

Background

The Red Cross helps people in crisis whenever and wherever the situation, guided by their values of: **Compassionate, Courageous, Inclusive and Dynamic.**¹

9 of 10 emergencies the Red Cross attends its considered as a silent emergency. The Case of Lake Chad is one of them and has been considered the most neglected emergency in the World.²

Problem

Even though *costaricans* and the Red Cross share similar values, the people that is already supporting charities, don't have to way to know about the Crisis and definitely no substantial way to engage with it.



¹ British Red Cross.

² ALJAZEERA (2017) Lake Chad Basin: World's most neglected crisis rages on



Challenge

Making those that help, realize there is a wider field of action they've never heard about.



Our Goals

Drive Awareness: Increase awareness for the Lake Chad Silent Emergency.

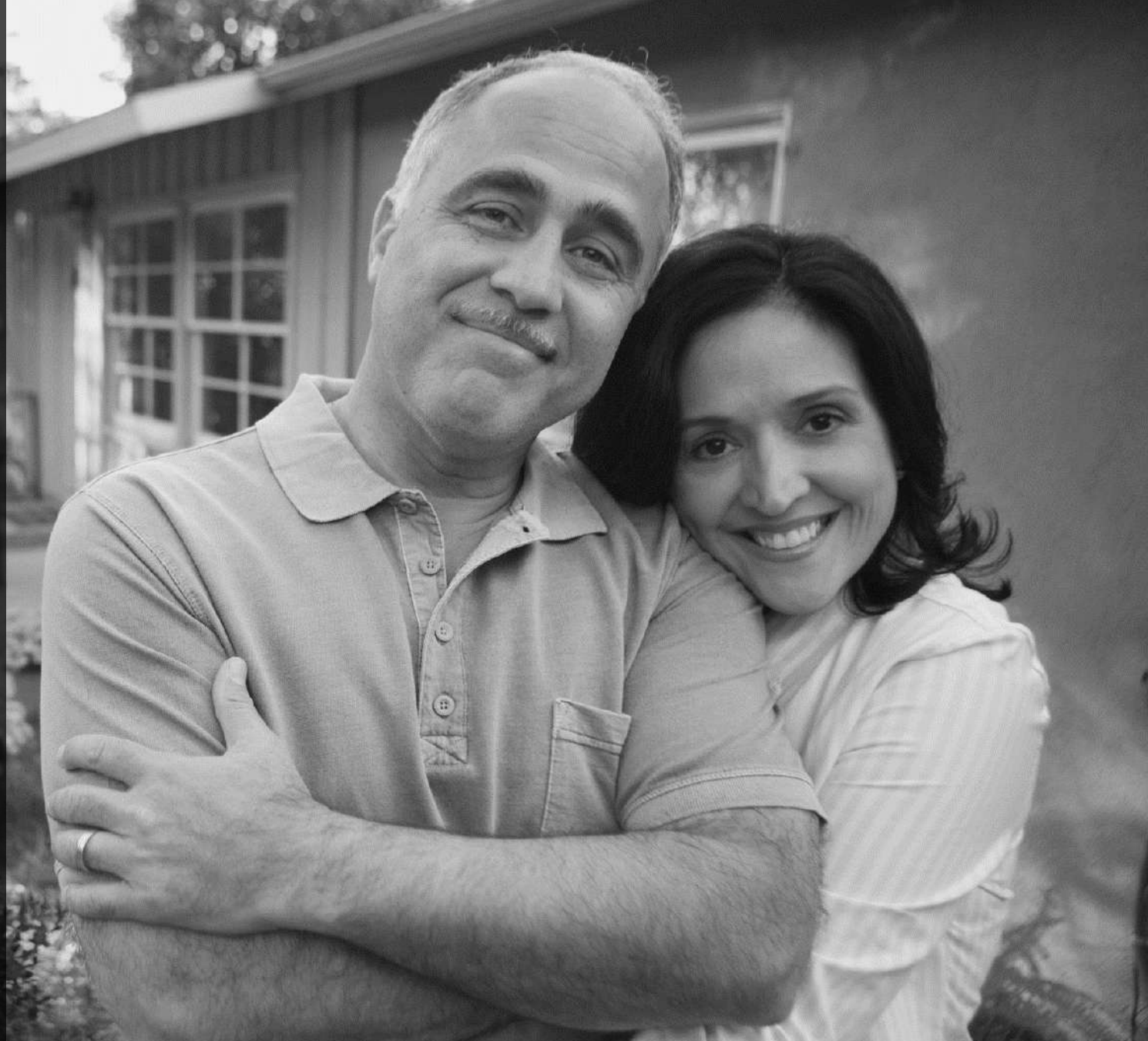
Convert It to action: Increase the number of active donors.



