

2

*Find the
right way to tell
the story*

Materializing the content



*To support our content,
a video -case study-
will help prove their love*



Every day

**WE COME ACROSS
HUNDREDS
OF RANDOM STRANGERS**

Expressing love with words



Hook with key message

Personalized discussion flow

Ending discussion with an external unbranded link

Revelation of satellites and ESA thanks to a surprising effect

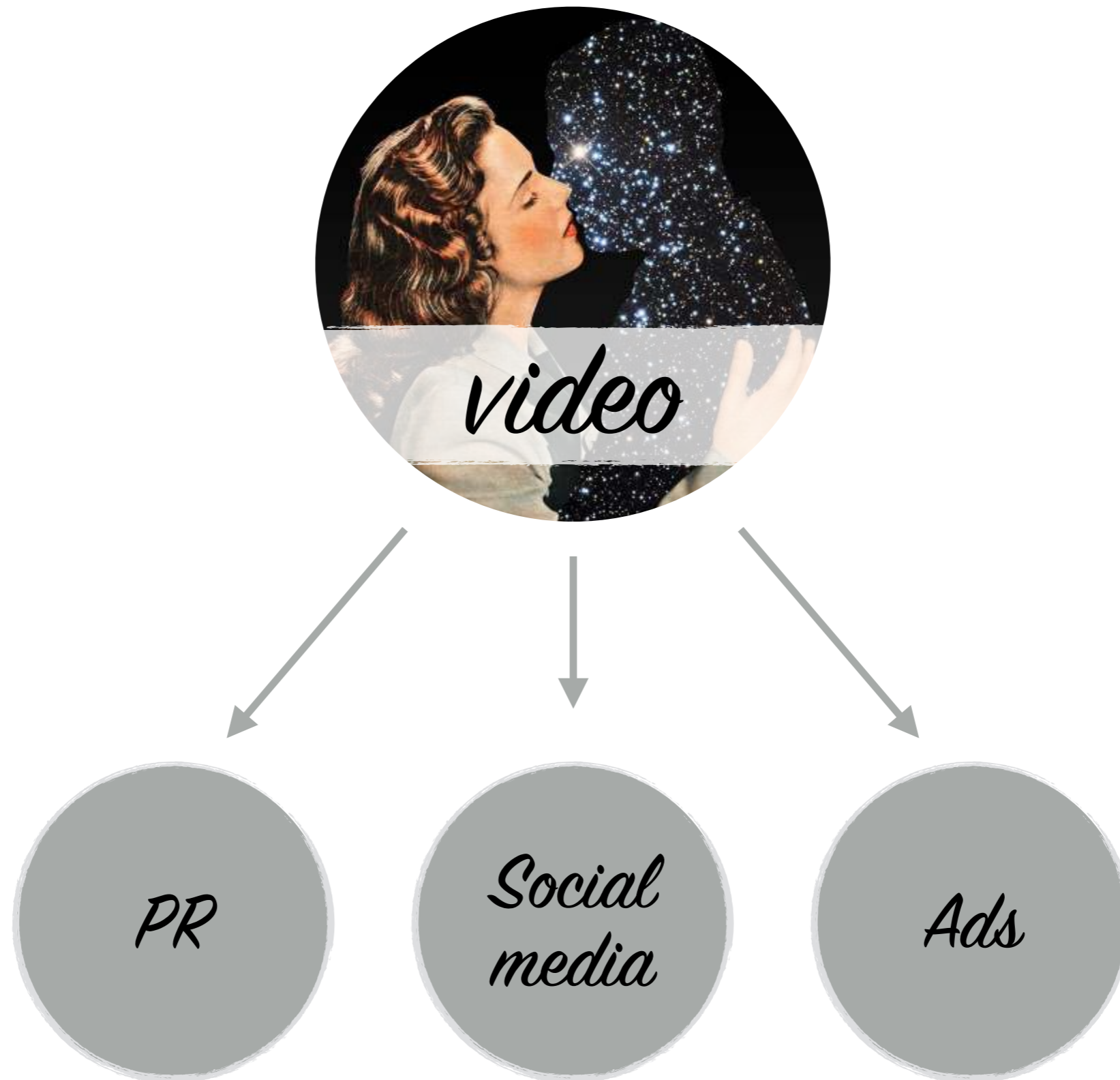


3

*Tell everyone
about this
love story*

