

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

Libor Vaněk

# 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](http://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



# our input

## problem definition

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

## channel

world wide web

## target audience

young people (15 – 35 years)

## 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.

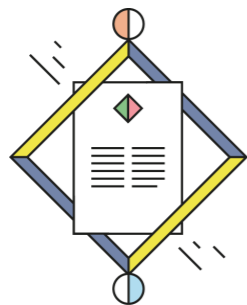
## **make it fun**

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.

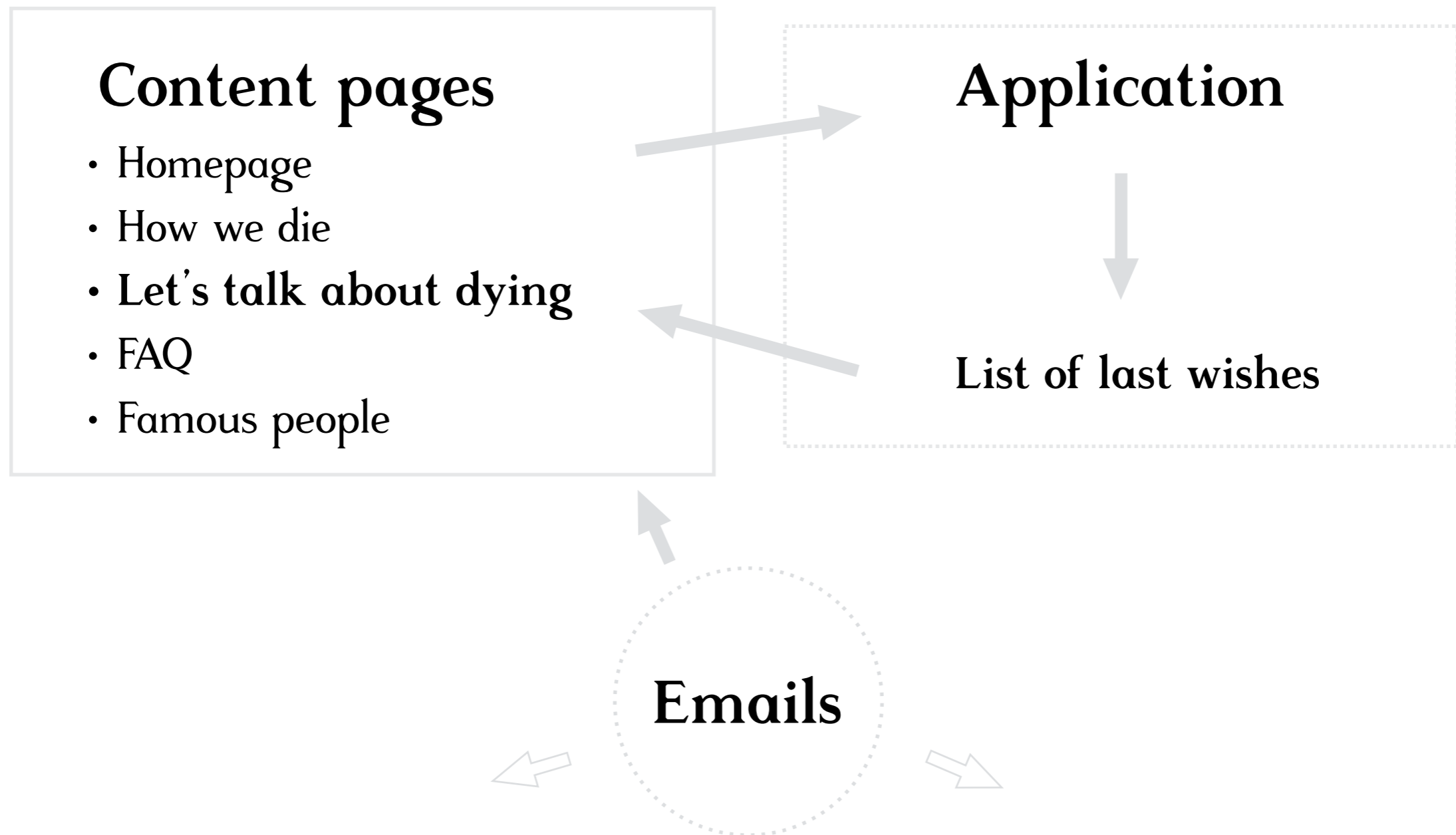
Fill in your preferences.

