

REACHXMEPRA 2018

MSF-RSP

THE AMMAN PROJECT

THE *INFLUENCE FOR A CAUSE*

CAMPAIGN



TEAM SEEKERS

SNEHA SIVANAND & MONA YAZDANPARAST



Mona

Yazdanparast

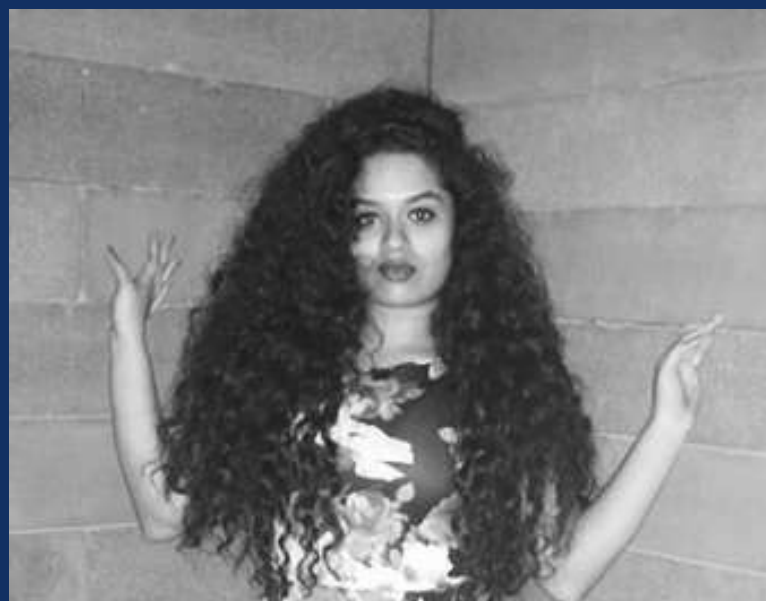


Mona has the ability to understand her clients well. She is a great listener and knows how to look at things from the other side's perspective. She is an effortful teamworker.

Her previous job and internship opportunities at DIFF and MS&L Worldwide helped her gain further insight into the media world. Mona's will to complete each task at hand with dedication helps her grow in the field of media.

Sneha

Sivanand



Sneha is keen on pursuing a career in the field of public relations and hopes to contribute to an agency's corporate or departmental objectives while gaining valuable industry experience.

She believes her experience through various internships will give her the insight she needs to make it to the top specifically experience gained from Four Comms London & Dubai as well as MS & L Worldwide.



AN INSIGHT INTO THE AMMAN PROJECT



Client's Objectives

The Project involves Medecins Sans Frontieres (MSF), a humanitarian organization that aims to facilitate its Reconstructive Surgery Program (RSP) in Amman.

The RSP provides a safe space to refugees from war driven countries to recover mentally and physically besides surgery.

Hence, MSF's objective is to develop a campaign that publicizes the medical consequences of conflict in the Middle East.

The Team's Mission

We as a team have envisioned a campaign that incorporates the powerful world of digital media that helps people connect and tap into their basic humanitarian empathy to make a small change in the lives of those in need.



INTRODUCTION TO

INFLUENCE FOR A CAUSE

Influence for a Cause is an yearly campaign that wants to generate long lasting effects. Due to the differing laws across the Middle East, our campaign aims to be one without borders to serve the Doctors without Borders (MSF) through digital media.

The campaign follows a step-by-step approach:

STEP 1

A PROMOTIONAL VIDEO URGING AUDIENCES TO TAG THEIR FAVOURITE INFLUENCERS IN THE REGION TO TAKE UP THE AMMAN PROJECT AS THEIR OWN.

STEP 2

INCORPORATES THE SOCIAL MEDIA SHARING THAT WILL TAKE PART BETWEEN INFLUENCER COMMUNITIES TO VOLUNTEER THEMSELVES.

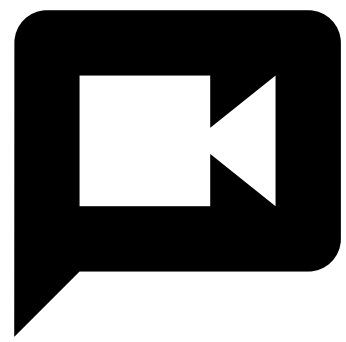
STEP 3

ON THE SELECTED UN DAYS, THE INFLUENCERS WILL SPEND A DAY WITH THE REFUGEES/ VICTIMS WHILE SHARING THE EXPERIENCE WITH THEIR AUDIENCE

STEP 4

AS A RESULT OF THE CAMPAIGN'S SOCIAL MEDIA INFLUENCE AND SDG RELATED ACTIVITIES, DONATIONS AWARENESS AND VOLUNTEERING WILL COME THROUGH





PROMOTIONAL VIDEO

Word of mouth is said to have immense effect on audiences' decision making (Keller and Fay, 2009). Therefore, social media influencers will be targeted to hype the campaign.

