



Company Background

(RED) partners with the world's most iconic brands – including Nike, Apple and Starbucks – to create (PRODUCT)^{RED}™ branded products that help fight AIDS in Africa. (RED) partners contribute up to 50 percent of their profits on the sale of (PRODUCT)^{RED} products directly to the Global Fund to help eliminate AIDS in Africa. Since launching in 2006, (RED) partners and events have generated more than \$150 million, of which 100 percent goes directly to work on the ground in Africa. Global Fund (RED) financed grants support locally designed programs that provide antiretroviral therapy for HIV positive individuals, support HIV prevention, feed and educate children orphaned by AIDS, and provide the low-cost treatments needed to reduce the risk of transmission of HIV from mother to child.

Objective

(RED) has run several campaigns on Facebook with the aim of raising awareness of (RED)'s mission to help eliminate AIDS in Africa by driving engagement and participation. "Facebook is a natural fit with us, because at (RED), the principle of the collective "network effect" is core to our model and cause," says Chrysi Philalithes, Director of Digital Strategy and Marketing at (RED). "Facebook allows (RED) to engage people in interesting and creative ways. It allows individuals to support our cause and spread our message. Facebook has been very generous in supporting (RED) and some of our most successful campaigns have been on Facebook." One of (RED)'s most successful

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Chrysi Philalithes, Director of Digital Strategy and Marketing, (RED)

Facebook Executive Summary

Client:



Objective: Engage consumers and businesses in the fight to help eliminate AIDS in Africa. Make them aware of the issues and drive purchase of (PRODUCT)^{RED} items

Solution: Run imaginative, innovative, user-centered campaigns around significant calendar events and partner initiatives

Key Lessons:

- Facebook users' high levels of engagement serve as a highly effective marketing tool for (RED)
- Organizations like (RED) are a good fit with Facebook's community-oriented audience

campaigns was its “One Color Unites Us” initiative, that began during the lead-up to World AIDS Day on December 1, 2009. The organization has an active Facebook Page, the free public profile that enables organizations to share their products and services with Facebook users on an ongoing basis.

Approach

The idea behind the “One Color Unites Us” campaign was to “Turn Facebook (RED)” by allowing users to badge themselves and show their support of (RED). Facebook encouraged users to change their Facebook profile pictures to one of several (RED) images. These profile pictures were available to download on (RED)’s “Turn Facebook (RED)” Facebook Page tab. The tab encouraged users to get involved in three ways: ‘show’, ‘share’ and ‘shop.’ ‘Show’ by changing your profile picture, ‘share’ by spreading a video called “The Lazarus Effect” (that shows the transformation that occurs when someone living with HIV has access to the antiretroviral medicine they need to stay alive), and ‘shop’ led people to a dedicated ‘Shop’ tab on Facebook that showcased (PRODUCT)^{RED} items for purchase. A portion of the profits from each item sold went directly to the Global Fund to invest in HIV/AIDS programs in Africa.

(RED) employed Facebook’s targeting to reach the right Facebook users based on their location and keywords used in the Likes and Interests sections of their profiles. The campaign launched on November 25, 2009 and lasted until World AIDS Day on December 1, 2009. “Targeting was essential in creating a successful campaign,” says Chrysi. “We wanted to reach people who would not only be receptive to our message, but would also be prepared to act. Immediately, we saw amazing traction.” While targeting on Facebook allows companies to reach the right audiences based on information they list in their profiles, it does not reveal the personal data of the people who fit into the targeting categories.

Results

- The number of Facebook users connected to (RED)’s Facebook Page rose by 225,000 during the week of the “Turn Facebook (RED)” campaign, according to the website Inside Facebook.
- The number of people connected to (RED)’s Facebook Page grew by 117 percent over the week of the campaign, Inside Facebook said.
- On World AIDS Day itself, (RED) saw its Facebook page grow by 148 people per minute from people “liking” it. (RED)’s Facebook Page was the third highest-gaining Page on the entire platform during the week around World AIDS Day, according to Inside Facebook .
- Around 100,000 engagements occurred where people turned their profile image or shared the video from the (RED) Facebook tab.

“The virality, the immediacy and the exponential way the message was disseminated resulted in an unbelievable campaign that put (RED) on the Facebook map. We were ecstatic with the results.”
Chrysi Philalithes, Director of Digital Strategy and Marketing, (RED)

Turn your Profile (RED) ×



About 40¢ a day can help someone with HIV in Africa live a full life. Be a part of this! Watch how and then turn your profile (RED).

 **Comment**

14.1 Million Orphans ×



From a preventable & treatable disease – AIDS. Today is World AIDS Day & you can help! We're turning Facebook (RED). Click to see how.

 **Comment**