

CASSIES 2011 Cases

Brand/Case: Because I am a Girl

Winner: Not for Profit—Gold

Client Credits: Plan Canada

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 Craig Goodwill – Director/Filmmaker
 Paul Haft – Haft2

Agency Credits: Wunderkind

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 Venus Sinson – Art Director
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 Global Mechanic – Animation production company
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Crossover Notes: All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since CASSIES1997. The full set for CASSIES 2011 can be downloaded from the Case Library section at www.cassies.ca

Crossover Note 1. What a Brand Stands For.
Crossover Note 2. Brand Truths.
Crossover Note 10. Conventional Wisdom—should it be challenged?
Crossover Note 26. Awareness Alone.
Crossover Note 33. Changing the Target Audience.

To see creative, go to the Case Library Index and click on the additional links beside the case.

Section I — BASIC INFORMATION

Business Results Period (Consecutive Months):	July 2009 – June 2010
Start of Advertising/Communication Effort:	September 2009
Base Period as a Benchmark:	July 2008 – June 2009
Geographic Area Covered:	GTA/Ontario; national on specialty TV and select print
Annual Budget Range:	\$1 million

Section II — SITUATION ANALYSIS

a) Overall Assessment

Founded in 1937 Foster Parents Plan was a well known and highly respected NGO with over 100K monthly recurring donors and more than \$100 million in annual revenues. The organization underwent a name change in 2004 to “**Plan Canada**” following a rebranding exercise at the International level several years earlier. The impact was significant with both aided and unaided brand awareness numbers dropping to the single digits.

In addition to address this pressing awareness issue “Plan Canada” had to differentiate from well-known competitors including World Vision. **Crossover Note 26**. As well, the donor audiences were overwhelmingly 50+, putting the long-term sustainability of fundraising at risk. A fresh approach and a distinctive value proposition was required to propel Plan Canada into the limelight and attract new audiences. **Crossover Note 33**.

“Because I am a Girl” is an initiative created by Plan International to raise awareness and funds in support of girls in the developing world. On September 22 of each year Plan International issues a global report on the situation of girls in the developing world, and substantial research indicated that:

- a) Girls and women constitute 70% of the world’s population living in extreme poverty (less than one dollar a day)
- b) Investing in girls is the most effective way to alleviate poverty and instability in the developing world. In the words of the head of the World Bank, “Investing in girls is the best ROI in the developing world.” It was time to let this be known – and to begin a major effort to change the future of girls and the communities they live in.

Plan Canada, working with Wunderkind, decided to launch a campaign around Because I am a Girl, to begin inspiring a Canadian movement around an issue – and solution – whose time has come. **Crossover Note 1**.

b) Resulting Business Objectives

For the period from the Sept 2009 campaign launch to the end of FY10 (June 30, 2010):

- Attract 100,000 unique visitors to becauseiamagirl.ca
- Attract new audiences – millennials and teens/tweens – to Plan Canada
- Increase fundraising results for “girl-focused” products
 - Nearly double Gifts of Hope items earmarked for girls in the developing world (\$411,848 raised in FY09; target of \$800,000 in FY10)
 - Raise \$100,000 through the first-ever “Girl Appeal Letter” in direct mail, supported by the Because I am a Girl brand campaign
 - Raise \$100,000 in online donations through becauseiamagirl.ca

Section III — STRATEGIC THINKING

a) Analysis and Insight

Brand mapping by strategic consultancy Scientific Intelligence revealed that a new Because I am a Girl brand must be a fresh, distinctive and inspiring antidote to the pity-inducing, documentary-style messaging from traditional humanitarian organizations. It also indicated that the campaign needed to pivot quickly from a hard-hitting message about the plight of girls to an inspiring message about their power to change the world.

Crossover Note 2.