Spread the content

When one-to-one becomes one-to-many

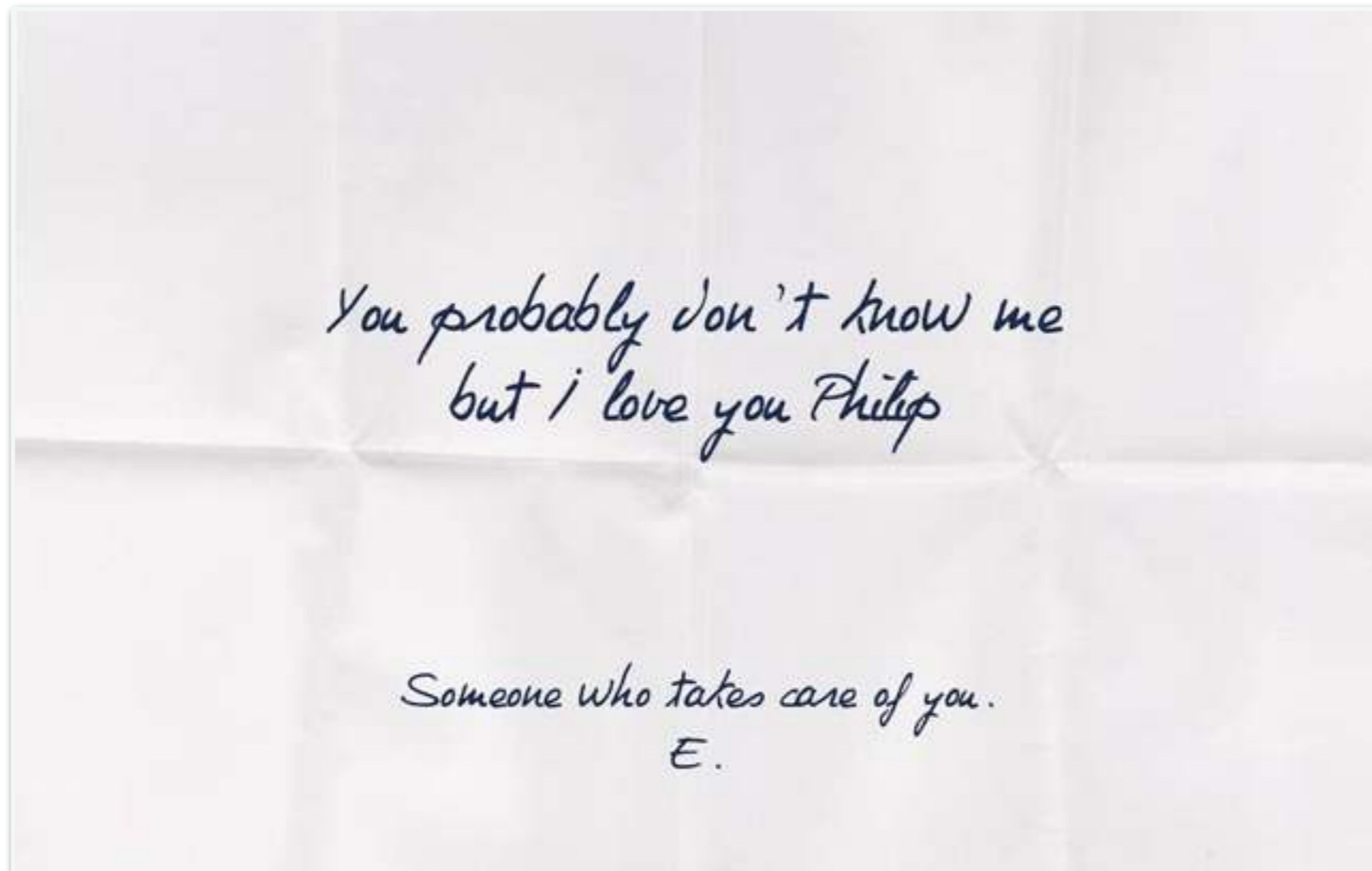


#becausewecare

1. Officially inform the press

A TWO-STEP ACTIVATION FOR JOURNALISTS

Day 1: Send an anonymous love letter



1. Officially inform the press

A TWO-STEP ACTIVATION FOR JOURNALISTS

Day 2: Send an informative email that reveals the love story

« *European Space Agency in love with Tinder users* »



NEWS MEDIA

Huffington Post, CNN, Metro, Le Monde, El Pais, Die Zeit, Vanity Fair and Elle.



