

# Campaign Preview

Partner Engagement

**WORLD HUMANITARIAN DAY**



WORLD  
HUMANITARIAN  
DAY

15 YEARS

World Humanitarian Day (WHD), which takes place every year on **19 August**, was designated by the General Assembly to coincide with the anniversary of the 2003 bombing of the United Nations headquarters in Baghdad, Iraq.

Originally designed to recognize aid workers, overtime WHD has evolved to highlight different areas related to humanitarian action, mobilizing every day people to advocate for the broader humanitarian cause.



AID WORKERS ARE  
#NOTATARGET

ORIGINAL PHOTO BY ICRC / ANNIBALE GRECO





# CANAL HOTEL BOMBING

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BAGHDAD, IRAQ

19 AUGUST 2003

On 19 August 2003, a bomb attack on the Canal Hotel in Baghdad killed 22 humanitarian aid workers, including the UN Special Representative of the Secretary-General for Iraq, Sergio Vieira de Mello. Five years later, the General Assembly adopted a resolution designating 19 August as World Humanitarian Day.

The Canal Hotel bombing was a massive loss for the United Nations and the humanitarian community, and it marked a turning point for the need to increase the protection of humanitarian operations in Iraq and worldwide.

Each year, World Humanitarian Day focuses on a theme, bringing together partners from across the humanitarian system to advocate for the survival, well-being, and dignity of people affected by crises, and for the safety and security of aid workers.





## In Review

**2012** We reached over a billion people with the **‘I Was Here’** campaign, featuring Beyoncé.

**2013** We raised hundreds of thousands of dollars with the **‘The World Needs More’** campaign, featuring David Guetta.

**2014** We celebrated **#HumanitarianHeroes**, sharing over 300 stories from the field.

**2015** We asked people to **#ShareHumanity** by donating their social media feeds to give a platform to people affected by humanitarian crisis. More than 80,000 people donated their social feeds.

**2016** **#ImpossibleChoices** saw the launch of an unprecedented Twitter campaign evoking a collective global citizenship to call on world leaders to adopt a new changed agenda.



# WHD 2017

## #NOTATARGET

Advocating for the protection of civilians in armed conflict, the campaign centred around #NotATarget, a hashtag originally developed by Médecins sans Frontières after its 2016 hospital bombing in Kunduz, Afghanistan.

### IN NUMBERS

- Overall campaign seen over 166.5 million times across digital platforms
- Garnered 2.5 million social engagement actions (likes, shares, comments, clicks)
- Motivated 222,378 social media conversations
- PSA video seen over 1.5m times on Facebook; shown in 20 million homes across USA
- Generated 27,011 petition signatures organically (garnered without media spend behind petition-signing efforts)
- Received over 120,000,000 impressions from public relations media efforts
- Received over \$1million in added value placements across media (social, outdoor, TV, digital, PR)



CIVILIANS ARE  
**#NOTATARGET**

LEARN MORE AT  
[WORLDHUMANITARIANDAY.ORG](http://WORLDHUMANITARIANDAY.ORG)







# People We Advocate For in Armed Conflict

CIVILIANS IN URBAN AREAS

CHILDREN

TARGETS OF SEXUAL VIOLENCE

HUMANITARIAN WORKERS

HEALTH WORKERS

FORCIBLY DISPLACED PEOPLE

**On World Humanitarian Day 2018,  
Global citizens will unite to face  
world leaders and remind them  
that civilians are**

**#NOTATARGET**

# W H D 2 0 1 8

## The Declaration

This World Humanitarian Day we continue to bring attention to the millions of civilians affected by armed conflict every day. People in cities and towns struggle to find food, water, and safe shelter, while fighting drives millions from their homes. Children are recruited and used to fight, and their schools are destroyed. Women are abused and humiliated. As humanitarian workers deliver aid, and medical workers treat the wounded and sick, they are directly targeted, treated as threats, and prevented from bringing relief and care to those in desperate need.

The humanitarian concerns described here can't possibly capture the lives of all those affected by conflict around the world. From people with disabilities, to the elderly, migrants, and journalists, all civilians caught in conflict need to be protected.

Join the [#NotATarget](#) movement and demand world leaders to do everything in their power to protect all civilians in conflict.



# Target Audience

This year, we are leveraging our 2017 pool of Facebook users who viewed WHD videos, as well as new users who match the following criteria:

- Facebook mobile app users
- Major urban areas across Asia, North America, Latin America, Europe, and Africa
- Follow International news / new publications OR have engaged with a humanitarian organization recently
- Have posted on Facebook recently
- 18+ (or 21+ where age of consent is higher)





A black and white photograph of a woman wearing a headscarf, holding a baby. They are in a dark, rainy environment, with raindrops visible in the air. The woman is looking off to the side with a serious expression. The baby is looking down. The overall mood is somber and urgent.