On the heels of this qualitative study, market research firm Strategic Navigator ran 1,505 online interviews using a national consumer panel. This assessed what aspects (scholarships, economic empowerment, human rights) had the highest propensity to attract donations. It also found that those with the highest propensity to give were women (22%) vs. men (14%), highest among Millennials, and more specifically Millennials in Ontario.

b) Communication Strategy

We focused on “daughters and moms,” and as the DNA of the campaign, we wrote a manifesto print/outdoor ad that declared the truth of the cause in a few simple lines. This became the rallying cry for the campaign and influenced all other creative and media. We also developed an integrated trans-media campaign for Because I am a Girl. This included:

- A sophisticated microsite
- Animated TV spots with a fresh, youthful voice and imagery
- Wild postings and transit posters in high traffic areas for girls and moms – with corresponding t-shirts and downloadables available on the microsite
- Print ads in publications such as Verve Girl, Today’s Parent, Chatelaine
- Media sponsorship and public relations events
- A Because I am a Girl school tour across Ontario and Canada during fall 2009 and Spring 2010, with branded creative from our campaign throughout

Section IV — KEY EXECUTIONAL ELEMENTS

a) Media Used

CHANNEL	NAME	CAMPAIGN PERIOD	DURATION	CHANNEL	NAME	CAMPAIGN PERIOD	DURATION
OUTDOOR	WILD POSTERS - POLES	FALL LAUNCH	SEPT 22 - OCT 19	WEB / SOCIAL MEDIA	MTV.CA - SITE TAKE OVER	FALL LAUNCH	SEPT 22-23
	WILD POSTERS - OUTDOOR	FALL LAUNCH	SEPT 22 - NOV 1		MTV.CA, MUCHMUSIC.COM & MUCHMORE.CA	FALL LAUNCH	SEPT 22 - NOV 1
	WILD POSTERS - INDOOR	FALL LAUNCH	SEPT 22 - NOV 1		CORUS - YTV.COM / CMT.CA / W NETWORK.COM	FALL LAUNCH	SEPT 22 - NOV 8
	TTC SUBWAY - INTERIOR VERTICAL POSTERS	FALL LAUNCH	SEPT 22 - NOV 1		SYMPATICO.CA	FALL LAUNCH	OCT 5 - NOV 8
	DOORHANGERS	FALL LAUNCH	SEPTEMBER 23		FACEBOOK.COM	FALL LAUNCH	SEPT 22 - NOV 1
	WILD POSTERS - OUTDOOR	SPRING 2010	MAY 10 - JUNE 20		CHARTATTACK.COM	FALL LAUNCH	SEPT 22 - OCT 12
	TTC SUBWAY - INTERIOR VERTICAL POSTERS	SPRING 2010	MAY 10 - JUNE 20		VERVEGIRL.COM E-BLAST	FALL LAUNCH	SEPTEMBER 25
	TTC SUBWAY/BUS/STREET CAR - INTERIOR HORIZONTAL POSTERS	SPRING 2010	MAY 10 - JUNE 20		ROGERS TEEN WEBSITE CHANNELS INCLUDING:	FALL LAUNCH	SEPT 22 - NOV 1
	MALL POSTERS	SPRING 2010	MAY 17 - JUNE 13		COSMOGIRL.COM, ECRUSH.COM, ESPIN.COM, SEVENTEEN.COM, TEENMAG.COM, TEENFLARE.COM		
TELEVISION	CORUS: CMT, W NETWORK & YTV (BILLBOARDS, CLOSED CAPTIONING & INTERSTITIALS)	FALL LAUNCH	SEPT 22 - OCT 4		ROGERS WOMEN WEBSITE CHANNELS INCLUDING:	FALL LAUNCH	SEPT 22 - NOV 1
	CORUS: CMT, W NETWORK & YTV (-30'S)	FALL LAUNCH	OCT 5 - NOV 1		COSMOPOLITAN.COM, GOODHOUSEKEEPING.COM, MARIECLAIRE.COM, REDBOOKMAG.COM, CANADIANPARENTS.COM, CHATELAINE.COM, FLARE.COM, GLOW.CA, LOULOU MAGAZINE.COM/ENGLISH, MACLEANS.CA, TODAYSPARENT.COM, HELLOMAGAZINE.CA		
	VARIOUS: CTV, CBC, CITY, CTS, CP24, OMNI 1&2, CH, A CHANNEL (-30'S)	FALL LAUNCH	OCT 5 - NOV 1		LOU LOU E-BLAST (ROGERS)	FALL LAUNCH	NOVEMBER 02
	CP24 - WEATHER BOX TAKE OVER (-10 OCCURS AT 6 MIN. PAST THE HOUR)	FALL LAUNCH	OCT 12 - NOV 1		CITYPARENT.COM	FALL LAUNCH	SEPT 22 - NOV 8
	CORUS: CMT, YTV & W NETWORK	SPRING 2010	MAY 10 - JUNE 20		TODAYSPARENT.COM - GIRL QUOTIENT QUIZ	FALL LAUNCH	OCTOBER 09
					CORUS - CMT.CA & WNETWORK.COM	SPRING 2010	MAY 10 - JUNE 20
PRINT	TODAYS PARENT	FALL LAUNCH	NOV ISSUE	CORPORATE	OLSEN POSTCARD	FALL 2009	OCT - DEC
	CITY PARENT	FALL LAUNCH	2010 CALENDAR		OLSEN MANIFESTO CASH CARD	FALL 2009	OCT - DEC
	CHATELAINE	FALL LAUNCH	NOV ISSUE		OLSEN IN-STORE BANNERS	FALL 2009	OCT - DEC
	ASIAN WOMAN MAGAZINE	FALL LAUNCH	FALL ISSUE		DANIER POSTCARD	FALL 2009	OCT - DEC
	FUSIA	FALL LAUNCH	FALL ISSUE	SCHOOL TOUR	BANNERS	FALL 2009	NOV - DEC
	VIVA	FALL LAUNCH	NOV ISSUE		POSTCARDS	FALL 2009	NOV - DEC
	GIRL WORKS	FALL LAUNCH	NOV-DEC		BANNERS	SPRING 2010	MAY - JUNE
	TORONTO SYMPHONY ORCHESTRA'S YOUNG PEOPLE'S CONCERTS ACTIVITY BOOK	FALL LAUNCH	OCTOBER		POSTCARDS	SPRING 2010	MAY - JUNE
	ZOOMER MAGAZINE	SPRING 2010	MARCH				
RADIO	PSA CHFI-FM (ERIN DAVIS)	FALL LAUNCH	SEPT 22 - NOV 1				
	PSA BIAAG CREATIVE	FALL LAUNCH	SEPT 22 - DEC 31				
	ROD BLACK PSA	SPRING 2010	MARCH - APRIL				

