How to design an award winning online campaign with a limited budget

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Cesta domů

The Homecoming

- providing expert care to terminally ill persons and to their caregivers in their homes
- introducing structural social and legislative changes
- educating public
Campaign Mojesmrt.cz

biggest campaign in palliative care in the Czech Republic
internationally acclaimed
raised public debate
covered by all major media
do your research
know your audience
reach out to right people
plan carefully
test excessively
execute quickly
How it started

Survey 2013:

• 78% of the respondents wish to die at home
  (this is the same percentage of the population that actually die in palliative care centres or hospitals)

• 63% would start making the important decisions once they have become seriously or terminally ill

• 2/5 have ever talked about their end–of–life preferences or wishes with anyone

source: data.umirani.cz
let's do something about it!

find partners
create awareness campaign
find partners

check the portfolio

cultural resonance is important

give a chance to do good

be well prepared

let them do their job
create a project brief

write down the facts

get inspired

set your goals
problem definition

„We do not die the way we wish we would. Mostly because we never speak about dying.”

target audience

young people (15 – 35 years)

channel

world wide web

goals

Motivate people to think about the end of life and to talk about their wishes.
keep it simple
It’s a touchy subject, start easy,
get serious later.

go through it yourself first
It’s difficult to talk about end of life with other people
if you have no clue about your own.
talk straight

Speak the language of your audience.

make it fun

Don’t scare anybody and let them play.
They’ll get to serious stuff eventually.
Web application Mojesmrt.cz

The website allows you to create a list of your last wishes and express thoughts about the end of life.

Go through seven topics related to the end of life.
Fill in your preferences.
At the end, you will get a complete list of your last wishes.
Share your list with your family and friends.
Talk about your and their end-of-life preferences.
Campaign mechanics

Content pages
- Homepage
- How we die
- Let’s talk about dying
- FAQ
- Famous people

Application
- List of last wishes

Emails
7 topics

- My music
- My funeral
- My funeral card
- My last wish
- My clothes
- My stuff
- My fears
1. MY MUSIC

Listen to the most popular songs and compositions played at Czech funerals. If you don’t let your nearest and dearest know that you would prefer something else, this is what they will play at yours too. Simply choose your favourites on YouTube and add them to your playlist.

OFTEN PLAYED IN THE CZECH REPUBLIC

Scorpions - Send Me An Angel
Petro Spálený - Až mě zanecháš
Antonín Dučík - Z Nověho světa

WHAT IS YOUR CHOICE?

Make your own funeral playlist.

song title or YouTube link

song title or YouTube link

song title or YouTube link

You can give some detailed instructions here.

Tip

You are free to have any music played at your funeral: you may invite a live band, or an opera singer. It really isn’t necessary to play classical music to an old country and folk music fan who’d spent all their summers playing campfire songs. Guitars and folk songs may be heard at a funeral too. In fact, the music is often recommended or selected for the bereaved by the funeral parlour. Don’t restrict yourself like that. Just bring your playlist selection on a CD to the funeral home or any other venue where the funeral ceremony is to be held.
MY FUNERAL

I want to be burnt to ashes.

FLOWERS
Libily by se mi koprty, šeřík, černý bez. Pokud zrovna nepokvetou, tak nějaké drobné barevné kvítky.

EULOGY SPEAKER

BURIAL SITE
V rodinné hrobce na hřbitově Lysávky, okres Frýdek-Místek

WHO WILL TAKE CARE OF THE URN
Veronika

SPECIAL WISH
Asi aby bylo i trochu veselo, pokud to okolnosti dovolí.
Challenges

• not to be too funny or impertinent
• to make sure the message gets delivered
• not to alienate conservative and older people
• to actually create a useful tool
Usability testing

- test it on real people
- validate your design goals
- discover usability issues
professional or DIY

• lab with staff
• recording
• various scenarios
• usability report

• easy to do
• use friends
• „Test it on your parents.”

Steve Krug: Don’t make me think
Testing outcome

WORKS

• language
• goals
• graphic design

DOESN’T WORK

• purpose not clear on the homepage
• privacy settings too far in the process
• tips not visible
PR

GOALS
• start public debate
• get people to use the app
• viral spread

TOOLS
• ready-to-publish content
• topics
• stories
• celebrity support
Success

It really worked out
(better than expected)

Great experience

Bigger visibility of our NGO
(more attractive for donors)

Fails

More work than expected

Potential of private donors

Follow-up actions
do your research
know your audience
reach out to right people
plan carefully
test excessively
execute quickly
Big thanks to

Yinachi
creative thinking

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web development

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graphic design

Dobrý web
usability testing

Perfect Crowd
quantitative research

Center for Palliative Care
consulting

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