

unicef  **TAP PROJECT**

UNICEF Tap Project 2014

Jay Chiat Awards Entry

UNICEF TAP PROJECT 2014

THE MOST SUCCESSFUL YEAR IN THE TAP PROJECT'S HISTORY

For UNICEF and non-profits alike, attracting a youthful donor base has become increasingly difficult due to the rapidly evolving – and increasingly fragmented – media landscape. Focusing all efforts on mobile, then, marked a drastic and potentially dangerous shift in approach for the UNICEF Tap Project, which has historically been hugely successful for the organization in driving earned media attention, new donors and new volunteers.

This is a story of how we partnered with UNICEF to reenergize the Tap Project – a program in its eighth year – in the most emphatic way possible. By making it not only the most successful year in Tap's history, but in the process creating one of the most successful and engaging campaigns in UNICEF's history.

WORD COUNT: 1,322

THE LANDSCAPE:

A WORLD WATER CRISIS

For 768 million people around the world, clean drinking water is a luxury – a basic human need that goes unfulfilled. As a result, there are 1,400 children across the globe who die every day from diarrheal diseases linked to unsafe drinking water.

The UNICEF Tap Project was established as a joint effort between UNICEF and the Agency in 2007 to combat this gross global inequality. To work towards a world where no children die from preventable illnesses caused by unsafe drinking water.

2014 marked a pivotal year for the Tap Project. While an important landmark on its own, the program was reaching its eighth year of existence, and required renewed focus in order to accelerate its contribution to achieving the wider UNICEF goal: zero preventable child deaths.

OUR AUDIENCE:

FOCUSING OUR MISSION

While in years past, the Tap Project cast as wide a net as possible to drive awareness and donation, for 2014, UNICEF and the Agency aligned on focusing on a cohort that could drive sustainable long-term engagement in the Tap Project. **Socially-conscious youth and young adults, 18–35.**

While the Tap Project has existed under many guises in its eight-year history, with a renewed focus on targeting youth, we were able to fully interrogate audience behaviors in order to make the campaign more relevant than ever before. We started by looking at share of attention:

1. This socially-aware youth target spend two hours per day accessing media on mobile devices¹
2. Our audience have the highest smartphone penetration of all cohorts at 81%, with teens not far behind at nearly 70%²
3. **And yet, 84% of non-profits donation landing pages aren't optimized for mobile³ despite the majority of millennials reporting they'd be willing to donate using their phones⁴**

As a result, the Agency and UNICEF collectively aligned on mobile as the key platform that would allow us to drive social reach, drive volunteer recruitment and also provide a donation platform for Tap in 2014.

¹ InMobi, 2013

² Nielsen, 2013

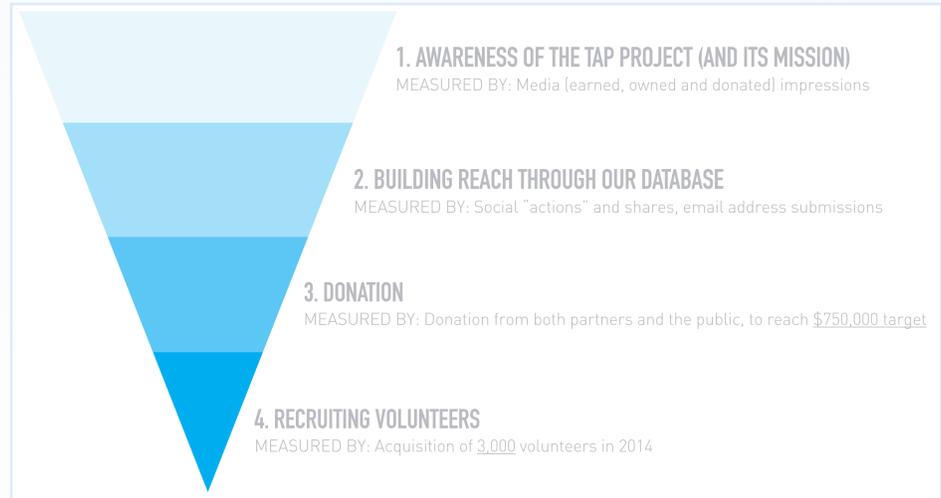
³ Online Fundraising Scorecard in Blackbaud, 2014

⁴ Blackbaud's Generational Giving Report, 2014

OBJECTIVES:

DIVING DEEP FOR TRUE ACTION

For an organization like UNICEF, success relies on the flow-on effect of multiple people making multiple actions. Social awareness, for instance, is largely ineffective without sufficiently funding and recruiting the volunteers on the ground that fuel real change. As a result, we mapped success across a funnel:

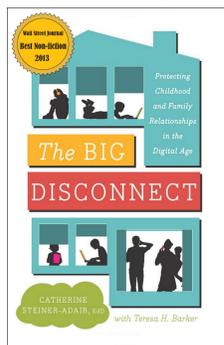


THE CHALLENGE:

AN EVOLVED LANDSCAPE

The challenge with this youthful audience – while having great potential to influence social change on a global scale – is that their attention has become increasingly fragmented. It's not that the appetite for doing good has gone away, rather that technology has gotten in the way:

WHAT THE
INTERNET
IS DOING TO
OUR BRAINS
THE
SHALLOWS
Nicholas Carr
AUTHOR OF THE BIG SWITCH



- We spend an average of 11.5 hours per day consuming media⁵
- Children spend an average of 6 hours in front of the TV or computer⁶
- The average US Internet user spends over 3 hours checking and engaging in their online social networks⁷

And with our platform for 2014 in mind, this has led to some alarming signs of the perceived dependence on mobile phones:

⁵ Kaiser Family Foundation, 2010

⁶ Common Sense Media, 2013

⁷ Ipsos OTX, 2013

- We check our phones an average of 110 times per day⁸
- 58% of those aged 18–29 admit to spending too much time on their cell phones (compared to 8% of those 65+⁹)

 <p>@absoluteaaron · Jun 3 I can't live without my phone now, it's not that I'm spoiled, it's that it's my escape to this hell called reality. id go crazy.</p> <p>Expand Reply Retweet Favorite More</p>	 <p>@youlovemadi · Jun 6 I can't live without my phone like this is torture 😞😞</p> <p>Expand Reply Retweet Favorite More</p>
 <p>Michael @Mikegnothings · Jun 3 @hekateluna it was the hardest 45 minutes of my life. I can't live without my phone</p> <p>View conversation Reply Retweet Favorite More</p>	 <p>Tyler Baltzer @Baltzer_00 · Apr 21 I'd like to turn off my phone for a week and see if anybody actually cares enough to text me, but I can't live without my phone.</p> <p>Expand Reply Retweet Favorite More</p>

OUR INSIGHT: A PERCEPTUAL GAP

“What the Net seems to be doing is chipping away my capacity for concentration and contemplation. Whether I’m online or not, my mind now expects to take in information the way the Net distributes it: in a swiftly moving stream of particles.”

- Nicholas Carr, *The Shallows* (NYTimes Bestseller)

We arrived at a strategic impasse. The very technology that could drive future success for the Tap Project (through both donation and recruitment) was also acting as the primary barrier to gaining our audience’s attention.

However, this tension became the foundation upon which the Tap Project built its campaign in 2014.

The mobile phone, and our collective dependence on it, distracts us from contemplating and contributing to that which is truly vital; to that which is truly life sustaining. But by drawing attention to this very issue, and creating a challenge around it, we could regain the attention of our audience and drive awareness and action around the World Water Crisis.

OUR KEY INSIGHT:

OUR UNDERSTANDING OF WHAT IS “VITAL” TO SUSTAINING OUR LIVES IS DRASTICALLY OUT-OF-STEP WITH THE REALITY OF THE DEVELOPING WORLD

OUR CREATIVE TASK:

USE THE MOBILE PHONE TO PROVOKE A CONVERSATION AROUND WATER BEING WHAT’S TRULY “VITAL” TO SUSTAINING HUMAN LIFE

⁸ Locket, 2013
⁹ Gallup, 2012

THE IDEA:

GO WITHOUT YOUR PHONE FOR PEOPLE WITHOUT CLEAN WATER

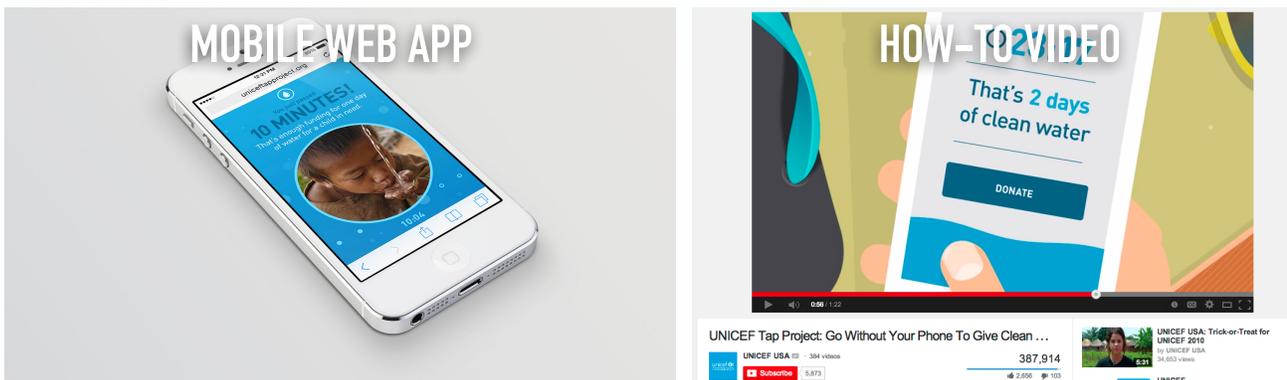
We created a mobile web experience that challenged people to go without their mobile phones to help children living without clean water. When users accessed the Tap Project mobile site, they were encouraged to tap “begin” and see how long they could last without using their device. The phone’s accelerometer detected when the phone was put down in order to start the timer.