# THE CAMPAIGN



Politics

Lessons from the 2016 election  
Congressional elections: the good, the bad, and the ugly  
State of the Union: the good, the bad, and the ugly

Economy

Lessons from the 2016 election  
New wave of technological innovation  
Automation: the good, the bad, and the ugly

Science

Lessons from the 2016 election  
The future of artificial intelligence  
New wave of technological innovation

Reports

Lessons from the 2016 election  
Congressional elections: the good, the bad, and the ugly  
State of the Union: the good, the bad, and the ugly

Technology

Lessons from the 2016 election  
New wave of technological innovation  
Automation: the good, the bad, and the ugly



# The New York Times

## Daily News Cover Page Realistic Mockup

Lessons from the 2016 election  
Congressional elections: the good, the bad, and the ugly  
State of the Union: the good, the bad, and the ugly

VOL. CLXXII, No. 50,700

New York, New York

WEDNESDAY, DECEMBER 14, 2016

Price: \$1.50

## UN innovates with a petition that can be signed with a selfie

The UN will unveil a living sculpture signed with the faces of real people to signify to World Leaders that the world is watching.





**This WHD we will create the first living petition: a social media powered sculpture that will be unveiled at the United Nations to face world leaders.**

Written petitions are easy to evade, numbers are impersonal, but people – face to face – are not.

That's why this World Humanitarian Day, world leaders won't just get a list of names that are easy to overlook.

Instead, they'll see thousands of frustrated global citizens looking them in the eye – a united rally cry that will be hard to ignore.





## A meaningful Selfie. Your face becomes more powerful than your signature.

This year, we've completely **re-imagined what a petition looks like.**

Taking a selfie is an everyday habit for millions of global citizens, but it can also be **a powerful, human representation of support.**

This year, by giving a deeper meaning to Selfies, global citizens faces have the power to become tangible signatures of support for #NotATarget.





**It begins by sharing stories.**



## CIVILIAN / CHILD / IDP / EDUCATION :15 - 6.29

We see an image of a teenage girl in the middle of a tent camp in the desert.

**VO/SUPER:** I miss what life used to be like. Going to school, playing with my friends and not worrying about bombs falling.

We slowly zoom in on the teenage girl.

**VO/SUPER:** It's not like that now though. I have no school, and while I play on the safe side of the fence, I'm scared every time I remember the bombs.

Continuing to zoom in, soon all we see is her harrowing expression.

**SUPER:** Inspired by the real stories of children displaced by conflict.

The surroundings fade away, we resolve with the girl's face on living petition sculpture. We then transition into a series of the faces of people of different nationalities on the bust.