The Target

Discerning Philanthropists

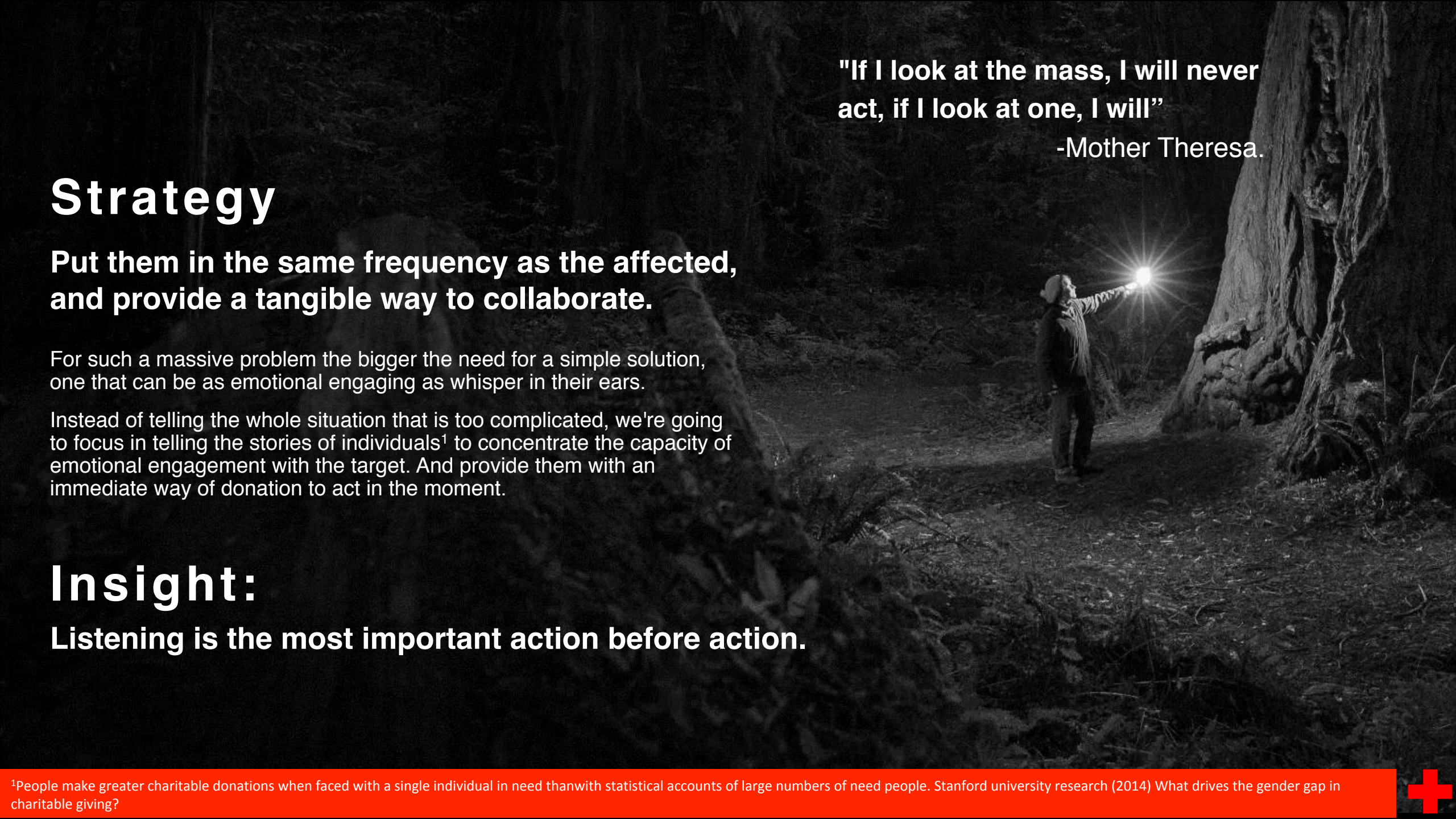
- Men and women over 45, average 53 years old. (abc1)
- They already donate to other causes regularly.
- 52% believe is their labor to leave behind a grateful legacy to the world.
- Need to make real the cause, because they donate according to their values¹.
- They consume social media on Facebook. Watch TV and receive the newspaper in their houses everyday.
- Theirs families are very important for them.
- Their put their own health ahead of other necessities².