We knew, however, that there needed to be an inbuilt incentive to drive engagement. The Agency suggested repurposing the generous donation from UNICEF’s annual Tap Project partner, Armani’s Acqua di Giò, and turn it into a more relevant currency: **days of clean drinking water for children in need.**

Every 10 minutes someone didn’t touch their phone, they had in effect provided a day of clean water to a child in need.

As the mobile experience continued and as time passed, we served up “milestone” facts that could help those in the developed world more fully understand, and contemplate, the World Water Crisis.

Upon ending the experience, users could then choose to make a donation themselves, sign up to volunteer, and share their achievement via social media.



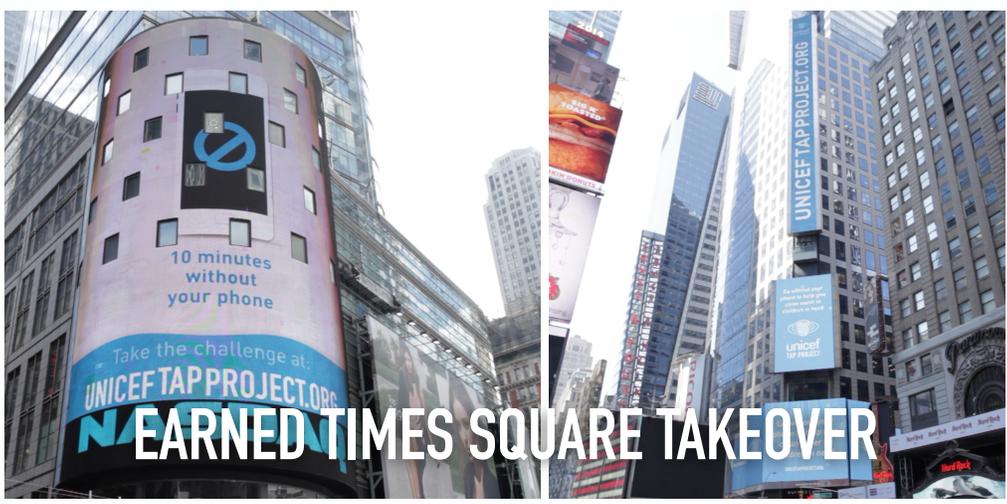
DEPLOYMENT:

FINDING UNPRECEDENTED TRACTION

Once built, the Agency worked with UNICEF to pilot the mobile experience with the Tap Project’s base of 8,000 volunteers in February 2014. This was an important step not only to ensure the experience was as relevant as possible to the people on the ground, but also to guarantee advocacy by the people who can truly inspire widespread action.

Upon launch in March 2014, we worked with UNICEF and its PR and Media partners to ensure that we received as much earned attention as possible. To aid in this, we also developed additional materials like stickers and coasters that provided “prompts” for users to go without their phone during certain occasions – like in a lecture, or out at dinner with friends.

The innate power and story of the Tap Project’s idea led to unprecedented social spread, and for the campaign’s culmination during World Water Week in March 2014, received coverage on the Today Show, as well as a donated Times Square takeover of the NASDAQ building.



THE RESULTS:

THE MOST SUCCESSFUL YEAR IN THE TAP PROJECT'S HISTORY

The Tap Project mobile experience had over **2.6 million unique users** and over 4 million “game plays”. On average, **users spent one hour on the experience**.

This meant that in total, people spent a **collective time of 260 million minutes without their phones**. 260 million minutes contemplating and better understanding the gravity of the World Water Crisis.

This led to real, tangible change and contribution. The campaign generated more than **\$1 million** in incremental sponsorship funds and user donations, well over our target.

Our goal to use technology as a force to recruit a more youthful audience was also achieved. More than **16,500 people signed up to become UNICEF volunteers** directly within the experience, exceeding UNICEF's expectations by over **500%**.

Considering the unprecedented level of engagement and tangible action, our goal of awareness was rendered almost immaterial. However, we greatly exceeded UNICEF's expectations, reaching **600 million earned media impressions** over the course of just several weeks in March.

All in all, this makes it **the most successful Tap Project campaign to date**, eight years in. But the success was viewed not only relative to the Tap Project, but to UNICEF as a global organization:

“ This year’s UNICEF Tap Project truly struck a chord around the world. It is to date, one of UNICEF’s most engaging campaigns, offering a simple solution to help kids and encourage young people to share and learn more about UNICEF’s work. ”

- Caryl Stern, UNICEF CEO