



care network

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Case Study:	Amnesty International Australia – China Campaign
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The Campaign Brief, Planning and Strategy

Amnesty International Australia's 2008 China campaign focused on Internet Censorship and Human Rights in China. Care Network was brought on as a partner agency to develop an online strategy that would raise awareness and deliver acquisition for the campaign.

With a performance metric being a key objective of the campaign, the supporter journey through online media was considered when choosing relevant channels and creative for the China campaign. Social Media Marketing has proven success in driving awareness and action for not-for-profit organisations and Performance Marketing is able to be cost effective, relevant and convert traffic to clients' sites.

The team at **Care Network Australia** worked with **dgmAustralia and Bendalls Group** to utilise a range of channels including Social Media Marketing, Search Engine Marketing, Display Media and Affiliate Marketing, in order to fulfill the objectives of the client.

Executive Client was Amnesty International. Care Network was responsible for client relationship, project management, developing creative and implementing the Display Media activity. Bendalls Group developed the Social Media content and was charged with community engagement. dgmAustralia developed and implemented the Paid Search and optimised and distributed the Social Media content.

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Creative and Execution

Three content pieces were devised for the online community and re-edited for the Australian bloggers. These were integrated with offline campaign messages, existing content on the campaign site (www.uncensor.com.au) and other online activity.

The content was Search Engine Optimised to ensure that it would be picked up by the search engines and travel more easily across Social Media sites. These content pieces were then submitted to a range of Social Media sites (including Social News, Social Networks and Bookmarking sites) to ensure wide audience reach.

Key to the Social Media Marketing element of the campaign was a Blogger engagement strategy. There is general interest in new social media strategy from the bloggers, so the first piece was a release announcing the Amnesty International social media campaign launch. Amnesty International is campaigning for freedom of expression online and in the media in China, and calls on technology companies such as Google, Yahoo!, Microsoft, Baidu and Sohu to avoid complying with Chinese regulations which violate human rights. The release asked the Australian online community to get behind the China campaign.

The second and third content pieces were focused on a call to action, inviting supporters to join the campaign and an e-invite to the "Tear Down Great Firewall of China" action in Martin Place, Sydney. The message was used to create an online community buzz and to engage both online generalists and bloggers to support the campaign. Following the content distribution, there was visible debate taking place online, with posts about the campaigns issue, campaign content being used and passed around the Australian online community. Consequently, the campaign team at Amnesty began working with the bloggers to provide unique content, with Amnesty International Australia spokesperson, Sophie Peer being included in a number of successful blog interviews.

Some examples:

- [Stilgherrian](#)
- [GDay World by Cameron Reilly](#)
- [Scoop TV with Mark Jones](#)

A strong focus of the Amnesty campaign was the censorship by major publishers in China including Google, Yahoo, Microsoft, Baidu and Sohu. Paid Search was considered an ideal channel for Amnesty because of its relevance to the campaign.

One campaign tactic was to bid on "censored keywords" via a Paid Search campaign to show the impact of Internet censorship in China. Censored Keywords were defined as keywords censored by Chinese Search Engines and included Democracy, Oppression and Tiananmen Square. Another campaign tactic was to integrate call to action creative to drive donations:

Search creative included:

*Help End Censorship
And Defend Human Rights in China*

*Make a Donation & Sign
The Human Rights Pledge for China*

The broad reach, quick turnaround and measurability of paid search meant that the campaign was able to be fully integrated with other online and offline messages to drive relevant traffic from Google and Yahoo.

Affiliate Marketing was chosen for its performance capabilities and content focused sites. A network of socially aware publishers was recruited to integrate content on their sites and drive donations for the Amnesty International campaign. Affiliates were provided with unique creative (including banners, content and emails) and a top affiliate search specialist was used to implement a third party donation campaign on Google and Yahoo.

The same creative message was used for Display media placements on high profile, content focused sites to increase campaign awareness over a two week period. Socially aware audiences were targeted through The Australian online both via run of site and a home page buy. The messaging for the Display Media "Stop Internet Censorship in China" was timely - appearing on the day the Chinese Government went back on their promise to not censor internet access in the Media Village (during the Chinese Olympic Games) – see [Olympic organiser confirms websites censored for media](#).

Results

Overall Traffic

- Site traffic increased 590% in the key campaign week of 23rd to 30th July 2008
- Three weeks of SMM activity accounted for 20% of all activity over four months of the China campaign
- Pledge sign ups doubled to 30,000

Content Pieces:

1. Release announcing the campaign was read by 5,013 individuals
2. Have your Say call to action was read by 4,131 individuals
3. E-Invite was read by 1,650 individuals

Blog Posts:

- 1,430
- 68% of all blog posts on Chinese Internet Censorship were related to Amnesty International Australia

Conversation Threads:

- 18,071
- 70% of all online conversations on Chinese Internet Censorship were about the Amnesty International Australia China Campaign

Optimisation:

- Front page of Google, Yahoo and Google News results:
When the International press started to complain about Internet Censorship in China prior to the Olympics starting, Amnesty International's content was consistently appearing on the first page of Google and Yahoo across a range of keywords.

Facebook Causes Group

- More than doubled to 2,395

Paid Search

- 714, 475 Page Impressions from Paid search
- 2,679 supporters to the site
- Average Click Through Rate 0.37%

Affiliate

- 1,769 supporters to the site
- 38 Publishers on board integrating content and creative message
- 133 additional supporters to the site from Affiliate Paid Search
- Affiliate had a 0.19% click-through rate

Display Media

- Page Home buy for Day of Protect had a 0.08% click-through rate