



## MMA CASE STUDY

**SMARTIES**

# Evil Did Not Win

## Campaign Summary

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As the first anniversary of the Sandy Hook shooting approached, FamilyShare Network found a positive message and shared it with millions around the world using social media. With a budget of just \$7,500, all technology favored mobile users who could see, view, and share the video via mobile.

## Strategy

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### Objective and Context:

As the first anniversary of the Sandy Hook shooting approached, FamilyShare Network wanted to find a positive message to share and bring hope to millions around the world. The goal was to influence the news industry by sharing a message of hope amid the anniversary of such a horrible tragedy.

The FamilyShare Network's largest challenge was taking the U.S. event and making it relevant in Latin America and other countries around the world. Specifically, the goal was to drive one million video views on YouTube in English, Spanish, and Portuguese.

### Target Audience:

The primary audience was families in the United States who were connected to the tragic deaths of more than 20 children and their teachers. In particular, young parents from age 30 to 45 would relate, as they had children the same age as the innocent victims.

### Creative Strategy:

FamilyShare Network found a message of hope that resonated with families everywhere, and the story focused on one little girl lost in the shooting and her family.

As a news agency/publisher with a social network of 87 million followers, the FamilyShare Network's media strategy revolved around three things:

1. Social sharing with its followers
2. Integration on its news sites and in print journalism
3. Airtime of video on local evening news

## Execution

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### Overall Campaign Execution:

This was the first year of the video campaign. Six months prior to the campaign, another campaign was run for Mother's Day and Father's Day. From the original campaigns, the FamilyShare Network learned how to adapt the message and make the video focus on the audience. A new video player technology embedded the video on the company's site and included a new thumbnail image to entice viewers to watch the video. Forty percent of video traffic came from mobile.

### Mobile Execution:

Seventy percent of the FamilyShare Network's audience is on mobile, which is where the entire promotion budget was allocated. The budget was a meager \$7,500. All technology favored mobile users who could see, view, and share the video via mobile.

## Results

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The innovation of this campaign relied heavily on content creation with the goal of hope amid a tragedy. Judging by social engagement, consumers received the video well.

The campaign far exceeded its goals. On social media alone, more than 8.8 million viewers saw the video posts, with more than 190,000 users engaging with the content. The top third-party site that featured the video provided more than one million video views.

## Source

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"Evil Did Not Win." 2014 MMA Smarties Social Impact/Not for Profit Global Finalist. Brand: FamilyShare Network. Lead Agency: Deseret Digital Media.