

Wikimedia Brand Project

An overview of 2030 brand research and planning



WIKIMEDIA
FOUNDATION

Purpose

To support the 2030 strategic direction we set out to understand the current system of Wikimedia project brands (names, logos, perceptions) and examine what could be improved.

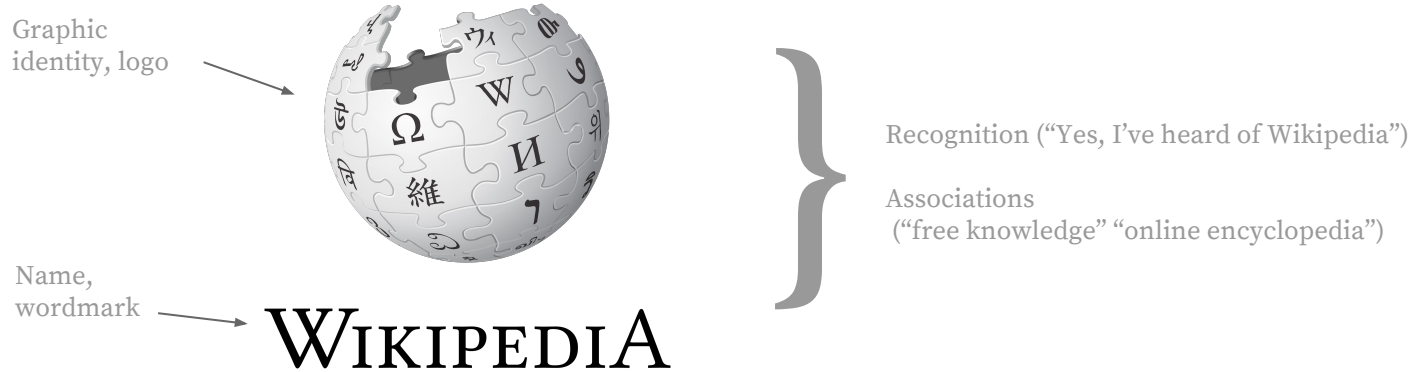
The outcomes of this project are a "brand research report" and a "brand strategy."



See more:

https://meta.wikimedia.org/wiki/Communications/Wikimedia_brands/2030_research_and_planning

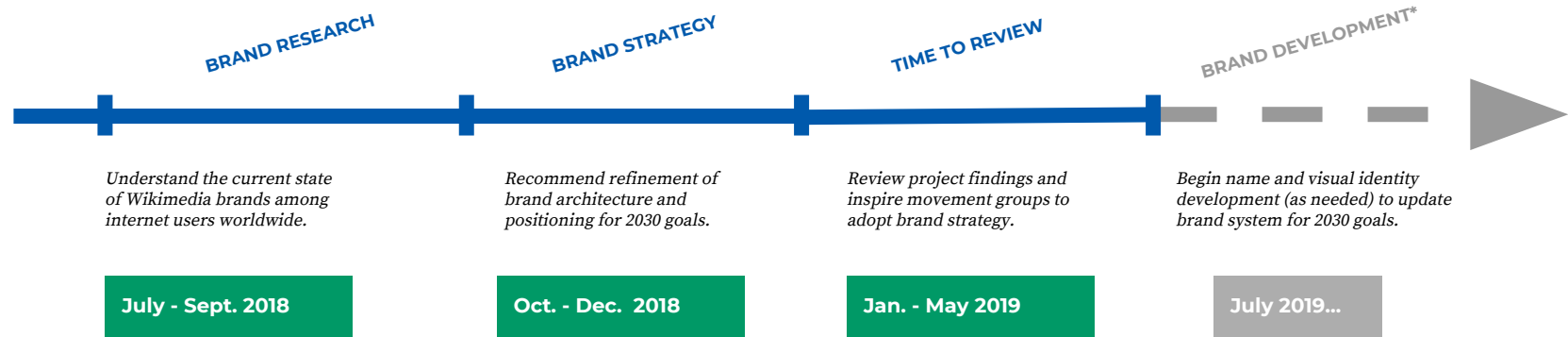
A “brand” in brief



Process

- Hire **Wolff Olins** as brand consulting firm
- Wikimedia movement onboarding interviews
 - Wikimedia board, Wikimedia community leaders, Movement Strategy leaders, Foundation staff
- Formation of working group
 - Communications, Fundraising, Partnerships, Audiences, Legal, Community Engagement
 - Wikimedia Deutschland communications leadership
- Online market research in 7 countries (Nigeria, India, Mexico, Egypt, US, Germany, China)
- Research review
- Strategic suggestions from Wolff Olins
 - 2 rounds of refinement
 - Board review in November
- **Movement review (February - April 2019)**

