

JAY CHIAT 2015 AWARDS

S wEEPER



EXPERIENCE THE FEAR
MILLIONS LIVE WITH
EVERY DAY

SUMMARY

THE BACKGROUND: GHOSTS OF WAR

Every day 10 people are killed or maimed by landmines. Through awareness and funding, UNMAS can make the world mine-free.

THE CHALLENGE: OUT OF SIGHT, OUT OF MIND

Westerners are worried about countless things – but rarely landmines. How do you solve an issue no one is thinking about?

THE INSIGHT: EMPATHY IS RELATIVE

People care about things that are close to them. We discovered that people are more likely to support causes such as cancer that personally affect them than ones like landmines that don't.

THE STRATEGY: EXPERIENCE THE FEAR

Stimulate conversation by making the horror of landmines real for people who will never experience them first-hand. Make the threat personal and visceral.

THE CREATIVE: THE VIRTUAL MINEFIELD

We created Sweeper, a mobile application that used iBeacons to transform a space into a virtual minefield. In a New York gallery, and as a traveling exhibit and United Nations permanent installation, Sweeper brought the terror of landmines to people who would never experience it.

THE RESULTS

To date, Sweeper garnered 400 million earned impressions. It received favorable attention in the press and has started bringing in prestigious awards from the Cristal Festival, D&AD and Mobius.

THE BACKGROUND :

THE GHOSTS OF WAR

*“There is 1 landmine for every 17
children in the world.”*

- UNMAS

There are over 61 countries suspected of landmine contamination. That means there are millions of people worldwide who live with a daily fear of death and dismemberment. These callous, determined weapons haunt entire communities long after the conflicts they were intended for have finished. The effects linger after the explosion: economies are crippled, families destroyed and children are kept home from school.

The United Nations Mine Action Service works tirelessly to provide relief to mine-affected areas through a combination of awareness efforts and mine detection and removal. They earnestly believe that with the right amount of funding and effort, the world can be mine-free in our lifetime.



THE CHALLENGE :

OUT OF SIGHT, OUT OF MIND

*“Anti-personnel mines have
no place in a civilized world.”*

- Agnès Marcaillou, UNMAS Director

There are so many things to care about.

Some are mundane: Will you get that job? Did you remember to close the garage door?

Some are pretty important: Will the chemotherapy work? Can we rebuild after the hurricane?

The typical western adult has a wealth of worries. From their personal problems, to the flashing images of suffering on the news and the horrific headlines that fill their newsfeeds, their days are filled with things to fret about.

But, not so far away, there are entire communities being literally and figuratively torn apart by landmines – and rarely, if ever, do we even think about them. Compassion Fatigue, the psychological phenomenon that occurs when people have too much to care about, kicks in and prevents additional empathic responses.

Unfortunately for UNMAS, a mine-free world comes from proper funding, which is motivated by concern. Which, in turn, comes directly from awareness and empathy. We needed to find a way to make people think and talk about the real, but entirely distant and removed, issue of landmine contamination.





THE INSIGHT :

EMPATHY IS RELATIVE

“Chances are you’ve never had to walk through a minefield.”

– Jay Cassano, FastCompany

Through our research, we discovered that people naturally develop coarse psychological callouses to suffering and worry that doesn’t directly affect them. In short, empathy is relative.

Studies suggest that people are far more likely to support charitable efforts that strive to solve problems they are personally affected by. People who have lost someone to a disease, or are themselves predisposed with a greater risk of suffering from it, have a much higher tendency to be engaged with philanthropic efforts focused on that specific illness.

This is one reason why cancer foundations receive so much funding. The sad truth is that just about everybody has a personal connection to cancer, whether it’s a loved one who has fallen ill or a proximity to the factors that increase the risk.

We needed to make people living in western safety feel that landmines were as personal an issue as cancer, despite that they would never rationally worry about these grisly weapons.

THE STRATEGY :

EXPERIENCE THE FEAR

*“If there were just one landmine in New York,
the city would come to a standstill.”*

- Marco Grob

With our insight in mind, the starting point of our strategy became clear. We knew we couldn't create empathy for a distant problem with an emotional story about an overseas amputee or orphan. It would be too easily dismissed by the compartmentalized Western frame of reference. We needed to find a way to make people actually experience the fear of living with landmines.

Forget sympathy. The visceral emotion of fear was going to make the issue personal. Important. Urgent.

With no media budget, our personal reach would be limited – but that didn't have to mean the overall reach was. We decided we had to create something that would inspire an influential group to start the conversation and raise awareness. We would make landmines a personal issue for the people and press who could carry our message further than we could, and by doing so the issue would become established in the western consciousness.



