

Excellence Awards - 2021 Entry
85 Tottenham Court Road
London. W1T 4TQ
020 7631 6900

Entry ID: 9404

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: Yes

If yes, please tick here to confirm you have the third party's permission to submit this entry: Checked

Basic Information

Category: 21. Best Use of Content

Entry Information

Entrant company name: Dude:London & Third City

Client name (for joint entries only): Communities for Development

Entry title:

Money Makes Money

Entry

Brief, objectives and budget:

International NGO Communities for Development (C4D) tasked creative shop DUDE:London and PR agency Third City with creating a pro-bono campaign which would help raise awareness of the charity's work in Uganda, demonstrating how important it is that investments are made in developing nations.

C4D is an NGO with a clear mission: address the inequality of economic opportunity that exists on a global scale. They work closely with local Ugandan authorities to provide educational and financial support to businesses operating in regions bereft of any conventional economic investment.

Our campaign had to raise awareness of the charity's work in Bulambuli by highlighting just how under-served the Bulambi people are by the existing financial system.

Funds generated by the campaign were ringfenced to help create new local businesses, support existing organisations in the region, and provide financial education and advice to the wider community.

A core part of the brief encompassed supporting C4D's digital growth. Through growing their social media channels and website's domain authority, we would help develop the charity's visibility over a longer-term period, in turn sustaining donations on a more continual basis.

All work was undertaken on a pro bono basis.

The idea, research and planning:

Since spiking in 2017, a year in which there was a series of large scale international crises, the UK's giving to overseas aid and disaster relief has declined.

With a brutal news agenda relentlessly focused on domestic Covid stories, we knew our campaign would only be a success if we managed to capture the attention of one or two truly top-tier media titles.

Consequently, we decided to take a content-led approach, knowing that if we had an original and eye-catching video, we could win a small handful of high-profile coverage hits and let social amplification do the rest.

Strategy, creativity and innovation:

In a world where only the rich attract investments, and only those with money make money, how can the people of a poor village in Uganda look like they are worth investing in?

By pretending to be filthy rich!

For 'Money Makes Money' we partnered with local hip-hop artists, Bulambi villagers and enlisted the 'Ugandan Tarantino' to create a music video in which the people of Bulambuli show off their wealth, turning plastic straws into jewellery and cardboard boxes into sports cars, driving people to our C4D fundraising page.

The film, by director Isaac Nabwana, features Ugandan rappers Byg Ben Sukuya, MC Yallah and Jorah MC dismissing the idea that entrepreneurs can only be found in global finance hubs, while showcasing the disparities in economic opportunity that currently exist in the developing world.

Delivery/implementation of tactics:

Playing on some classic tropes, the rappers and their community members created fake 'bling', flash cars and even a helicopter out of recycled materials such as straws, plastic bottles and cardboard.

The production was spearheaded by the creative team at Wakaliwood, Uganda's best known film studio, renowned for its ultra-low budget films, which made it the perfect home from which the video's aesthetic identity could be developed.

In addition to the three-minute rap video, we also commissioned a series of bespoke video messages from Bulambuli villagers. personally addressed to some of the

biggest-hitters in the business, music and not-for-profit worlds, with the aim of securing social amplification from some of Twitter's most-followed accounts. One such video encouraged Jeff Bezos to help Bulambuli villagers to distribute their 'rustic' riches across the world.

Once the content was ready, a press release detailing the campaign was issued to key media contacts at a small number of top-tier outlets which we anticipated would be interested in C4D's work. Our outreach resulted in a long-form feature secured in The Guardian, both print and online, and discussion on the BBC World Service, a critical mouthpiece for the charity's work given its vast international reach.

Measurement, evaluation and impact:

Coverage:

- 30 pieces
- Highlights: The Guardian (online and print), BBC World Service
- Total reach of 2.6m

Fundraising

- Founded the Bulambuli Entrepreneur School
- Created eight new savings groups, meaning almost 250 villagers have since become financially independent
- And helped over 200 villagers grow their own businesses

Strengthened C4D's Digital Presence:

- High domain authority coverage, such as The Guardian (95/MOZ), meant C4D's own ranking received a valuable boost
- Average DA authority of coverage was 56
- On Twitter, the campaign was tweeted about by an earned-audience to a total reach over the 270,000 mark.
- On Instagram, posts about the campaign on C4D's own profile registered an incredible 18.3% average engagement rate (compared to the 2.4% benchmark for the not-for-profit sector)
- Followers to the charity's social channels increased by 10%.

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

Empowering artists in Bulambuli to develop totally original content, DUDE:London and Third City created a campaign that cut through pandemic-related headlines, proving authenticity can be king in the earned-media world.
