



Communications

Q2 FY19/20 Tuning Session

MTP Priority slides



WIKIMEDIA
FOUNDATION

Brand Awareness



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

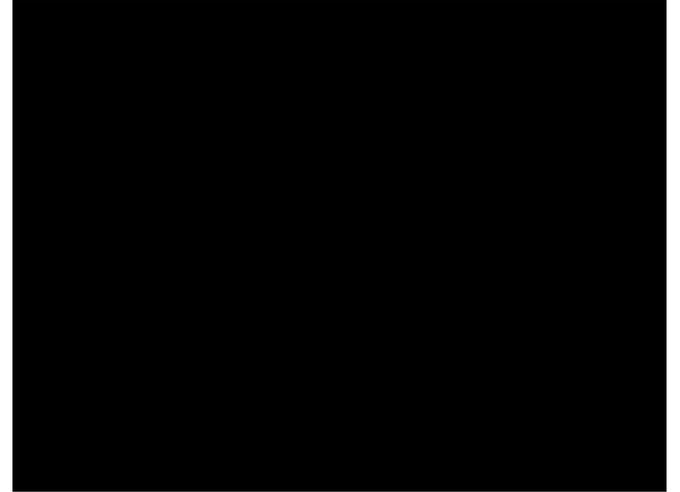


“The core of Wikimedia’s purpose and mission is at the heart of our own methodology and approach.”

Mission aligned



Global Portfolio



Collaborative methodology



Department:
Communications

Brand Awareness



MTP Outcomes

Key deliverables:

Clarify and strengthen brand architecture

Increase global outreach where awareness is below 50%

Strengthen brand affinity with existing audiences for a sustainable future

Evolved identity system for Wikimedia

MTP Metrics

Y1-Goal

Q2-Status

Build brand recall in areas with high internet access but low Wikipedia awareness
Baseline: N/A

N/A

N/A

Clarify and strengthen Wikimedia brands
Baseline: Brand strategy by Wolff Olins

Develop a system that follows the brand strategy and reflects 40 nations

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



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.

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.

Full-time equivalent budget

Actual: 6.55 FTEs



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

Y1-Goal

10 milestones as explained [\[link\]](#)

Q2-Status

2 milestones achieved

Drill Down: Evolve identity system...



The situation

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.

We also need a process that balances collaborative development and collaborative feedback, alternating between action and refinement.

The impact

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).

Recommendation

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.

We ask for patience and participation from Foundation and affiliate colleagues as we get underway. This is unique. But it is true to "us."

Department slides



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New colleagues!



Antonino



Lauren



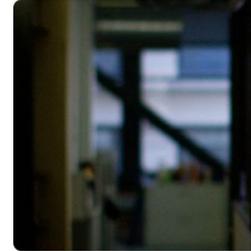
Quim Gil
Senior Manager,
Community Relations
(Contractor)



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



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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) January - March, 2020
- II. Global and regional audience segmentation (BAMM) 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



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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.

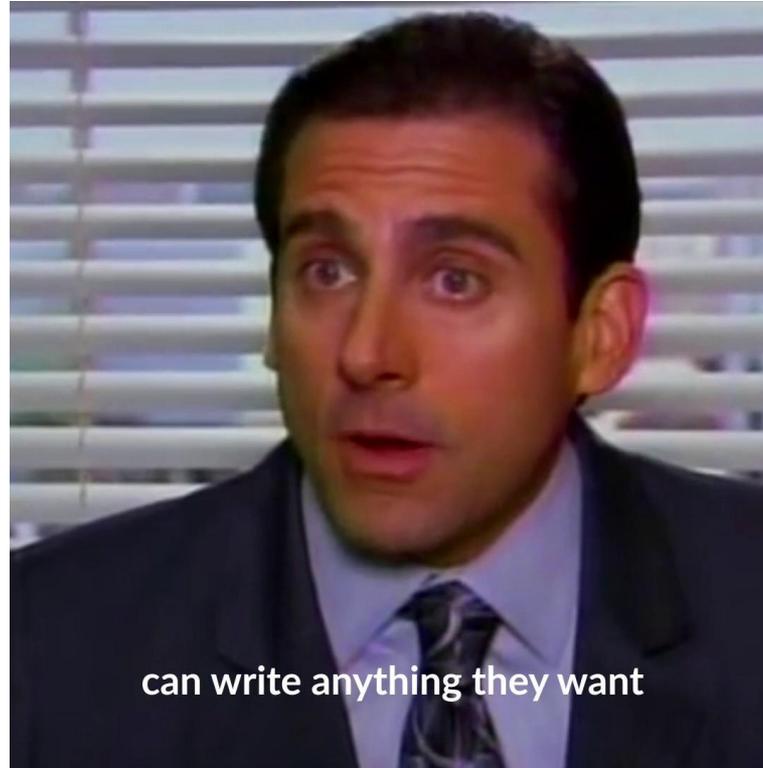
Results: Overall, we achieved our goal of building positive awareness and engagement for Wikipedia ahead of the Big English fundraising campaign kick-off.