A promotional video will be created encouraging general public to influence their influencers to use their resources and power of reach to connect lives of the refugees in MSF to the public in Middle East.

In the video, it will be highlighted how this campaign will create awareness and generate funds for education and good health of the victims, also connecting it to the SDG Goals 3 and 4.

PROMOTIONAL MOCK VIDEO - [Click here for the Link](#)

We hope to create a small video that pushes the public to involve themselves in the campaign. This would make them feel like they initiated an influencer's project.

Many a time, influencers push their audience to tag, share etc. anything about their products. We hope to reverse the role now for a cause.



SOCIAL MEDIA

INFLUENCER VIEWS



divsglam

Follow Back

638 posts 33.2K followers 924 following

Divya Premchand

19 • Intern at @dollhousedubai 🍷 • Love everything makeup • 🇮🇩🇮🇩
divyapremchand99@gmail.com

Followed by munzermustafa, jennie_1919, pavneet_kaur11 + 3 more



New prod...



Food



Facts abo...



Makeup w...



Product re...



IG accounts

POSTS

TAGGED



From: Divya Premchand <divyapremchand99@gmail.com>
Date: Sat, 17 Nov 2018 at 16:45
Subject: Re: MSF RSP Campaign for Amman Hospital
To: <sneha.sivanandk@gmail.com>

Hello Sneha,
It was a pleasure talking to you. Here are your answers to your questions written in the email.

1) As an influencer, why has this campaign interested you on taking an initiative? What's in it for you?

The campaign is a great way to add trust to my blog account.
Also, as an influencer my job is to influence people in a good way, this campaign would definitely encourage the rest to do some good deed like donating money to the charity.
As a student too, being a part of this campaign will add to my college credits and CV.

2) Do you think other influencers would be interested? Why, Why not?

Most influencers would be interested.
Influencers are always looking for an opportunity to step up their social media and bring goodwill to their account.

3) What do you hope to achieve through this campaign?

My first and foremost aim is to bring help and awareness for the patients.
Secondly, encourage my followers to take active part and donate.

4) Last question, do you think your viewers would be interested in such content (a day with patients in Amman hospital) through an Instagram live? Since your usual content is quite different.

Yes they definitely will be. A content creator is always looking for new things and unique ideas.
This is a good way to add a charity aspect to my makeup blog.

Hope this helps!
Thanks

—
Thanks
Regards,
Divya Premchand

TARGETED INFLUENCERS

Presented are a few examples of the influencers that may be targeted as they have high engagement scores with their audiences along with huge following, making them strong potentials to make a change!

MAINLY FROM THE MIDDLE EAST & JORDAN



Khalid Al Ameri

Male | 25-34 years



عمار المنصوري

Male | 25-34 years



عمار المنصوري Tv presenter @218tv , music , gym , animals , life lover 📍 Amman

Measure, benchmark, and predict performance of عمار المنصوري across all platforms

+ Add 1 Social Profile

Overview Social Profiles¹ Hashtags Mentions Brands

Overview Social Profiles¹ Content Highlights Hashtags Mentions Brands

INFLUENCER'S SCORE

75

Score represents influencer's relative performance in key metrics: Sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

INFLUENCER'S SCORE

95

Score represents influencer's relative performance in key metrics: Sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

DATA OVERVIEW ?

N/A

Interactions per 1k Followers

554

Following

211 288

Followers

956

Number of Posts

DATA OVERVIEW ?

46.99

Interactions per 1k Followers

998

Following

137 881

Followers

555

Number of Posts

TARGETED INFLUENCERS



Tarryn Hoffman



Tarryn Hoffman 🇺🇦 thoffman@sweatgroup.ae 📧 @tarrynhoffman 📞 +971 566146246 🇺🇦 NZ NZ born 🇦🇪 UAE resident

Overview Social Profiles¹ Hashtags Mentions Brands

INFLUENCER'S SCORE

74

Score represents influencer's relative performance in key metrics: Sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

DATA OVERVIEW ?

