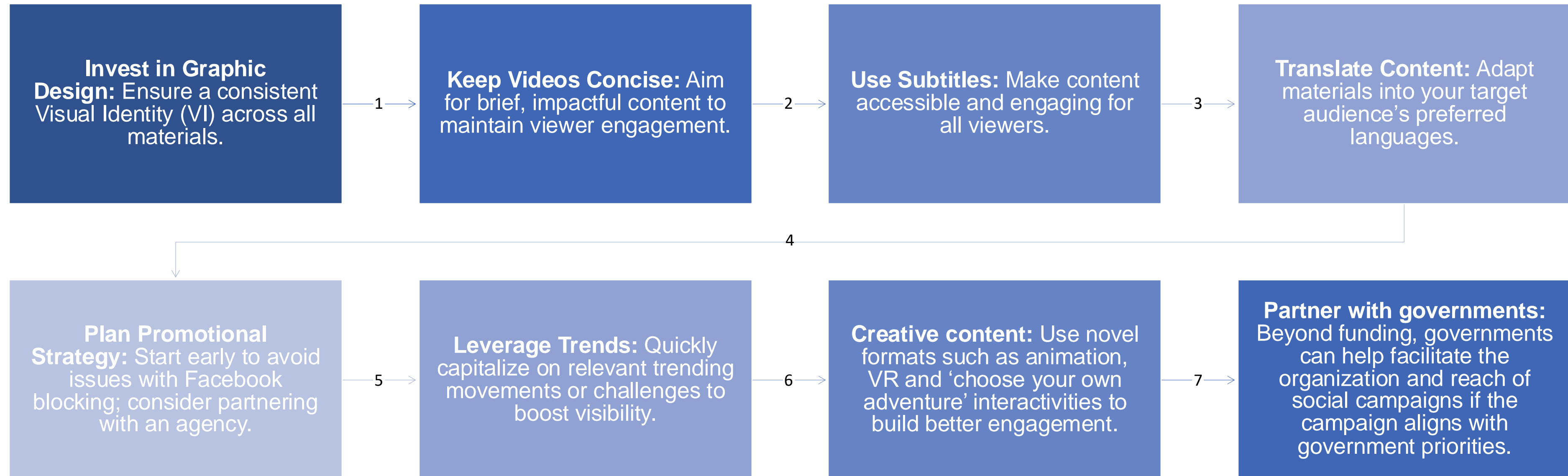- https://activationideas.com/blog/175-re-played

How is Asia different?

- **Leapfrogging in Technology**
- **Asia:** Many Asian countries have leapfrogged traditional stages of technological development, moving directly to advanced mobile and internet technologies. For example, in regions like Southeast Asia, mobile internet usage far exceeds that of desktop computers. This shift influences how digital advocacy campaigns are designed and delivered. Mobile-friendly formats, such as short videos and infographics, are crucial for reaching a broader audience.
- **Calls to Action Differ Between Countries:** For example, in countries with strict regulations on public dissent, CTAs may be more subtle and indirect. Campaigns might encourage private actions, such as signing petitions or making anonymous donations.
- **Censorship and Government Control:** In many Asian countries, government control over media and the internet significantly impacts digital advocacy. Campaigns must navigate censorship laws and find creative ways to bypass restrictions. For example, in countries like China and Vietnam, activists use coded language and symbolic imagery to convey their messages without attracting censorship.
- **Digital Literacy:** The level of digital literacy varies significantly across Asian countries. Effective campaigns need to account for these differences, using simple, accessible formats where necessary
- **Influence of Traditional Media:** While digital media is crucial, traditional media still holds significant influence in many Asian countries. Successful advocacy often involves a hybrid approach, combining digital strategies with traditional media engagement. In the West, while traditional media is important, digital media often takes the lead in advocacy campaigns.
- **Celebrities**: Influencers, even academics, often require payment. Whereas in western countries, this would erode credibility.
- **PPPs**: Partnering with corporate actors to cover the expenses is essential. Stronger spirit of public private collaboration.
- **Dance and music:** Greater virality amongst adults for singing and dancing content than in Western countries

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Side notes on social

Invest in Graphic Design: Ensure a consistent Visual Identity (VI) across all materials.

1 →

Keep Videos Concise: Aim for brief, impactful content to maintain viewer engagement.

2 →

Use Subtitles: Make content accessible and engaging for all viewers.

3 →

Translate Content: Adapt materials into your target audience's preferred languages.

4

Plan Promotional Strategy: Start early to avoid issues with Facebook blocking; consider partnering with an agency.

5 →

Leverage Trends: Quickly capitalize on relevant trending movements or challenges to boost visibility.

6 →

Creative content: Use novel formats such as animation, VR and 'choose your own adventure' interactivities to build better engagement.