¹ 80% of donors are motivated to give to cause they personally believe in 62% have been personally affected by the cause or organization

² Smith&Jones (2017) Gen X. The health care consumer is born.



A black and white photograph of a person standing in a dark forest, holding a flashlight that illuminates a path ahead. The person is wearing a hat and a jacket. The forest is dense with trees and undergrowth.

"If I look at the mass, I will never act, if I look at one, I will"

-Mother Theresa.

Strategy

Put them in the same frequency as the affected, and provide a tangible way to collaborate.

For such a massive problem the bigger the need for a simple solution, one that can be as emotional engaging as whisper in their ears.

Instead of telling the whole situation that is too complicated, we're going to focus in telling the stories of individuals¹ to concentrate the capacity of emotional engagement with the target. And provide them with an immediate way of donation to act in the moment.

Insight:

Listening is the most important action before action.

¹People make greater charitable donations when faced with a single individual in need than with statistical accounts of large numbers of need people. Stanford university research (2014) What drives the gender gap in charitable giving?



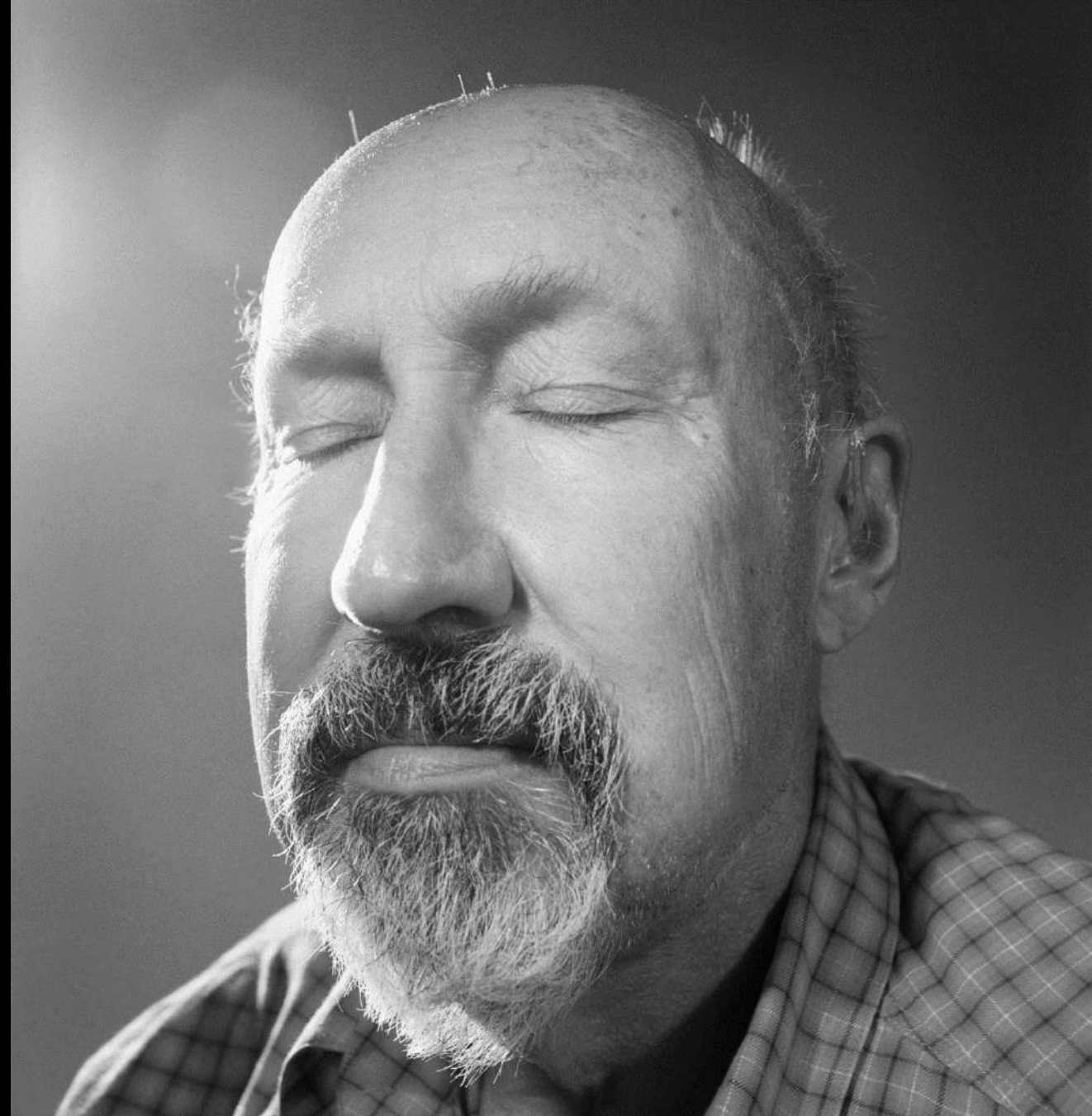
Solution

Make them listen beyond the silence

In order to make our target and put them in the same in the same frequency as the affected. We'll rely on science and technology to make tangible what years of silence have kept apart.

For this we're going to play with the hearing spectrum of the human ear and infrasound¹. The infrasound can make the people feel sad and fear and it's used in some movies to make people feel stronger their emotions².

Besides, between the 30 to 40 years old the people begging to lose the capacity of hearing³ and in Costa Rica around these age the people tend to go more often to the medical service for periodical checks⁴.



¹Sound that is lower in frequency than 20 Hz or cycles per second, the "normal" limit of human hearing

² BBC (2017) La musica que sirve para manipular emociones

³ Hearing.org (2016)

⁴ Morera & Aparicio (2010) Determinantes de la utilizacion de servicios de salud en Costa Rica.



Creative Idea:

The hearing test that saves lives

A message designed for those that think when it comes about charity, they've heard it all.

How it works:

Starting as a regular hearing test, put on some headphones and it will begin to play examples of ordinary sounds at down going sound frequency, every time you heard the sound you tap the button to continue