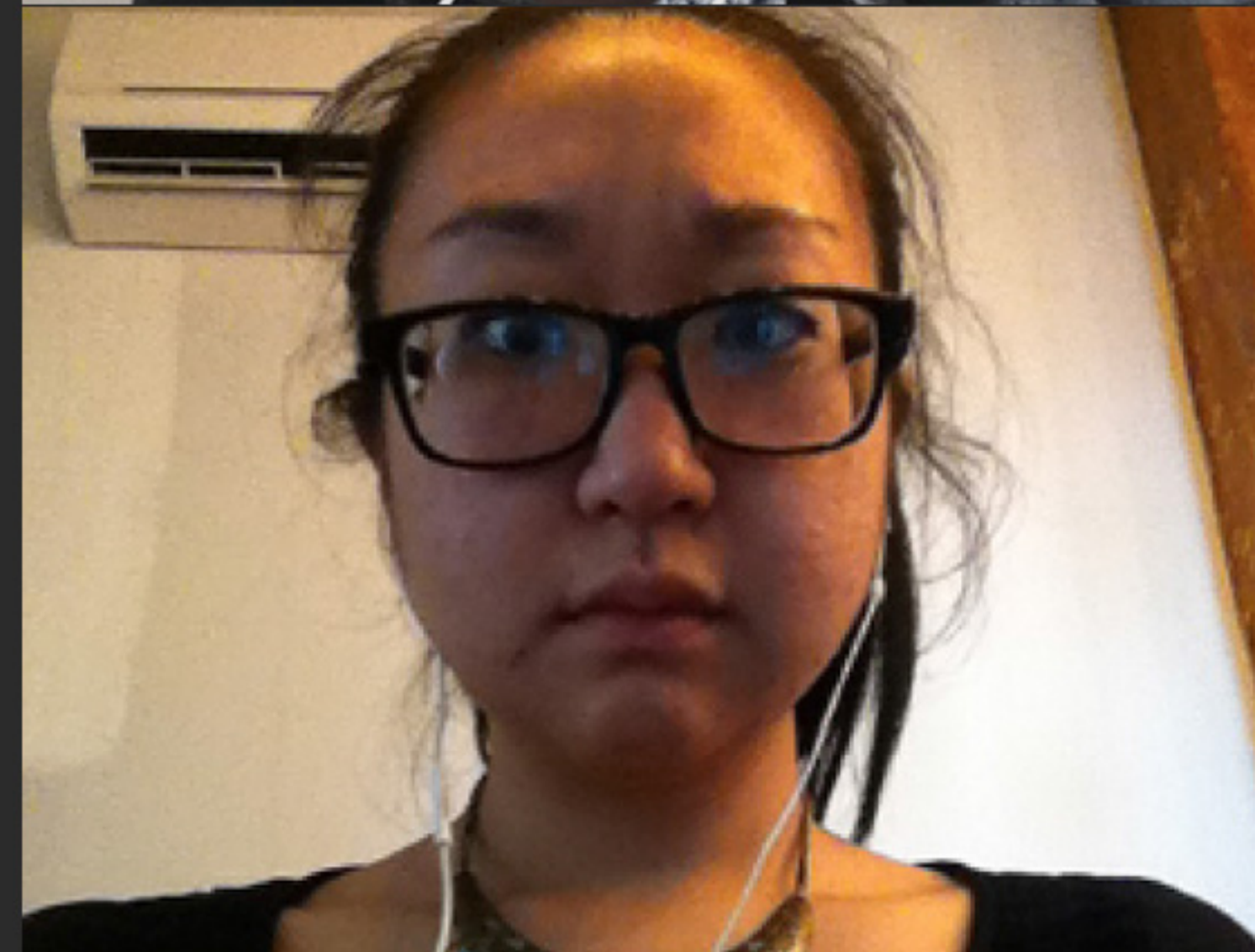
As we zeroed in on our target, we discovered something interesting: people active on social networks are significantly more supportive of non-profit organizations. This, combined with the rise of “slacktivism” and its inherent social element (i.e., Kony 2012), made it clear that our solution needed to be something digital with an important social integration.

It was at this point that everything fell into place.

We had the perfect target: socially active, influential people who do not think of landmines in the same way as other issues. In an effort to spread the message even further, we would also target the media organizations that shared our audience.

We had the direction: make the persistent problem of landmines a personal issue for our target by making them experience the fear first-hand.

Next came the idea.



THE CREATIVE EXECUTION :

THE VIRTUAL MINEFIELD

“I made it only two steps before I detonated a landmine. The explosion ripped through my ears as my heart pounded.”

– Rebecca Hiscott, Mashable

We discovered the troubling and remarkable fact that iBeacons, the low-energy Bluetooth proximity technology, are triggered in a very similar way as landmines. When a user comes within a geo-fenced area, the iBeacon causes the user’s phone to perform an action.

