Communications
Q2 FY19/20 Tuning Session
MTP Priority slides
Brand Awareness is important to our strategic direction because we intend to grow around the world, and you cannot join a movement you do not understand.

We are accomplishing Brand Awareness by clarifying our brand system, maintaining brand health, and increasing awareness in markets we don’t currently serve.

We’d like to highlight creating an evolved identity system for Wikimedia that supports this priority.

We learned that working on Brand Awareness collaboratively is rare and difficult. It requires a collectively-minded design partner and a uniquely open design process.
Brand Awareness: Why Snøhetta

“The core of Wikimedia’s purpose and mission is at the heart of our own methodology and approach.”

Mission aligned

Global Portfolio

Collaborative methodology
# MTP Outcomes

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<tr>
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<th>Key deliverables:</th>
<th>MTP Metrics</th>
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</table>
| Clarify and strengthen brand architecture | Evolved identity system for Wikimedia | Build brand recall in areas with high internet access but low Wikipedia awareness  
Baseline: N/A |
| Increase global outreach where awareness is below 50% |  |  
Y1-Goal:  
Q2-Status: |
| Strengthen brand affinity with existing audiences for a sustainable future |  | Develop a system that follows the brand strategy and reflects 40 nations  
Baselines:  
1. Brand strategy by Wolff Olins  
2. Hiring design partner, Planning 6-month process, Recruiting “brand network” working group |
Brand Awareness

Overview

Brand Awareness is important to our strategic direction because we intend to grow around the world, and you cannot join a movement you do not understand. Our objective is to clarify and strengthen the global perception of Wikimedia and our free knowledge mission.

Progress & Challenges

We are developing a new brand identity system by June 2020 that satisfies community brand criteria and reflects the perspectives of 40+ nations from our movement.

We selected a world-class design partner who cherishes collaboration; outlined a 6-month design process that is open to input from our communities; and began recruiting community participants for our Q3 kick-off workshops in Norway, India, and online.

Key Deliverables

 evolved identity system

Actions

- Brand project process will be highly collaborative and staged. It begins with developing core brand “concepts” in Q3. We ask for your participation and patience. Doing identity work collaboratively means trusting in collaboration itself.
Key Deliverable slides
Evolve identity system for Wikimedia

Objective:

Clarify and strengthen the global perception of Wikimedia and our free knowledge mission

The Communications department has used Q2 to hire, outline, and recruit for the global design collaboration of Q3 - Q4.

Some of the priority planning accomplished includes:

- Hired Oslo, Norway-based agency Snøhetta as brand design partner
- Outlined 6-month collaborative brand development process with kickoff community workshops in Norway, India, and online set for Q3
- Expanded “brand network” working group to include Board of Trustees and Foundation c-team

As a result, we’re poised to kick-off the project January 13 and pursue a collaborative design process on-time.

Key Results

Develop a new brand identity system by June 2020 that satisfies community brand criteria and reflects the perspectives of 40+ nations

Baseline: 2 milestones

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<tr>
<th>Y1-Goal</th>
<th>Q2-Status</th>
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<tbody>
<tr>
<td>10 milestones as explained</td>
<td>2 milestones achieved</td>
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Full-time equivalent budget

Actual: 6.55 FTEs

Department: Communications
<table>
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<tr>
<th>The situation</th>
<th>The impact</th>
<th>Recommendation</th>
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<tbody>
<tr>
<td>We cannot design in isolation from our communities. We to design with them, educating and facilitating to empower many parts of the Wikimedia movement to shape the outcomes of this process.</td>
<td>Wikimedia communities are more accustomed to reacting to design that actively co-creating it. This makes the brand project a new experience for ALL participants (community, Foundation, and Snohetta).</td>
<td>We’re beginning this process with a series of workshops that ask participants to create a core “concept” of our Movement. Without focusing on products, logos, or names, this will be a chance for all participants to align on essential qualities common to all our goals and efforts.</td>
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<td>We also need a process that balances collaborative development and collaborative feedback, alternating between action and refinement.</td>
<td></td>
<td>We ask for patience and participation from Foundation and affiliate colleagues as we get underway. This is unique. But it is true to “us.”</td>
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Department slides
New colleagues!

Antonino

Lauren

Quim Gil
Senior Manager, Community Relations (Contractor)

Chris Koerner
Community Relations Specialist

Elena Lappen
Community Relations Specialist

Segun Oworu
CRM Specialist

Hang Do Thi Duc
Associate Designer, Community Relations
Market Research and Audience Insights
Q2 Update
Research and Insights Plan

Based on our review of the Foundation’s existing data and research, we have an understanding of our current readers. However, limited information exists on the global market. To develop a growth marketing plan, in support of the MTP priority worldwide readership, we need to quantify our total market size to determine our current readership share and estimate growth potential.

Research phases:

I. Global market potential ([Statista](https://www.statista.com)) January - March, 2020
II. Global and regional audience segmentation ([BAMM](https://www.bamm.com)) March - June, 2020

Deliverables:

- Market potential and audience models
- Audience segmentation
- Wikimedia Foundation Index

Future updates:

- April  C-Team: Market potential research
- June   C-Team: Audience segmentation and insights research
- July   C-Team: Growth marketing plan
- August Wikimania: market potential and audience research findings
Wikipedia Fall Awareness Campaign
Q2 FY 19/20
Campaign summary

**Objective:** Generate positive brand awareness for Wikipedia in the weeks leading up to Giving Tuesday & Big English Fundraising Campaign 2019

**Strategy:** Utilize paid and organic social media to deliver key messages to new and existing audiences leading up to the Big English kick-off on Giving Tuesday. Focus messaging on building trust, volunteers and donation use.

**Results:** Overall, we achieved our goal of building positive awareness and engagement for Wikipedia ahead of the Big English fundraising campaign kick-off.

- Generated 122% - 210% lift in positive engagement with our social channels year-over-year (YoY) compared to the same time period in November 2018
- Reached an incremental 2.3M people by utilizing a paid media ad strategy
- Our videos out-performed the industry average 4x on Twitter and Instagram

**Key Learnings:**

- Our community supports Wikipedia when negative comments arise
- Facebook is limiting our reach with our followers; paid media is critical to increase reach
- Instagram is an enormous opportunity; we should be testing content strategies
- The new organic post content strategy leverages and extends the life of the paid media campaign
This is one of the paid videos we ran to promote verifiability.
We supported this message with organic content about accuracy and verifiability.

122% - 210% lift in positive engagement with our social channels year-over-year (YoY)
This video ran to increase awareness of Wikipedia.
This message was supported with organic content that Wikipedia is ad-free and for everyone.

122% - 210% lift in positive engagement with our social channels year-over-year (YoY)
Thought leadership - Web Summit
Web Summit 2019

Web Summit 2019 was our largest speaking event to date. Katherine did two major events - a closing keynote on Day 1 to 12K+ attendees, and a panel with leader of Global Scouts movement.

Impact from our presence at the event:
● 10 onsite media interviews
● 20+ articles in international press
● 40+ tweets, 1.2K total reach
● 10+ speaker requests after the event
“Wikipedia's strength is based on a deeply human collaborative quality: curiosity and willingness to openly share knowledge without losing anything from the original source.” eCommerce Brasil

“We were also grateful to … the CEO of Wikipedia, who brought comfort to a stage that could have closed on its own and cold. Thank you, Katherine Maher.” Observador