**SUPER:** Face world leaders to say children are #NOTATARGET.  
Join the movement with a selfie. Tap below.

**SUPER:** World Humanitarian Day  
08.19.18.  
[UN LOGO]



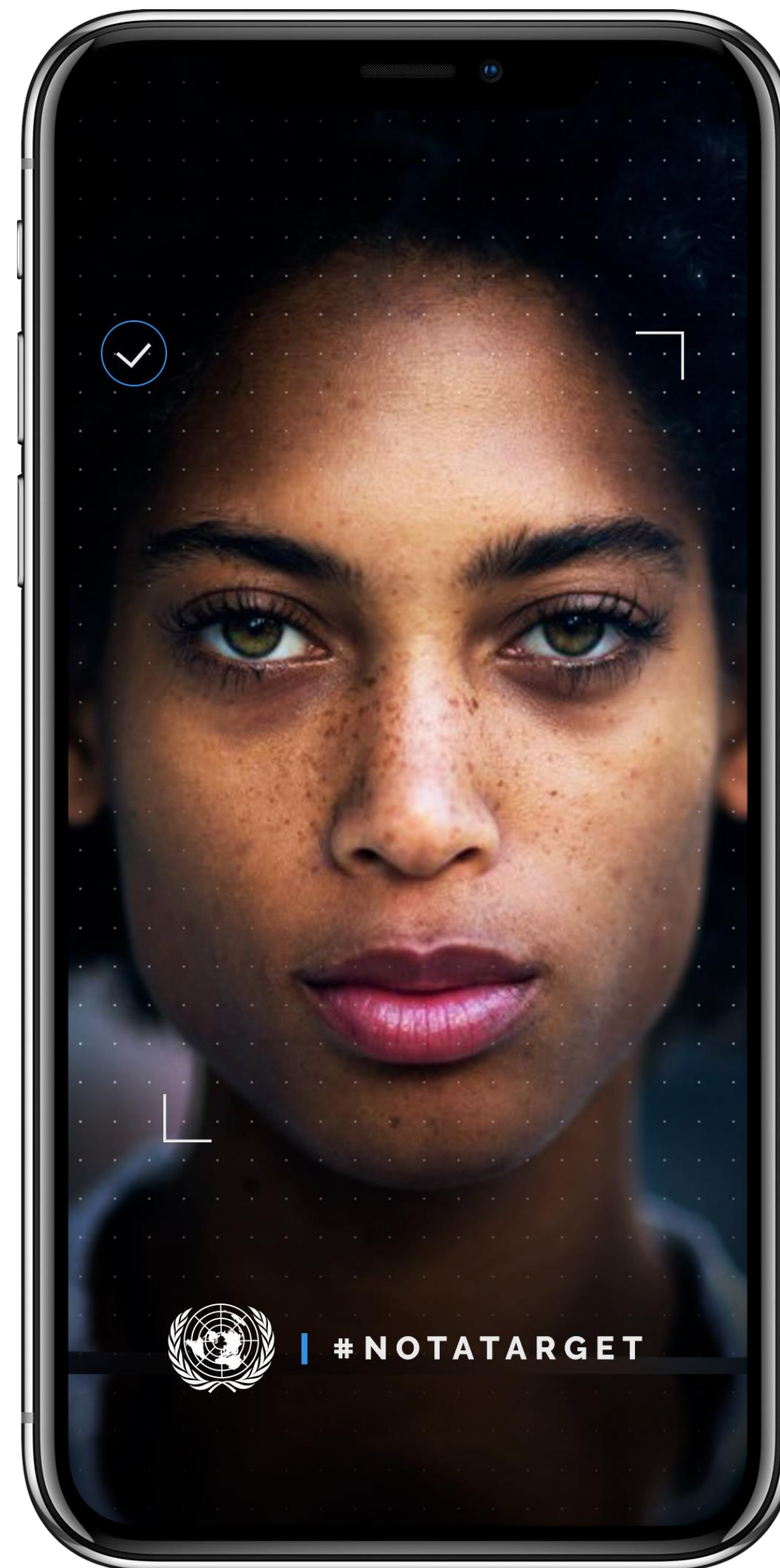


After sharing the stories,  
we will ask people to join  
us with a selfie and share  
the campaign

Each story will have a prominent **call to action**, asking viewers to take a selfie with our unique Facebook lens. All it takes is a single click, and the selfie will be added to the living sculpture and shared.

Once users sign, they will be able to see themselves in the sculpture for the first time.

The post will generate a GIF featuring different faces and culminate that with the user's face.







**WHD: THE REVEAL**



On World Humanitarian Day,  
we will unveil the sculpture at  
the United Nations  
Headquarters Building.





## A petition that lives everywhere.

We will bring these powerful stories along with the faces of the sculpture to the UN and other landmark buildings around the world, inviting people to join with their selfies.







**POST WHD**



## The sculpture will join us at the General Assembly

The sculpture will be featured at the UN during the General Assembly.

It will face all delegates and act as a collective statement delivered by global citizens as a reminder to world leaders that the world is watching.

Action must be taken.

Civilians are #NOTATARGET





# Key Campaign Components

## ANTHEM VIDEO

Our main piece of content is optimized to **generate awareness and educate** the world on the issues civilians caught in conflict are facing. The video ends with a strong call to action and is embedded with links to the WHD website, where they can take a selfie. We will distribute the Anthem video through Social, OOH and Video Display.

## #NOTATARGETIMAGES

Applying an evolved ‘debris effect’ and campaign branding—similar to last year’s campaign—to war photography will create the bulk of our creative assets. These will be **conversion optimized posts** and will be distributed as social posts, static display, and OOH, with a direct call to action to “sign with a selfie” and an embedded link, wherever applicable.

## #NOTATARGETSELFIES

Once users sign with a selfie, the WHD site will **automatically generate a 3D render of the selfie** to share on Facebook. We will encourage sharing of these selfies and start to promote them on social channels after we’ve accrued a critical number of “signatures”. These posts will be lowest in number, and will be **optimized towards shares** for greater earned impact.

## LIVING PETITION SCULPTURE

The sculpture will display all the selfies acquired over the course of the campaign, and display them three-dimensionally at UN HQ, and remain there to **face world leaders** during the General Assembly.



# Partner Involvement

## CREATE

Using the WHD18 **branding**, create stories that best represent your organizations advocacy

Create **social media posts** to support #NotATarget and the CTA for a selfie

Write articles, stories, opinion pieces supporting your area of advocacy

## SHARE

Encourage your **networks** to support #NotATarget and sign the living petition

**Share all WHD assets** including the stories via social media, email marketing

## AMPLIFY

**Engage your influencer network** to encourage wide spread support for #NotATarget

Ask them to **sign** the living petition with a selfie

**Organize an event** or gathering to encourage more support and signatures of the living petition.



**THANK YOU**