Project overview



Project overview



Project participants to date

Working group

Communications
(Heather Walls, Zack McCune)

Audiences
(Toby Negrin, Margeigh Novotny,
Nirzar Pangarkar)

Global Reach & Partnerships
(Jorge Vargas, Jack Rabah)

Wikimedia Deutschland
(Jan Apel)

Fundraising
(Guillaume Paumier)

Legal
(Chuck Roslof)

Community Engagement
(Ben Vershbow)

Consulted

Board of Trustees (four members)

Wikimedia community leaders from:

- Germany
- Egypt
- India
- Mexico
- Nigeria
- China
- *And more*

Movement Strategy organizers

Foundation staff



WIKIMEDIA
FOUNDATION

Today's agenda

- Brand Research
- Brand Strategy
- Next steps
- How to share feedback



Wikimedia brands project

Wolff Olins x Wikimedia Foundation

The brief

In pursuit of our global strategic direction for 2030

Clarify and expand Wikimedia and
Wikipedia brand architecture

Develop expository messaging
to grow public perception



Today



Tomorrow

4.2 billion people

You are doing amazing things, but it's hard to tell from the outside



- Complicated
- Disjointed
- Not showing all the great things we do

Wikimedia risks losing mindshare to more polished players with simpler entry points



Wikimedia risks losing mindshare to more polished players with simpler entry points



“PROJECTS”
Focused areas of
activity, knowledge



“BRANDS”
Simple entry points:
contain projects
(as tools, services)

Wikimedia is unknown/unclear to those outside our walls

Wikimedia = “Unknown”

“**Never heard of it before**; not sure, maybe it is for old news and updates.”

– Prospect, United States

“**I haven't heard** of these various projects before. So that confuses me if they really did exist.”

– Prospect, India

Wikimedia = “Wikipedia with video”

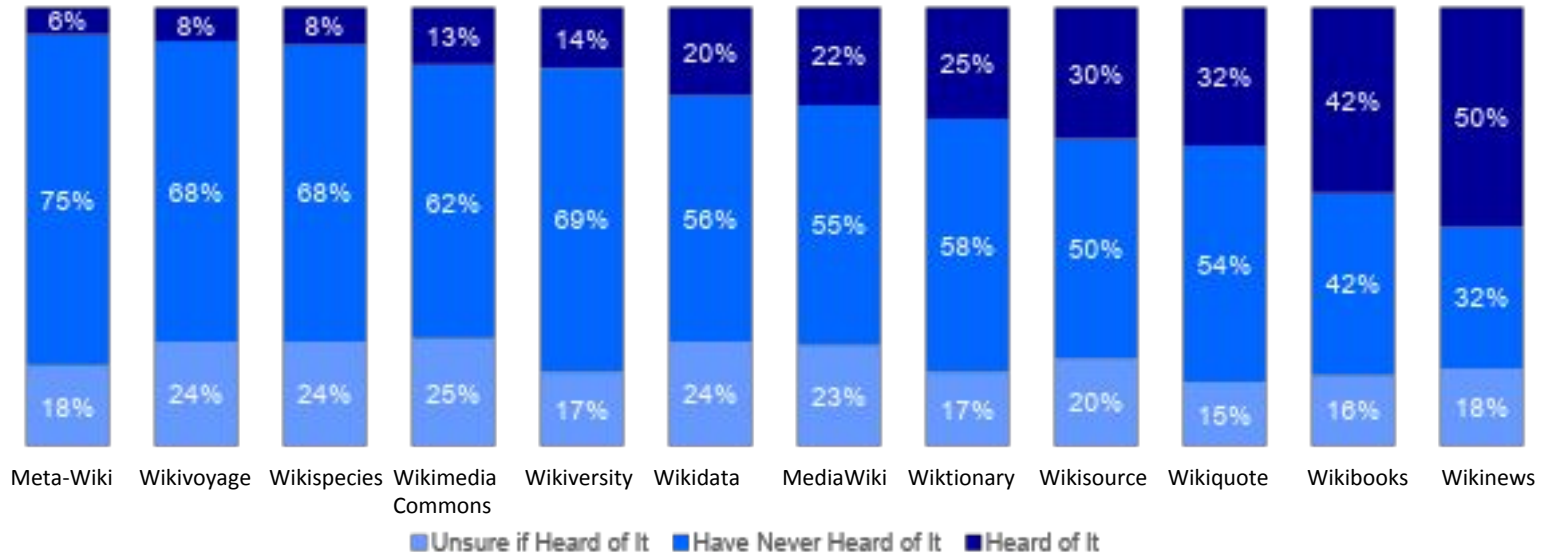
“That it is the same content as in Wikipedia, but we can find the information presented in **videos** or **podcasts**.”

