Profile

Team Name : Aedion

Campaign name

Your Web Vote

Campaign background

YOUR WEB VOTE is a campaign that aims to build awareness of advertising in facilitating the high-quality content of the internet; what a necessary cog it is in the functioning of the media machinery offered for free. It does so through a communication campaign that leads users to a website designed as a polling ballot with a live feed. Mimicking a political campaign, this website will have two distinct sides complete with their electoral promises, both of whom are equally confident that the future of an internet, rich in quality and content, lies in widespread adoption of their ideals.

The campaign places the onus of decision-making on the audience believed to be autonomous and independent. This process is manifested in users generating support for a side through their 'votes' after assessing all facts at hand. The campaign stresses upon the idea that we need to stop and critically analyse the models of the internet via a digital referendum i.e. YOUR WEB VOTE.

The approach of a political parody will result in an entertaining and engaging campaign. The audience is encouraged to pick a side (#SustainFreeWeb or #AdFreeWeb) and join in the conversation on social media.

It is expected that YOUR WEB VOTE succeeds in taking the larger ad-blocking discourse from within the industry confines where it is currently echoed to the public domain by impressing upon the audience that they are a stakeholder too.

The insights gathered directly from the audience will be used to prepare a report that the European Media Alliance can then use as a basis to advise various industry stakeholders on advertising policies.

As far as criteria that might affect the campaign are concerned, extreme indifference of some members amongst the target audience could prove to be an impediment.

Prioritized objectives

- Engaging in discussion on social media platforms with 40% of the target audience over 3 months

- Increasing awareness about the critical role of advertising in facilitating rich and high-quality content on the internet by 50% over 3 months

- Reducing the rate of ad blocking growth in the target segment by 20% over 6 months

- Reducing the total number of current ad-blocking users by 35% amongst the target audience over 6 months

Proposed strategy & tac

On the basis of the survey we conducted among 120 people in Europe and the PageFair-Adobe Ad blocking reports of 2014 and 2015, we decided on our target audiences as follows:

- Heavy internet users in Europe approximately between 18 and 40, particularly digital natives – millennials who grew up in highly-developed online media environment and exposed to online advertising significantly

- Free online content consumers who tend to take it for granted

- Active netizens who enjoy a very high level of online autonomy and free expression

Our research shows that many in our target audience can understand how advertising funds the free media platforms they access, but they rarely realise that their individual behaviours can affect the whole internet system. 'How is it relevant to me?' – this is a recurrent question posed to us.

On the other hand, they are active in criticising the negative effect of online advertisements, which means they are inclined to speak out their opinions and join in public discussions.

Thus, we propose a voting campaign which can empower our audience with a sense of agency to believe that they have a say in this big issue. In order to shift the target audience's attitude of indifference toward the issue of ad blocking, our campaign will mimic public political debate, aiming to engage our target audience in choosing sides between 'free content with advertising' and 'paid content without advertising' and to urge them to defend their positions. In this way, we strike our audience with the consequence of using ad blocking software and hopefully shift their taken-for-granted attitude with regard to free online content over time. The campaign will engage current ad blocking users, potential users, and active internet users in public discussion, therefore, creating social pressure on ad-blocking and reverse the trend.

Creative brief

In building the fictional characters of Jack LeftSide and Max RightSide that mirror political leaders, the campaign offers an entertaining element which serves as a hook. Furthermore, the issue of a referendum is topical in Europe given its recent political climate. It equates a similar significance with the issue of ad-blocking and the future of internet financing models. It is envisaged that the audiences come to approach this debate with a degree of criticality and realise that they are an equal stakeholder. Thus, YOUR WEB VOTE hopes to commence a public conversation by motivating its target audience to 'decide the fate of the internet'.

The online poster campaign will paint a stark picture between the two 'fates' presented pushing the overall campaign agenda of sparking a critical thought process. The interactive billboard tactic aims to tap into the curious, game-loving dimension of our target's personalities in order to drive engagement and memorability vis-a-vis the incentive offered here.

The involvement of celebrities is pertinent as they are key stakeholders, given that advertising forms a critical part of their revenue. Also, it lends a glamorous touch to the campaign further ensuring social media traction helping us inevitably reach more target members.

Creative execution

The campaign begins with our core idea posed as a simple question on billboards, accompanied with just the website URL.

By tapping into the playful sides of their personalities, interactive billboards will encourage consumers to participate and encourage conversation with a reward.

On the website, one sees two distinct sides, each with representative and aggressive campaigning. The conversation is sustained further with the aid of social media using #SustainFreeWeb and #AdFreeWeb. A series of online posters pushes audiences to approach the issue with a critical mind.

Through celebrity and user-generated videos, YouTube will be used to articulate the debate further.

Media plan

We plan on commencing with a minimalistic billboard campaign at key public areas as this will build intrigue. We will also use a digital outdoor platform (interactive billboard) in the next phase to target our tech-savvy users in public.

As a key segment of our target audience involves ad-blocking users, we cannot use conventional internet advertising as it would prove to be counterintuitive. Instead, we plan on optimising the social media reach of celebrities alongside the online poster series to highlight the campaign. Videos featuring celebrities, user-generated content articulating the debate and sustained media buzz will push social media traction.

Suitable measures for assessing the proposed campaign's success

Social Media Metrics: Number of tweets, FB likes, views and comments on Youtube videos

Votes and views on the YourWebVote website

Interactive billboards: Number of unique interactions

Outdoor: Traffic passing through the area(s)

Additional information

- Transferring the site of debate: from industry circles to public domain

- Addressing all stakeholders at different points: audience, content creators (celebrities), advertisers and media outlets

- Riding the current political wave in Europe where 'referendum' has become a buzzword and mirroring the style of one

- The insights gathered through the course of the campaign will be collated into a qualitative report. It is expected that this report will help advertisers, media outlets and potentially policymakers too to chart future terrain.

Campaign summary

YOUR WEB VOTE is centred around an online vote wherein users have to pick between two options: 'free internet with advertising' or 'paid internet with no advertising'. The campaign presents two fictional figureheads in Jack LeftSide and Max RightSide who lead their respective campaigns.

Through the course of three months and various media channels, each side develops its campaign machinery directing users to the online polling ballot at YourWebVote.com. At the end of the vote, the insights gathered are used to prepare a report.

Media

- YourWebVote_AEDION.pdf