drastic

awareness campaigns

PR BOOKLET

CAMPAIGN-PHASE I

Dear Driver

To initiate the campaign, composed of a physical and a digital part, we created 3 short videos for online promotion.

CAMPAIGN-PHASE II

City Tour

The physical part of the campaign included a city-tour with 30 participants, filmed by a professional crew.

CAMPAIGN-PHASE III

Steer Away

The digital part of the campaign, available online, includes 3 videos: A short teaser, a 10-min documentary film and a 20-min 360 Virtual Tour.

Website

A USER JOURNEY

The campaigns' webpage offers a simple and engaging user journey, which takes about 45 minutes and ends in a questionnaire assessing the impact this journey had on the viewer's beliefs.

VISIT WEBSITE

#fileodige #partoallios

Promotion

The digital campaign focused more on 2 social media platforms: Facebook and YouTube, with more attention given to Facebook, as a platform with more mature and engaged viewers, watching longer videos and supporting social cause pages. Other platforms include Instagram and Twitter.

01

02

04

06

FACEBOOK STATISTICS (JUNE 2020)

Campaign Reach

5.7K
Net followers
▲ 284700% from previous 216 days

118
Returning viewers
For the week starting on 28/06/2020

13.6K
Complete views
▲ 193671% from previous 216 days

DRASTIC.GR
Παρ΄το Αλλιώς: Μια Drastic Εκστρατεία Συνειδητοποίησης
Learn More

206K Views

FACEBOOK STATISTICS, MOST VIEWED VIDEO (JUNE 2020)

Video Reach

Video | Post | Shares | See Metrics for All Videos

Drastic: Παρ΄το Αλλιώς: Μια Drastic Εκστρατεία Συνειδητοποίησης...

Join the ride Παρ΄το Αλλιώς: Μια Drastic Εκστρατεία Συνειδητοποίησης Ενώ το κέντρο της Θεσσαλονίκης παραδίδεται στο έλεος των ανελέητων οδηγών του, μια παρέα ανθρώπων αγωνίζεται να ξεπεράσει τα εμπόδια...

10:45 · Uploaded on 17/06/2020 · View permalink · Copy video ID

Performance for your post

Audience and engagement

Estimated reach	319,610
Unique viewers	107,612
Post engagement	11,880
Top audience	Women, 25-34
Top location	Central Macedonia

11,912 Engagement 10,043 Likes 1,503 Shares 366 Comments

Organic	77.5%
Paid	22.5%

Followers	6.02%
Non-followers	94%

Distribution summary

+223.1x higher than your other posts within 21+ days of being published.

- 293.8x more 1-minute views
- 209.1x more comments
- 316.4x more shares
- 107.0x more reactions
- 3.3x more average view time

Understand your distribution

1-minute views is the metric that's having the biggest effect on your distribution.

See 1-Minute Views

DRASTIC AWARENESS CAMPAIGNS

FACEBOOK STATISTICS (1-30 JUNE 2020)

Audience Reach

The number of people talking about the Page by user age and gender. This number is an estimate.

City	People Enga...
Thessaloníki, Central ...	6,167
Athens, Attica, Greece	3,831
Heraklion, Crete, Greece	738
Lárisa, Thessaly, Greece	499
Patras, Western Greec...	487
Chaniá, Crete, Greece	339
Dráma, Eastern Maced...	292
Kavála, Eastern Maced...	276
Komotiní, Eastern Mac...	185
Katerini, Central Mace...	149
Tríkala, Thessaly, Greece	138

WHERE TO NOW?

Scaling Potential around Greece

Other locations showing interest in the campaign, according to Facebook Ads Insights and Google Analytics.

A PR SUCCESS

Conclusions

A RESILIENT CAMPAIGN

In the midst of a time of global disruption, the campaign managed to speak to the audience's hearts and became one of the most publicised campaigns on pedestrian rights and driving behaviour in Greece. This success, I believe, should be contributed to its unique format and its engaging approach, which opens new horizons to the ways we can create social awareness.

A SOCIOCULTURAL TOOL

More than a fixed methodology, Drastic Awareness Campaigns is an approach that can be used by the sociocultural sector, to make its causes and actions visible to the general public. An approach that can be adapted to any civic, social or environmental campaign.

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