WORLD HUMANITARIAN DAY 2014

THE WORLD NEEDS MORE

#HUMANITARIAN HEROES
August 19th marks the day in 2003 when UN Headquarters in Baghdad was bombed and 22 people were killed. It’s a day to recognize all the humanitarian personnel who have lost their lives helping others, and to celebrate the spirit of PEOPLE HELPING PEOPLE that inspires all humanitarian work.
WORLD HUMANITARIAN DAY 2012

Goal: Raise AWARENESS of the importance of humanitarian work and aid workers to a new global audience.

Success: The 'I Was Here' campaign with Beyoncé's donated song 'I Was Here' reached ONE BILLION PEOPLE with one message on one day.

ASK: On one day - do something good, somewhere for someone else #IWASHERE
AND IN 2013 . . .

We turned these words of support into action by:

- Creating the world’s first MARKETPLACE for words.
- Raising more than $700,000 from the private and public sector for UNDERFUNDED emergencies.
- Projecting the official David Guetta campaign video onto UN HQ in New York.
These campaigns have attracted a huge mainstream audience to humanitarianism. So in 2014 we’re focused on both informing and holding onto this audience.
#THEWORLDNEEDSMORE #HUMANITARIAN HEROES
CAMPAIGN: Phase 1 - Messengers of Humanity

The **MESSENGERS OF HUMANITY** is an online community of advocates who we’ll be calling upon – year round – to share humanitarian messaging and content.

Long term goal will be to marshal this community of advocates in service of the entire humanitarian community and provide a forum for partners to share content and messaging.
CAMPAIGN WEBSITE: Phase 2 - An interactive site, telling the humanitarian story
CAMPAIGN WEBSITE: A Twitter Conversation

Celebrity supporters of the campaign will drive their followers to the platform through video messages and social media posts and tweets. They’ll be encouraging people to sign up for the Messengers of Humanity and to tweet their support for humanitarian aid workers in the field through the hash tag and then map the global conversation on WHD through an interactive map.
CAMPAIGN WEBSITE: Aid Worker Profile

AID WORKER PROFILES will highlight the many different faces of humanitarian work from traditional to private sector, to community volunteers.

These profiles will play an important part in telling the humanitarian story.

Aid worker profiles from around the world will be showcased on the site.
CAMPAIGN WEBSTE: Country Profiles

We’ll also be highlighting some of the world’s most pressing humanitarian crises through a series of country profile pages.

Campaign users get to take a virtual journey through these crises using photo and video.

We’ll launch with 6 countries (CAR, Syria, S. Sudan, Haiti, Myanmar and Afghanistan), but will continue to add more throughout the year.
CAMPAIGN ADS: The global advertising campaign

Using donated images from the famous portrait artist Platon, four images of famous humanitarians from around the world, will be used in the global advertising campaign.

Pro-bono media placement partner Starcom are signing up donated media space and these striking portraits will stare down at people from billboards around the world.
CAMPAIGN FILMS: Voices From The Field

VOICES FROM THE FIELD
Films about aid workers

A series of short video profiles of aid workers in the field
CAMPAIGN WEBSITE: Events – Film screenings

New York City
Venue: UN delegates Lounge
Film screening + Q & A session with representatives from countries in crises.

Geneva
Venue: Palais de Nation
Ceremony to unveil plaque in commemoration of the victims of the Algiers bomb + Panel debate + Film Screening

Dubai
Venue: Dubai Mall
WHD walk through the Dubai Mall + Film Screening in Cinema & possibly at the Dubai film festival
Interviews with the general public around Humanitarian Heroes
CAMPAIGN WEBSITE: Assets

Campaign Poster

Film Poster

CELEBRATE THE WORLD’S HUMANITARIAN HEROES

THE WORLD NEEDS MORE

#HumanitarianHeroes

WORLD HUMANITARIAN DAY.ORG

Celebrate the World’s Humanitarian Heroes

Celebrate the World’s Humanitarian Heroes

WORLD HUMANITARIAN DAY.ORG
CAMPAIGN WEBSITE: Assets

CELEBRATE THE WORLD’S HUMANITARIAN HEROES
WORLDHUMANITARIANDAY.ORG
19 AUGUST 2014

Email Signature

Social Media assets

Logo in 17 languages
## CAMPAIGN WEBSITE: Launch Plan

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WORLD HUMANITARIAN DAY
2014

CELEBRATE HUMANITARIAN HEROES