b) Creative Discussion

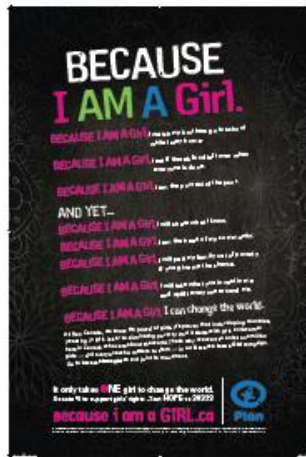
Using insights from the brand mapping, and to differentiate from the “flies on eyes” messaging of the NGO category, we decided not use any photography in the campaign whatsoever. **Crossover Note 10**. All creative is text-based, inspired by the 1990s political text art of Jenny Holzer and Barbara Kruger. Bold statements – including single words such as “Hope,” “Power” and “Are you the one?” – defined the campaign. As noted, the manifesto ad, designed to convey the plight and the power of girls in eight simple lines, quickly became the moral and creative centerpiece of the campaign.

c) Media Discussion

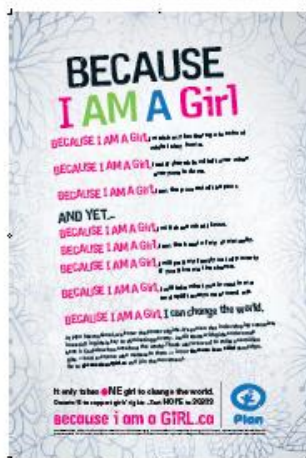
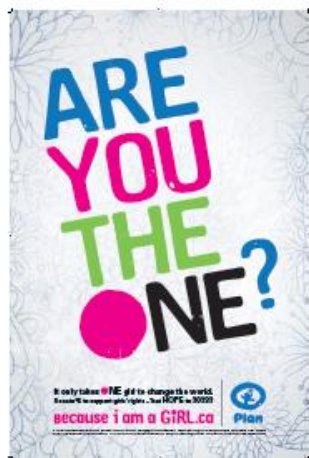
Because this is a not-for-profit, the media budget was quite modest (\$747,000). The decision was made to focus on the GTA when it came to outdoor and transit, where there is a high concentration of potential donors. Transit, especially subway ads, were given priority given the “captive audience” of that channel. Select specialty TV and print media allowed us limited national reach.

We also used guerrilla methods, such as door hangers on front doorknobs in affluent neighborhoods, with messaging that stated “It only takes one girl to open the door,” and the manifesto and URL printed on the back.