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.

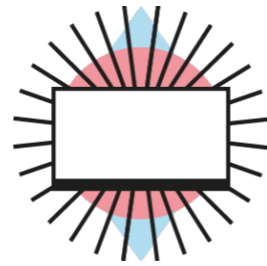
# Campaign mechanics



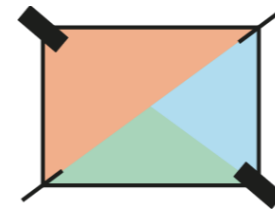
# 7 topics



My music



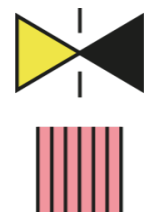
My funeral



My funeral card



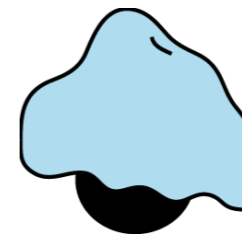
My last wish



My clothes



My stuff



My fears



2

3

4

5

6

7

# 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.

TOPIC 2.  
MY CLOTHES

## OFTEN PLAYED IN THE CZECH REPUBLIC



Scorpions - Send Me An Angel



Petr Spálený - Až mě andělé



Antonín Dvořák - Z Nového světa

## WHAT IS YOUR CHOICE?

Make your own funeral playlist.

*song title or YouTube link*

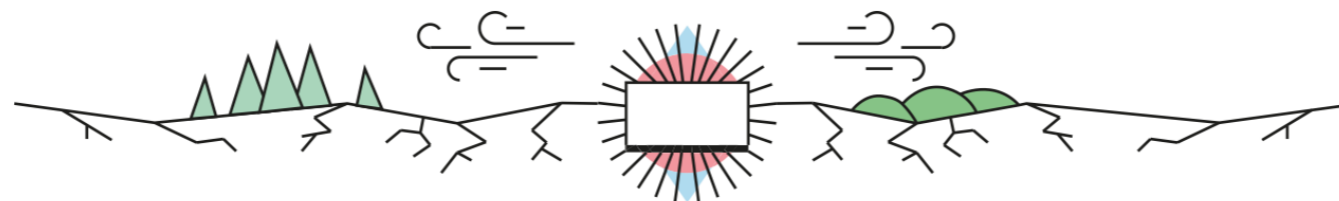
*song title or YouTube link*

*song title or YouTube link*

*You can give some detailed instructions here.*

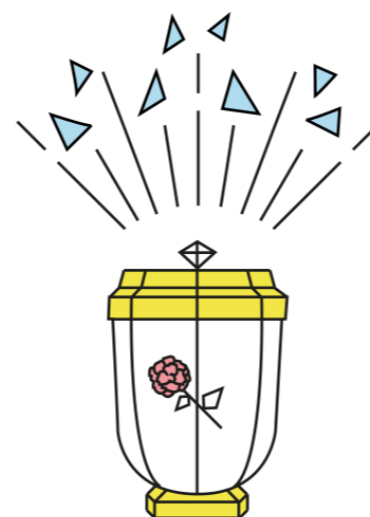
### Tip

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

*Líbily by se mi kopretiny, šerík,  
černý bez. Pokud zrovna  
nepokvetou, tak nějaké drobné  
barevné kvítí.*



## EULOGY SPEAKER

*Nevím, kdo bude ještě naživu.  
Když tak v tomto pořadí: Emil,  
ségra, Verča.*



## BURIAL SITE

*V rodinné hrobce na hřbitově  
Lysůvky, okres Frýdek-Písteck*



## 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 alianate 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

**Clevis**

web development

**Petr Kudláček**

graphic design

**Dobrý web**

usability testing

**Perfect Crowd**

quantitative research

**Center for Palliative Care**

consulting

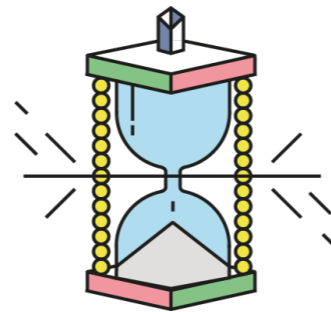
**Markus John**

typeface



<http://mojesmrt.cz>

<http://thinkaboutdeath.org>



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