

Bono lights up Sydney on World AIDS Day

SYDNEY, AUSTRALIA: In 2009, nearly half a million children were born with HIV. (RED) aims to reduce this figure to zero, with the first AIDS free generation born in 2015. To highlight this message, (RED) aimed to turn the entire world red - online and offline.



To achieve maximum impact on a global scale, a world wide OOH strategy was devised that saw landmarks in major cities turned red, to mark World AIDS day. Iconic buildings such as the Sydney Opera House, Table Mountain in Cape Town and the London Eye turned red to mark the occasion. (RED) brand partners, such as Starbucks and GAP, also hosted in-store promotions to raise awareness of the cause, and generate donations through purchases.

Online, (RED) called upon supporters to spread the message in a number of social media channels.

On Facebook, users were asked to change their profile picture to a (2015) RED image.

Twitter users could post messages of support using the #turnred tag. Foursquare shouts posted with #turnred on December 1 from any check-in unlocked a (RED) badge which could then be posted on Twitter. On Flickr, (RED) related pictures could be uploaded and tagged #turnred. Visitors to YouTube could watch the (RED) documentary, The Lazarus Effect.

A series of informal gatherings - Meetups - were also scheduled to take place, where members of the public can get involved in making the HIV-free generation a reality. A Meetup diary enabled users to find sessions taking place in their local area.

Each time someone took one of these actions, the (RED) message was mapped to a data visualiser map, developed with Ushahidi - a crowd-sourcing platform created by a technology team in Kenya. Each social media action helped to turn that time zone on the map the colour red. The more activity that took place, the deeper the colour.

(RED) was featured in "No Apples", Cream's celebration of the 100 most innovative brands and companies.

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