– Prospect, Mexico

Similar to Wikipedia, but mainly a collection of **videos** and **photos**.”

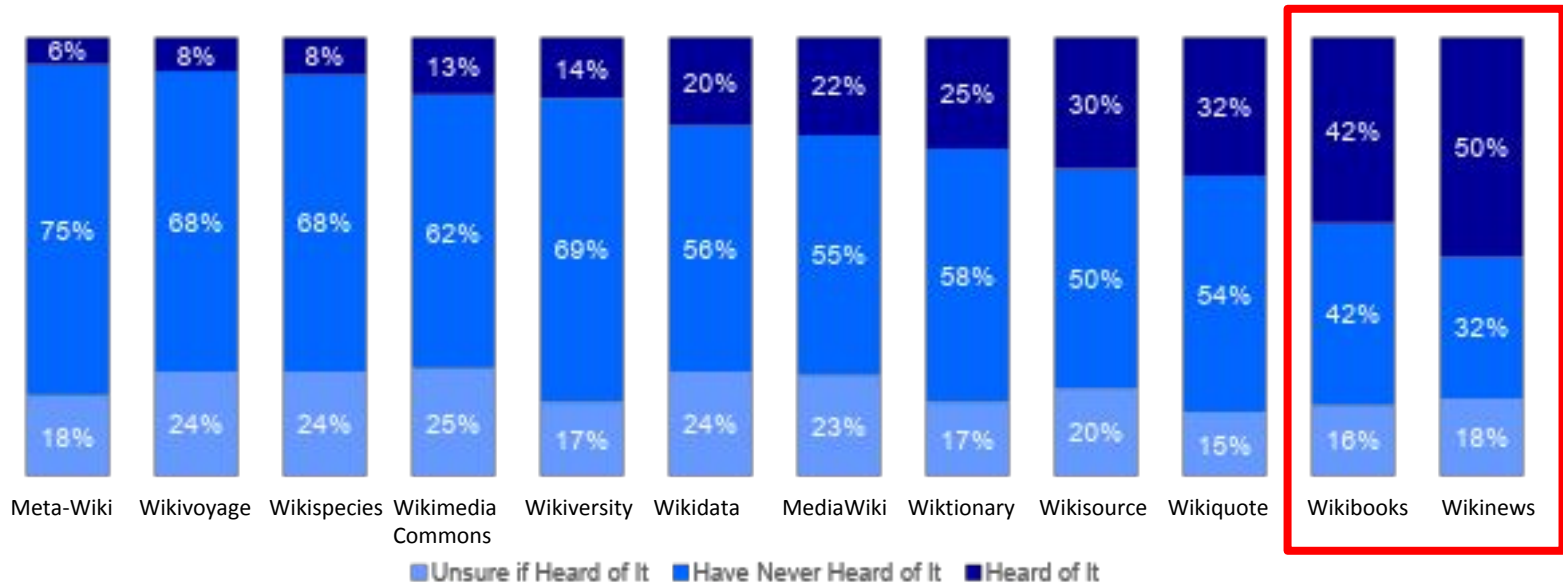
– Prospect, Germany

The Wikimedia projects have limited awareness



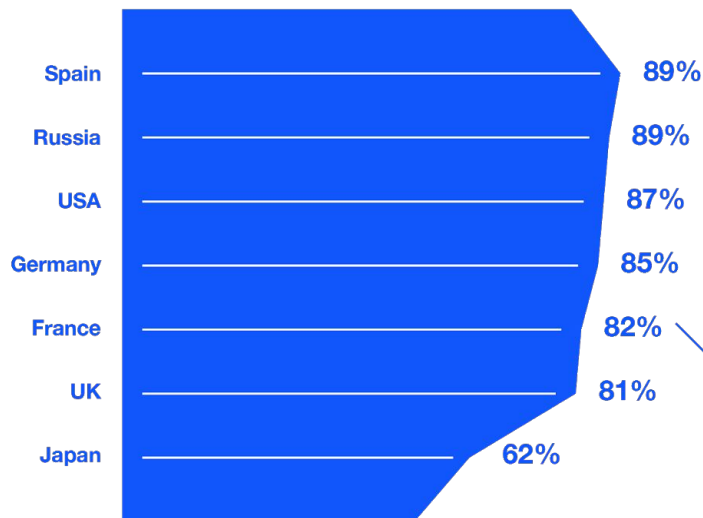
The Wikimedia projects have limited awareness

May be inflated by respondents recognizing the common nouns. Note limited page view/traffics for these projects.



Wikipedia is one of the best known projects (and thus brands) in the world