With this basic technological spark, we created an immersive and fully integrated experience that was kicked off with an interactive event at the New Museum in New York City on the International Day of Mine Awareness and Action. The event featured speeches by prominent United Nations staff and images from the renowned photographer Marco Grob.

At the core of the event was our iBeacons-powered app Sweeper, the mobile experience that made it possible for New Yorkers to personally live the fear of walking through a minefield.

The application began with a voiceover that introduced the tragic cost of landmines. As the tension built, the voice finally urged: “So go ahead, take your first step and see how far you make it.”



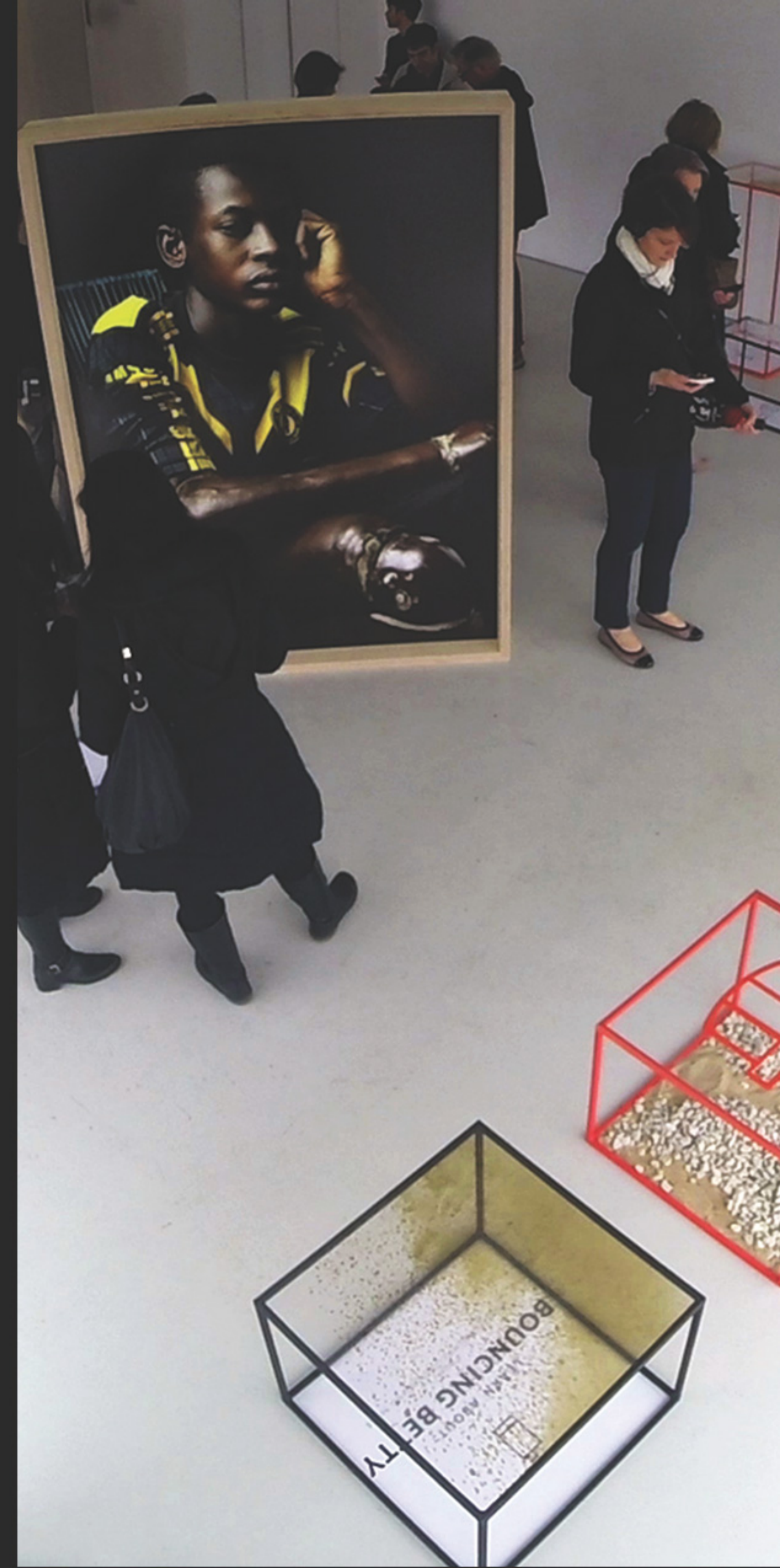
The user would then step forward and start exploring the exhibit space, completely unaware of where we'd hidden the iBeacons. Then, when it was least expected, the user would trip an iBeacon and the sound of a loud explosion would rip through their headphones. The user, now startled, would hear a chilling message explaining what they'd detonated and its devastating effects.

