



communicopia

Igniting a Movement

The potential for digital networks
in Women's Day Live

Our Digital Transformation Process

DEFINE

RESEARCH
VISION
USER EXPERIENCE

CREATE

DESIGN
TECHNOLOGY & TOOLS

ENGAGE

SOCIAL & ENGAGEMENT
CULTURE & CAPACITY

Key Clients



NRDC

City of Vancouver

United Nations Foundation

The Elders

Environmental Defence

Tides Foundation



UNICEF

Make Poverty History

National Film Board



Greenpeace

TckTckTck

Dalai Lama Centre

Digital delivers

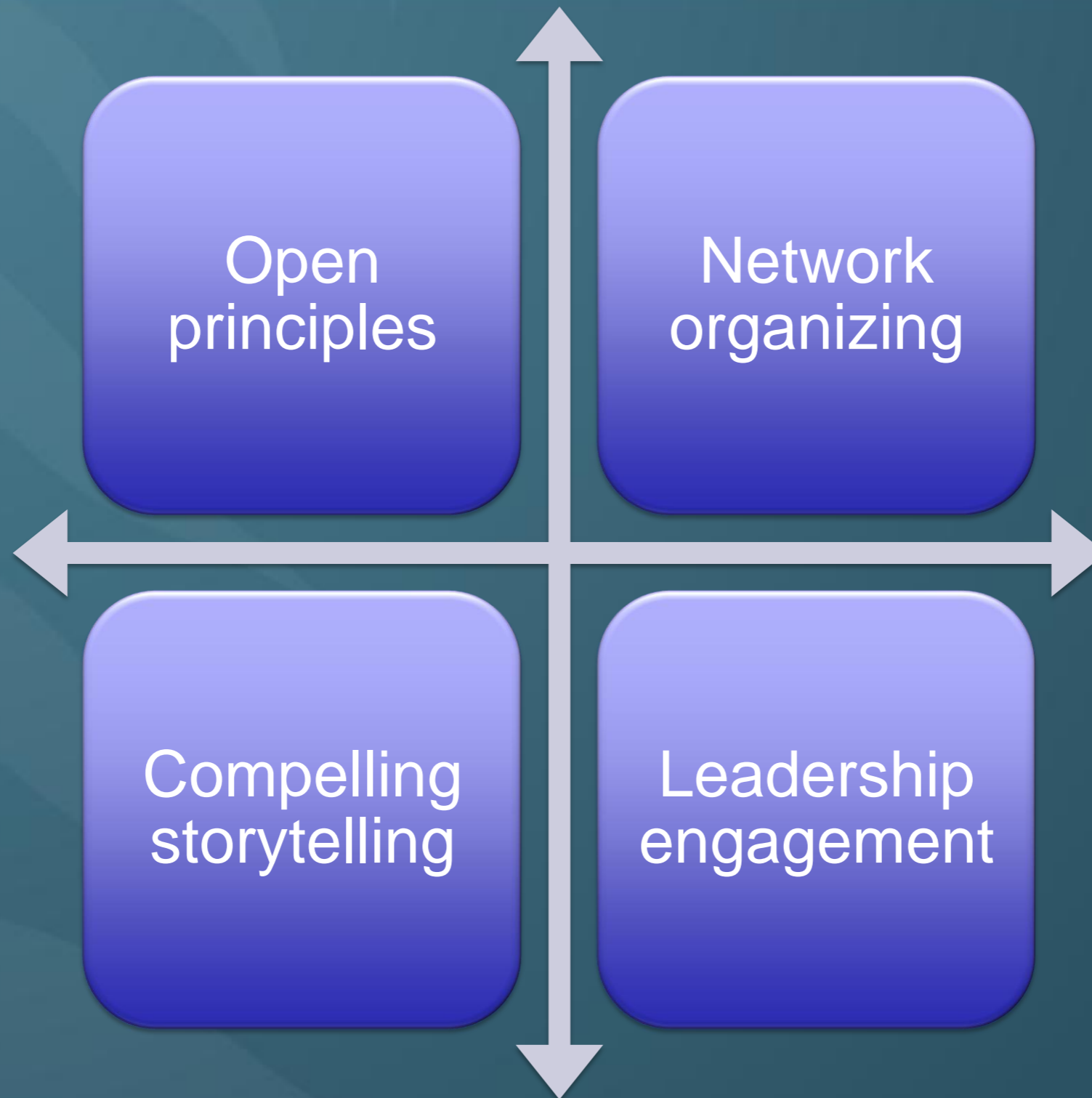
- Reach & inspire global audiences with content, expanding the impact of WDL concerts
- Support fundraising before, during, & after
- Network the powerful NGO partners & corporate sponsors backing WDL
- Reach & connect global constituency of supporters
- Grow leadership at community level around world

Marrying top down
reach of concerts, brands
celebrities, & media



With bottom up power
of distributed global networks,
spurring local leadership

Key Elements



Connect partners

- An open vehicle for partners to plug existing campaigns, brands, content, celebrities into
- Loose enough core messaging to make a wide tent & allow for easy co-branding
- Financial + promotional + constituency growth model is fully shared to ensure meaningful & deep engagement
- WDL must not compete in any way, or expose them to competitive pressures from others

Raise momentum + money

- Identify leaders and encourage them to engage with the campaign, starting teams, raising \$ + awareness
- Storytelling approach, generating unique content and sharing partner/solution/leader content from network
- Engagement vehicle for major partners to use with their constituencies, they get the \$ + supporter growth
- Spread through social media, user generated videos, spurring competition + awareness

Extend reach of concerts

- Live stream, online telethon, digital home for day across all time zones and geographic areas
- Audiences can dig deeper into partners & stories
- Convert viewers to join our movement, join an Int'l partner, or connect with local partners
- Historical record of music, stories, content, & feeling

Grow a movement

- NGO's, despite their strong brands, do not have wide or deep relationships with their constituencies
- WDL must become a platform for local community leaders & small orgs to achieve their goals
- Use storytelling to shine the light on their work, make connections, share progress + build momentum
- Grow capacity of local leaders (attention, hope, \$, connections) and leave a stronger system behind

Stories from TckTckTck and NothingButNets.

Foundational Steps

- Secure partner commitments + start up funds
- Solidify brand & target audiences
- Create global fundraising strategy (Heart in Action)
- Engage team from core partners to co-create digital campaign, tools, network model that meets their needs, leverages assets, & fills gaps
- Create digital roadmap for Jan → May to 2016