7 →

Partner with governments: Beyond funding, governments can help facilitate the organization and reach of social campaigns if the campaign aligns with government priorities.
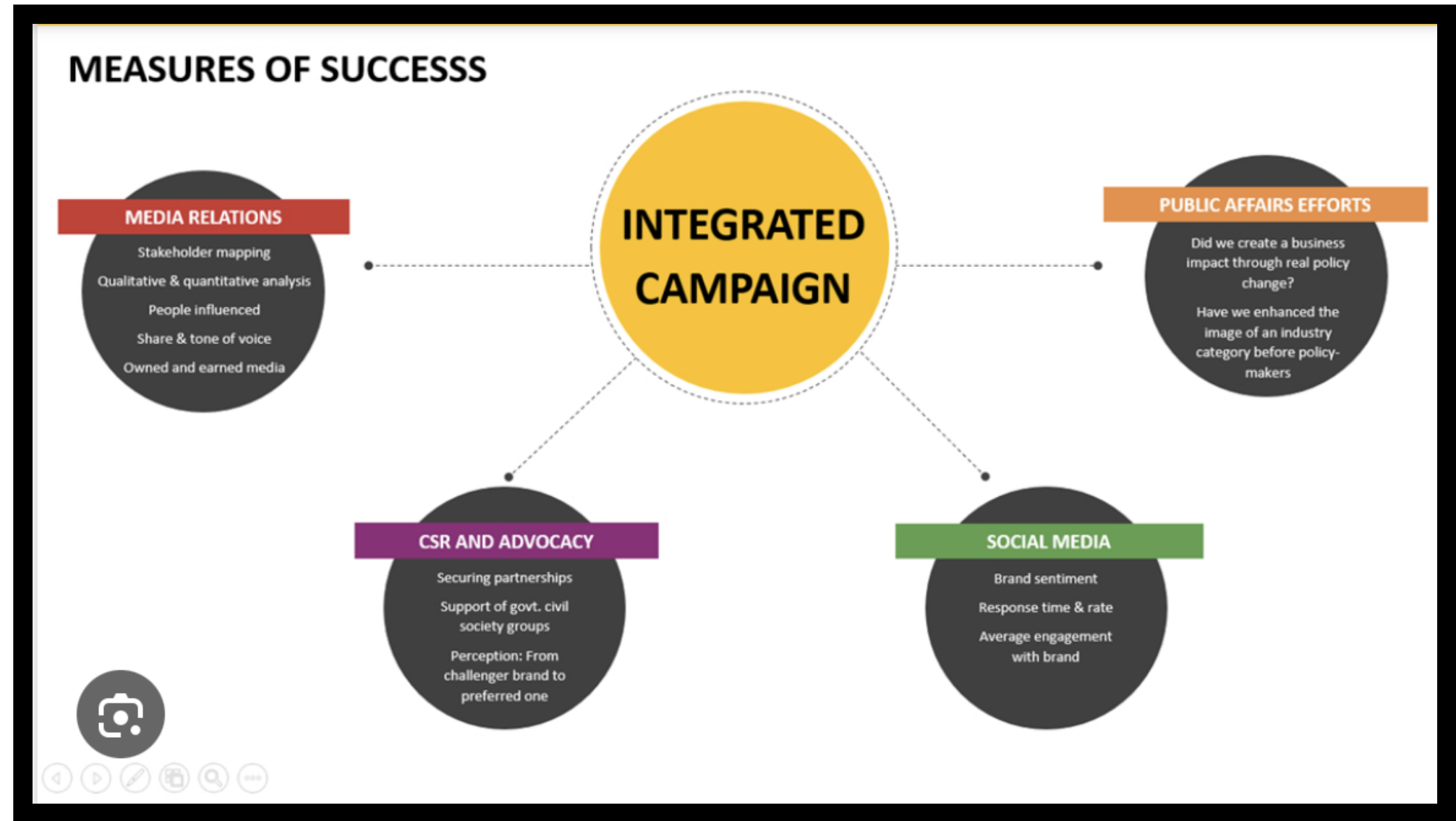
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MEASUREMENTS

ROI

What does success look like?

How can you measure when profit isn't part of the business model?

Anti-Smoking Campaign

- **Objective:** To decrease smoking rates
- **Background:** 1990s PSAs created mass awareness of the harms of smoking tobacco, but hadn't rallied audiences to quit smoking.
- **Strategy:** The campaign created adverts to introduce anonymous hotlines as IM platforms to assist smokers to get help. For the first time, the PSAs addressed the immediate barriers smokers faced in seeking support.
- https://www.youtube.com/watch?v=1Pqo4I2cKME

IV. Breakout session

WORKING WITH A PARTNER, DEVELOP A DIGITAL ADVOCACY CAMPAIGN ON AN ISSUE YOU BOTH CHAMPION

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Ensure you cover the following steps:
- Define the issue
- Define the obstruction
- Establish the call to action
- Ensure there's a compelling statement or novel CTA
- Why will the press cover the campaign
- How will you measure the results?

IV. BREAKOUT SESSION

Thank you.

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