The experience was digital, but the emotions were entirely real. Users were then provided with an opportunity share and donate directly to UNMAS in an effort to ensure no one would ever have to go through the real version of what they'd just virtually experienced.

With our target's penchant for social media, no paid media support and the budget constraints of a non-profit, we exclusively used a social approach (#NoMoreMines) in the lead up to the event.

We introduced the Sweeper visuals on the UN's website and social properties with simple landmine facts. People responded and shared the content almost instantly. Over the following weeks we continued to increase our messaging until we built enough suspense and interest, at which point we shared the time, location and basics of the event. At this point we'd earned an interested and vocal audience that amplified our message and invitation.

After our kick off event, we made it possible for even more people to experience the fear millions live with every day. Working with UNMAS, Sweeper was taken on an international tour and has been permanently installed in the United Nations building.





**EXPERIENCE THE FEAR
MILLIONS LIVE WITH
EVERY DAY**

Download Sweeper and join us at
(location) on April 4th.



THE RESULTS

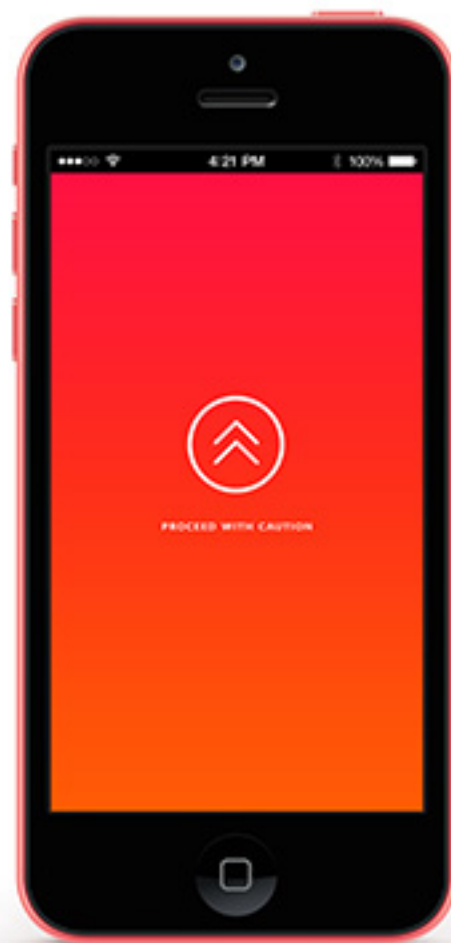
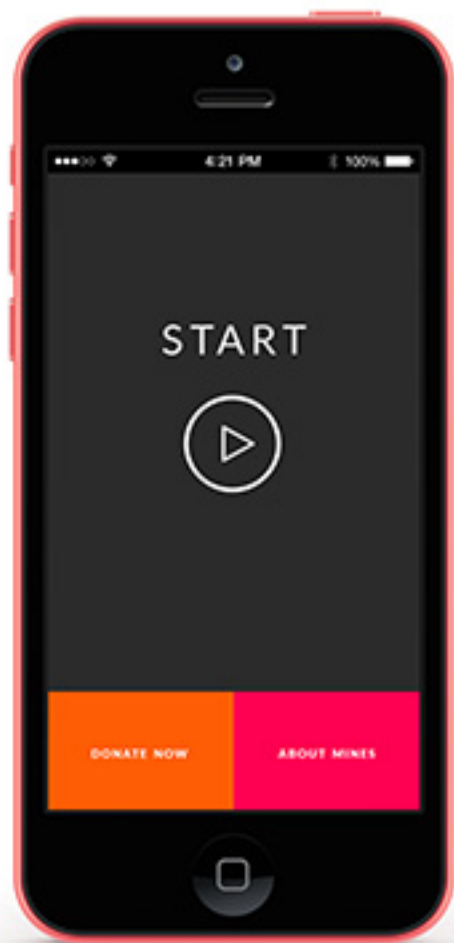
Through organic media coverage and the social sharing before, during and after the International Day of Mine Awareness And Action, we have earned 450 million impressions. Bloggers, civilians, diplomats, UN staff and countless journalists alike attended our event and almost immediately it received universally positive features in popular publications like AdAge, Mashable, and FastCo. So far the experience has won prestigious awards from The Cristal Festival, D&AD, Mobius, Marketing, and the Digital Out-Of-Home Awards.

After the tremendous response of the first year, we have returned for a second time to help more people experience the fear. Like the United Nations, we are committed to a world without mines – a world with hope for those countless communities living in paralyzing fear; with hope for a world with #NoMoreMines.



BEFORE DIGITAL DETONATION

AFTER DIGITAL DETONATION



DIGITAL DETONATION

Please also see the accompanying film of the exhibition.

THANK YOU !