Because I am a Girl – Fall Launch Creative (Outdoor / TTC)



Because I am a Girl – Spring Creative (Outdoor / TTC / Mall Posters)



Because I am a Girl – Fall Launch Creative (Fall School Tour Postcard / Pop-up Banners)



Because I am a Girl – Fall Launch Creative (Olsen Postcard / Danier Postcard)



Because I am a Girl – Fall Launch (Print Ad / Olsen Banner)



Because I am a Girl – Spring Creative (Spring School Tour Postcard)



Because I am a Girl – Microsite / Facebook Page



Because I am a Girl – BIAAG 30sec Animation PSA



Because I am a Girl – Web Intro Video



Because I am a Girl – Ngozi Paul PSA



Section V — BUSINESS RESULTS

The following is a direct comparison of business objectives to results for FY10 (July 1, 2009 – June 30, 2010), the first year of the campaign:

1) Against Objectives:

Target Objective	Actual
100,000 unique visitors on microsite	133,000 unique visitors (33% above target)
Attract Millennial and Tween/Tween audiences to Plan	79% of unique visitors were between the ages of 10 and 30 y.o (as compared with average age of traditional Plan donor: 57 y.o)
Increase girl-focused Gifts of Hope from \$411,848 in FY09 to \$800,000 in FY10	\$1,552,455 in girl-focused Gifts of Hope raised (nearly double of target)
Raise \$100,000 through new "Girl Appeal Letter"	\$220,239 raised (more than double of target)
Raise \$100,000 in online donations on microsite	\$108,000 raised on becauseiamagirl.ca (8% above target)

2) Additional Results:

Microsite metrics

Metric	Total Since Launch (09/22/09 – 06/30/20)
Members joined	3,056
Unique Visitors	133,333
Number of ePetitions signed	5607
Facebook fans	19,187
T-Shirts sold online	2,022
Total visits to the site	160,341

The BIAAG campaign has also driven growth in corporate partnerships in FY10.

- Olsen, Danier and Uniglobe – previous Plan partners – have directed a portion of fundraising to BIAAG. Total value is over \$100,000 in cash and impressions.
- Sears Canada has signed on Because I am a Girl as the key cause partnership for its new line of girls clothing called Girl Confidential, launching nationally in Feb. 2010. The media and cash value of this partnership is estimated at \$150,000.
- Pemberton Group, one of the GTA's largest condo development companies, has made a \$250,000 commitment to Because I am a Girl with significant marketing support.
- Other corporates including Birks and Marcelle Cosmetics committed in a variety of ways from cash donations to a portion of proceeds from sales to highly engaging events/ endorsement.

3) Total Funds Raised

In total, (including BIAAG Gifts of Hope, Girl Appeal Letter, online donations at becauseiamagirl.ca, BIAAG corporate and major gifts): \$3,180,694.

Section VI — CAUSE & EFFECT BETWEEN ADVERTISING AND RESULTS

a) General Discussion.

This campaign represented the single most significant new investment and marketing effort in the history of Plan Canada. Ongoing and recurring activities continued as per previous years, from DRTV programming on child sponsorship to direct mail campaigns and other direct response programs. BIAAG was the only advertising-focused brand/issue campaign for Plan Canada.

The greatest success was with Gifts of Hope (GOH), which is a catalogue containing numerous “gifts” donors can give to communities in the developing world, ranging from stoves to wells to scholarships. It focuses in the fall period, exactly coinciding with the BIAAG campaign launch, and, as noted, this effort raised over \$1.5 million, compared to \$411,848 the year before.

Meanwhile, we raised substantial funds and media value through corporate partnerships and major fundraising, and the corporate partnership and major gifts teams attribute this directly to the impact of the BIAAG campaign.

Finally, before the launch of the BIAAG campaign we did not enjoy success with Millennials and youth. The BIAAG campaign, as measured by traffic and age group data from the microsite, resulted in 133,000 unique visitors, 79% of whom were Teens/Tweens and Millennials.

b) Excluding Other Factors

- **Spending Levels** – Budget was quite modest (\$477,000 for media, \$270,000 for production).
- **Pricing** – Not applicable, as this was a fundraising campaign for a charitable organization.
- **Distribution Changes** – Not applicable, as per the above.
- **Unusual Promotional Activity** – There were no unusual promotional activities for Because I am a Girl.
- **Other Potential Causes** – There were no current events, major news items, competitive campaigns, or other potential causes that could explain the success of the campaign.

END