- 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

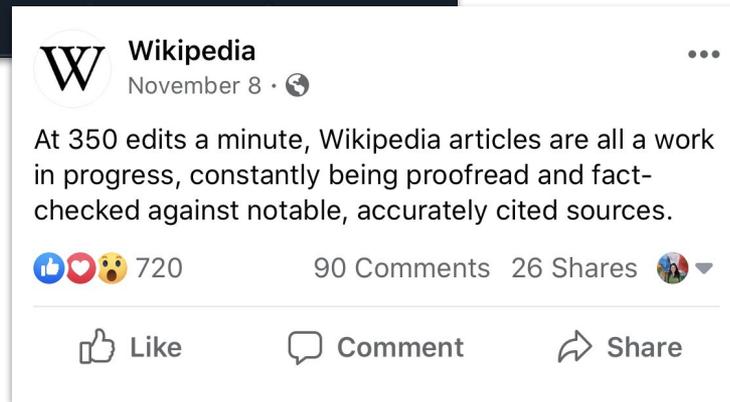
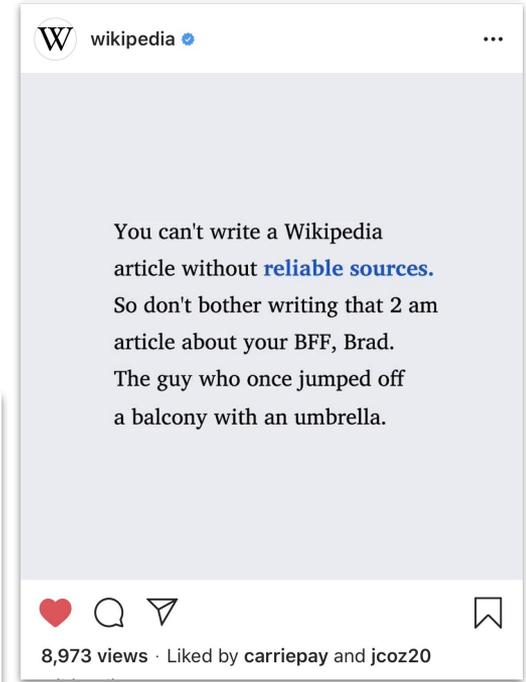
Key Learnings:

- 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.



Wikipedia  @Wikipedia · Nov 25, 2019

What's a Wikipedia "rabbit hole," you ask? It's when you visit us to read about Napoléon Bonaparte and suddenly it's 3am and you're learning all about the first painting to earn a world record for largest depicted number of cats. Try it! It's fun!

20 206 768

Wikipedia  @Wikipedia · Nov 22, 2019

Wikipedia thrives without ads because it's funded by a non-profit. That means diverse knowledge, faster editing, and constantly updated information, all ad-free for you. ❤️

23 69 458

122% - 210% lift
in positive engagement with our social channels year-over-year (YoY)

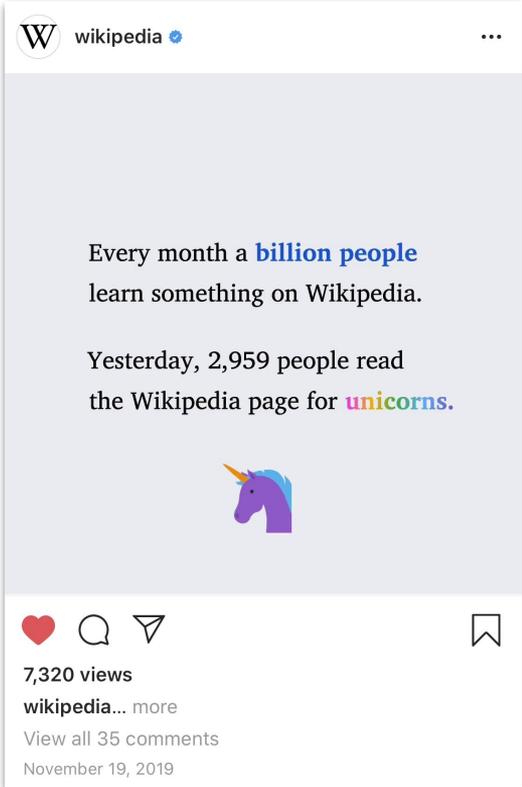


Wikipedia
November 22 · 🌐

Despite our 15 billion visits a month, what's one thing you'll never see on Wikipedia? Ads. That's because we're a non-profit; our knowledge is supported 100% ad-free.

 3.1K 156 Comments 125 Shares

 Like  Comment  Share



wikipedia 

Every month a **billion people** learn something on Wikipedia.

Yesterday, 2,959 people read the Wikipedia page for **unicorns**.



7,320 views
wikipedia... more
View all 35 comments
November 19, 2019

Thought leadership - Web Summit



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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



WEB SUMMIT

Katherine Maher: “Temos de ir devagar e construir coisas que durem”

President of Wikipedia has given the *online* encyclopedia as an example of collaboration that can be extended to major global problems.



WEB SUMMIT

A Wikipedia está preocupada com a crise de confiança da sociedade

Katherine Maher, CEO da organização por trás da maior enciclopédia online do mundo, aproveitou sua participação no Web Summit, em Lisboa, para pedir ajuda

ECONOMIA

atualizado 7 Novembro 2019, 22:54

Wikipedia. O projeto "impossível" que funciona na "prática"

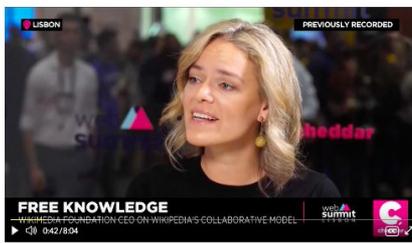
por RTP



Wikimedia Foundation CEO on Free Knowledge, Collaboration, and Artificial Intelligence



View Transcript



Related



“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