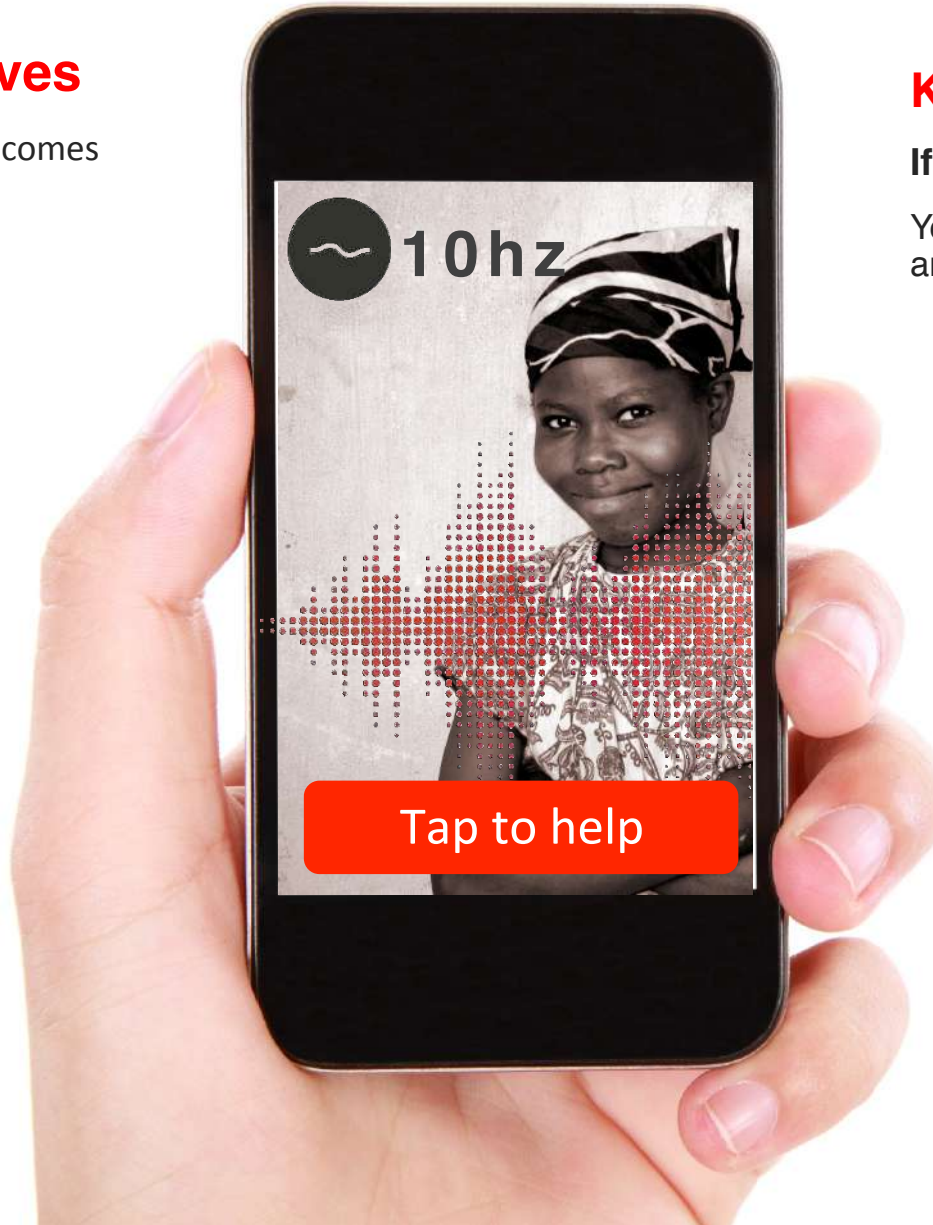
Tap if you hear

And so on until you reach 20hz the point where the human hearing losses track, until now...



Tap if you care

Following the layers of silence the stories from individuals from Lake Chad Crisis will emerge. By tapping that you care you're invited to go deeper into the sound of their silence to emotionally engage with their tales. Finishing with an invitation to solidarize with them.

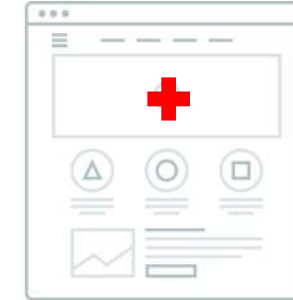


Key Message:

If you can hear them, you can help them!

Your support can help end the silence of despair and bring the sound of hope to Chad Lake.

Landing Page:



- Cause information.
- Other Non Told stories.
- Cause support options.
- Make some noise.



Implementation*



Awareness

Online Test and Individual Stories.
While the test will live online in our landing page, it will also be pushed by our partners in social media and tactics driven to reach our target in key places of their lifestyle.

Tactics



Give and Receive

With the test the people can access to a landing page that help us make the experience more accessible, make easy do a donation.

For each donation the people realize, they are going to receive a special reward (depend of the money they gave) that make them always remember they are part of the project.



Efficiency

Demonstrate positive result of participant actions
We show in our FB page and landing the reaction videos and give people constant report about the donations and the use we use the resources.



Amplification



KPI'S

Increase the traffic to the landing page (15% in the first month of the campaign and the same in the other months)

A positive sentiment in FB reaction (increase 10% the positive reaction -like and love- on FB history) and share content.

Media notes (radio and TV)

Effective Donations (the people make the test is the same than donate)

Evaluation

The campaign is going to be on air for 4 months (November to January) after all, We need to **evaluate the tactics** we apply, the influencer we use and the partnership we did. All of these to make the decision about the future of the strategy and the next step to improve it.

Risks

Demonstrate positive result of participant actions
We show in our FB page and landing the reaction videos and give people constant report about the donations and the use we use the resources.



Does it Resonate with The Red Cross Values:

Compassionate:

It allows people to empathize with the terrible life conditions of those in Lake Chad.

Courageous:

It takes the discussion about a silent emergency to whole new frequency while it gives people the chance to take a stand and act.

Inclusive:

Helps one silent emergency to have a voice and make people realize there's a wider field of action.

Dynamic:

Because know the people doesn't live in one world, their lives occur on and off live and be dynamic in a organic way to understand the common day of the target.