TRENDS MEDIA

Konbini, Monocle Magazin, Lebonbon, Slate, Yahoo, Vice, Bored Panda (Eastern Europe), Melty, Jezebel

PROFESSIONAL MEDIA

Campaign, Brand Republic, AdAge, Adweek, Stratégies, Ads of the world, Hootsuite, Techcrunch Europe



Science youtubers

Headsqueeze, Asap Science, Vsauce

Influencers

@James May, @judestefanik

2. Inform all the friends and family

SOCIAL NETWORKS ACTIVATION (OWNED MEDIA)



310K Likes



375K Followers



101K Subscribers

*all contents branded #becausewecare
and redirected on Facebook*

Showcasing the 'love letter' everywhere...

ESA - European Space Agency

Journal À propos Photos Avis Plus

PERSONNES

★★★★★
274 535 membres J'aime
1 226 visites

Anne Sophie R. Ouwenaël Villabrun et 4 autres personnes aiment ça.

Invitez vos amis à aimer cette Page

A PROPOS

ESA - European Space Agency official Facebook page.
<http://www.esa.int/>
Impressum
Suggérer des modifications

PHOTOS

Message sur le mur

Écrivez quelque chose sur cette Page...

ESA - European Space Agency
10 h · #

Every day, we come across a hundreds of random strangers...
But, what if one day, a stranger genuinely took care of you?
How would you react?
Take a look for our last operation using Tinder

J'aime · Commenter · Partager · 513 · 101

YouTube

European Space Agency, ESA

CONNECT WITH US

Home Videos Playlists Channels Discussion About

Watch One Day, A Stranger Genuinely Took Care of You

Watch ESA: The Space Agency for Europe
65,137 views · 2 years ago

Watch ESA: The Space Agency for Europe
65,137 views · 2 years ago

Related channels on YouTube

- NASA
- ESA
- NASA Jet Propulsion Laboratory
- ESA
- Scott Wanklyn
- Videos from Space

Future missions

ESA approved Rosetta's final mission as part of its mission to study the comet 67P, leading to its landing on the International Space Station between November 2014 and May 2015. The mission is provided by ESA's ASI space agency.

ESA's official website offers a space introduction. Contact: ESA

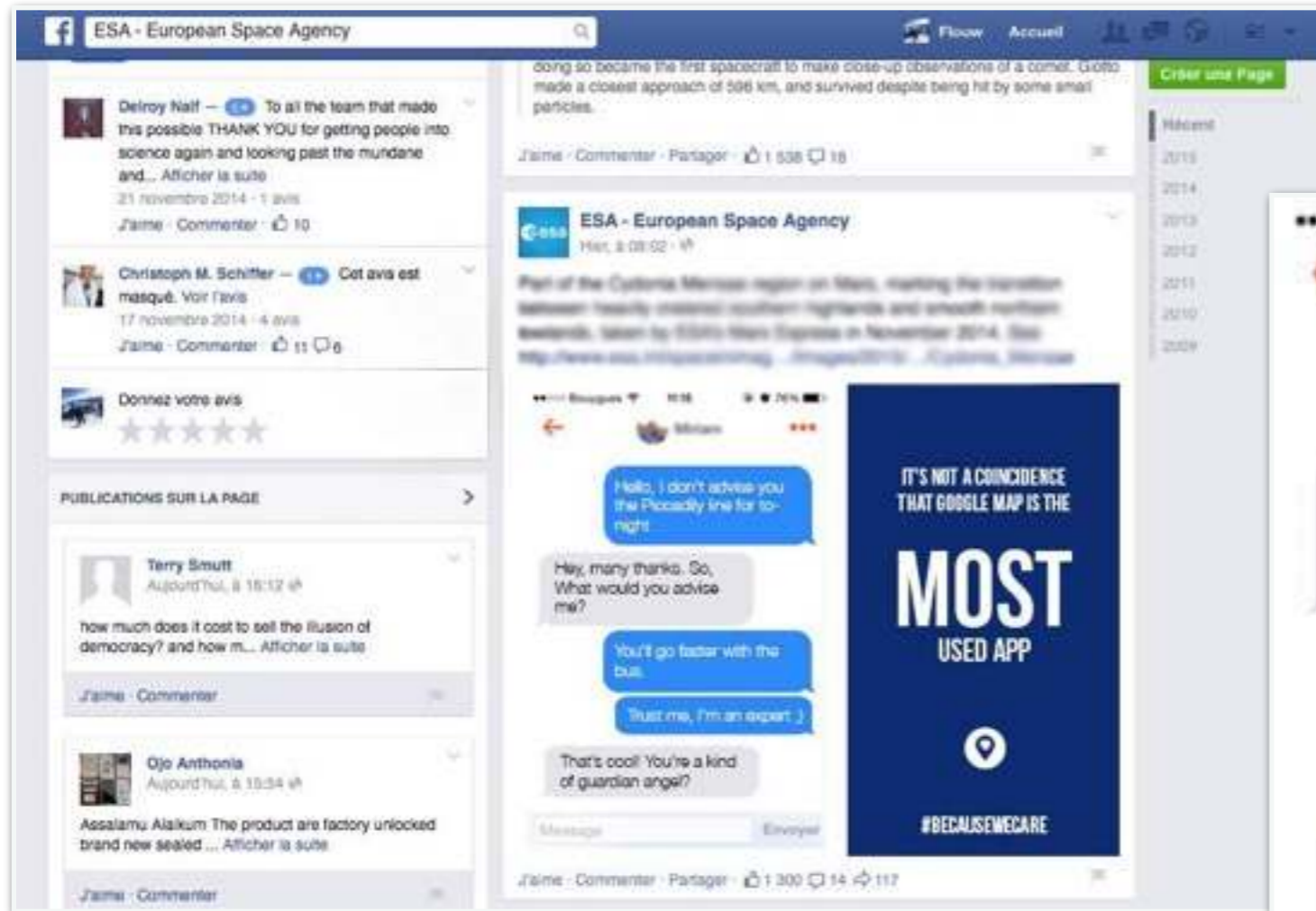
ESA's official website offers a space introduction. Contact: ESA