N/A
Interactions per 1k Followers

273
Following

34 526
Followers

1 481
Number of Posts



Abdullaziz

25-34 years



Abdullaziz 🇸🇦 الحمد لله الذي يتعمته نعم الصالحات 📧 iambinbaz@gmail.com
<https://youtu.be/FtZMSh8R000>

Overview Social Profiles Content Highlights Hashtags Mentions Brands

INFLUENCER'S SCORE

86

Score represents influencer's relative performance in key metrics: Sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

DATA OVERVIEW ?

13.87
Interactions per 1k Followers

277
Following

4 905 829
Followers

452
Number of Posts

UN DAYS

DAYS AIDING THE CAUSE OF THE AMMAN
PROJECT

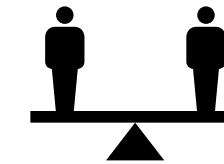
UNIVERSAL CHILDREN'S DAY

20 Nov



HUMAN RIGHTS DAY

10 Dec



INTERNATIONAL DAY OF SOLIDARITY WITH THE PALESTINIAN PEOPLE

29 Nov



INTERNATIONAL UNIVERSAL HEALTH COVERAGE DAY

12 Dec



WORLD HEALTH DAY

7 April



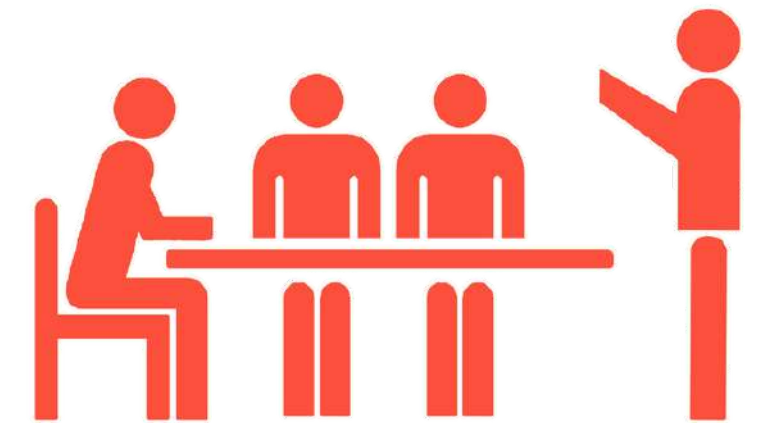
INTERNATIONAL DAY OF HAPPINESS

20 March



U N D A Y S

ACTIVITIES PLANNED



The Global Goals World Cup is one of the most engaging activities that helps to bring attention to severe situations. The taking place of SDG World Cup would boost attention towards the Amman Project.

This organization provides youths with the opportunity to live a shared responsibility for the world and equip them with the tools to shape it for a better future. Volunteers from AIESEC can partake in the Amman Project.

On the selected days, seminars with doctors can be arranged, attended by the influencers present to share that knowledge with their wide audiences.



TOP PUBLICATIONS - MIDDLE EAST

POSSIBLE COVERAGE FROM THESE CONTACTS

Mazhar Farooqui

Gulf News

Award winning
investigative journalist

Francis Matthew

Gulf News

Editor at Large - Commentator on GCC and Arab affairs, through frequent writing and a prominent weekly column in Gulf News, as well as regular TV and other outlets.

Anjana Sarkar

Khaleej Times

A UAE-based journalist who is chasing global stories involving human rights, conflict, refugees, gender violence and natural disasters.

Ghassan Charbel

Asharq Al-Awsat

Editor, award for the Media Personality of the Year 2017

Nasser Al Taheri

Emrati journalist & writer

Won the Best Column Award 2017 at Arab Journalism awards



TEAM SEEKERS

REACH OUT TO THE JHR:



In partnership with the Community Media Network and the Center for Defending Freedom of Journalists, JHR is training journalists and journalism students in human rights reporting and data journalism.

Headquartered in Amman, JHR's work has a national reach. Using data to inform coverage of freedom of expression violations, human rights and gender discrimination, JHR-trained journalists are strengthening the media sector and expanding public dialogue on human rights.

JHR's work in Jordan is supported by the U.S.-Middle East Partnership Initiative and the United Nations Democracy Fund.



TEAM SEEKERS

CONCLUSION

This is a social media campaign made to heighten everyday connectivity for a cause. Connecting the public to influencers and as a result the rest of the Middle East in terms of media coverage.

As we have seen influencers generate publicity for their products or brand partnerships. Here we hope to push this publicity towards healthcare and partnerships for the betterment of people's lives.

Hence to summarize, we are giving everyone a chance to make this their own campaign. Rather than an audience following an influencer's instructions, the roles reverse and they get to see their favorite influencer act on their orders although this would result in making a change in the world.



Contact Info

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