& using every content to spread the word about it

This screenshot shows the left side of the ESA Facebook page. It features a search bar at the top with the text "ESA - European Space Agency". Below it, there are several user comments. The first comment is from Delroy Naif, dated 21 novembre 2014, with 1 avis. The second is from Christoph M. Schiffer, dated 17 novembre 2014, with 4 avis. Below the comments is a "Donnez votre avis" section with five stars. Underneath is a "PUBLICATIONS SUR LA PAGE" section with two posts. The first post is by Terry Smutt, dated "Aujourd'hui, à 18:12", with the text "how much does it cost to sell the illusion of democracy? and how m...". The second post is by Ojo Anthonia, dated "Aujourd'hui, à 15:54", with the text "Assalamu Alaikum The product are factory unlocked brand new sealed ...". The main content area shows a post from ESA - European Space Agency, dated "Hier, à 08:02", with the text "Part of the Cydonia Mensae region on M... between heavily cratered southern highl... lowlands, taken by ESA's Mars Express | http://www.esa.int/spaceimag.../image". Below the text is a large image of the Martian surface with the hashtag "#BECAUSEWECARE" at the bottom. The post has 1 300 likes, 14 comments, and 117 shares.

This screenshot shows the right side of the ESA Facebook page. At the top, there is a search bar with "ESA - European Space Agency" and navigation links for "Fluxus" and "Accueil". Below the search bar, there is a "PERSONNES" section with a star rating of five stars, 278 641 mentions J'aime, and 1 240 visites. Below this, there is a section for "Anne Sophie R, Gwenael Villabrun et 4 autres personnes aiment ça." with a row of profile pictures and the text "Invitez vos amis à aimer cette Page". Below that is an "À PROPOS" section with the ESA logo, a video thumbnail of a planet, and the text "ESA - European Space Agency official Facebook page.", "http://www.esa.int/", and "Impressum". The main content area shows a post from ESA - European Space Agency, dated "Hier, à 13:01", with the text "Summer at -30°C. Preparing to live for four months without sunlight in cold Antarctica on the Concordia blog: http://blogs.esa.int/concordia/2015/03/13/summer-at-30/". Below the text is a large image of a red snowcat with several people in red suits sitting in front of it, with the hashtag "#BECAUSEWECARE" at the bottom. The post has 1 075 likes, 18 comments, and 56 shares. On the far right, there is a "Créer une Page" button and a "Récent" section with a list of years from 2015 to 2009.

& explaining why they are the best lovers ever




+ Best of Tinder discussions

3. Inform the general public

PAID ADVERTISING

Support social networks and PR so as to increase the campaign's impact.

 **Youtube:** TrueView (pay if not skipped)
Special video ad for the promotion (short version of the case study)

 **Facebook and Twitter:** Sponsored links

 **Native advertising:** BuzzFeed, Mashable

*all contents branded #becausewecare
and redirected on Facebook*