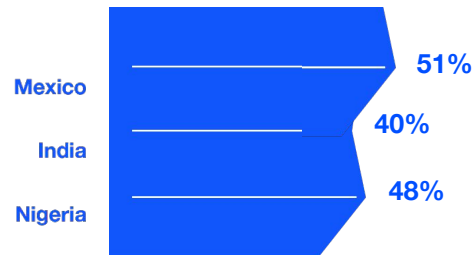
Global North



On average
8/10 people
know Wikipedia

Source: [Wikipedia Awareness, Attitudes, Usage Research \(October 2017\)](#)
Q7: Which of the following websites have you heard of before?

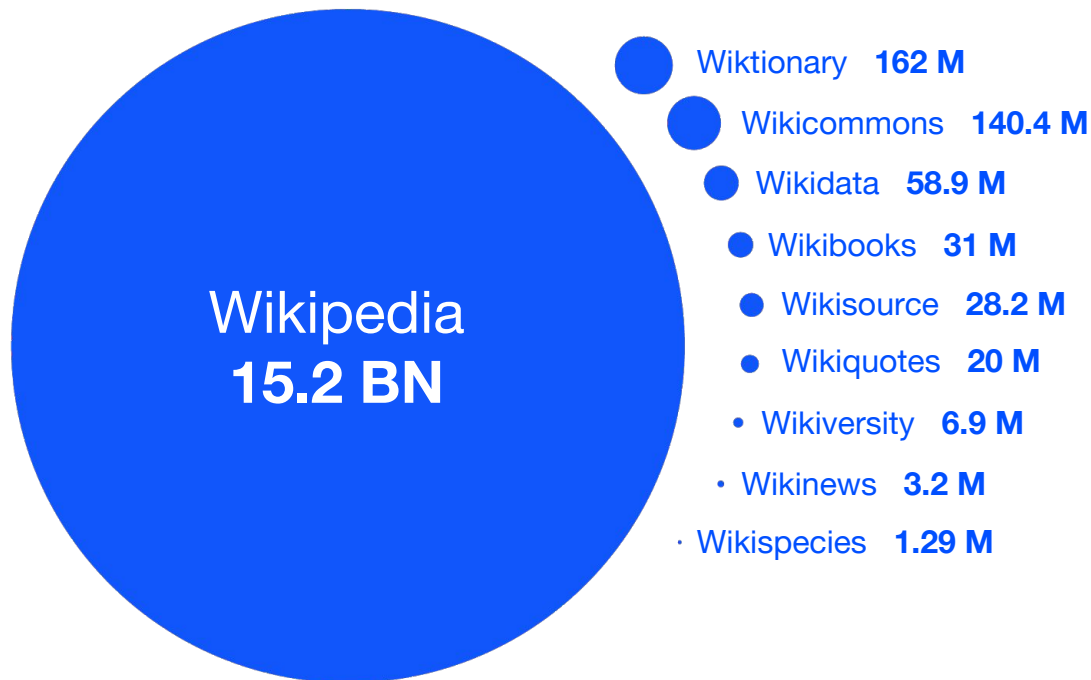
Global South



Source: [New Readers Research Findings](#)
Have you ever heard Wikipedia?

There's a strong center of gravity around Wikipedia in terms of readers...

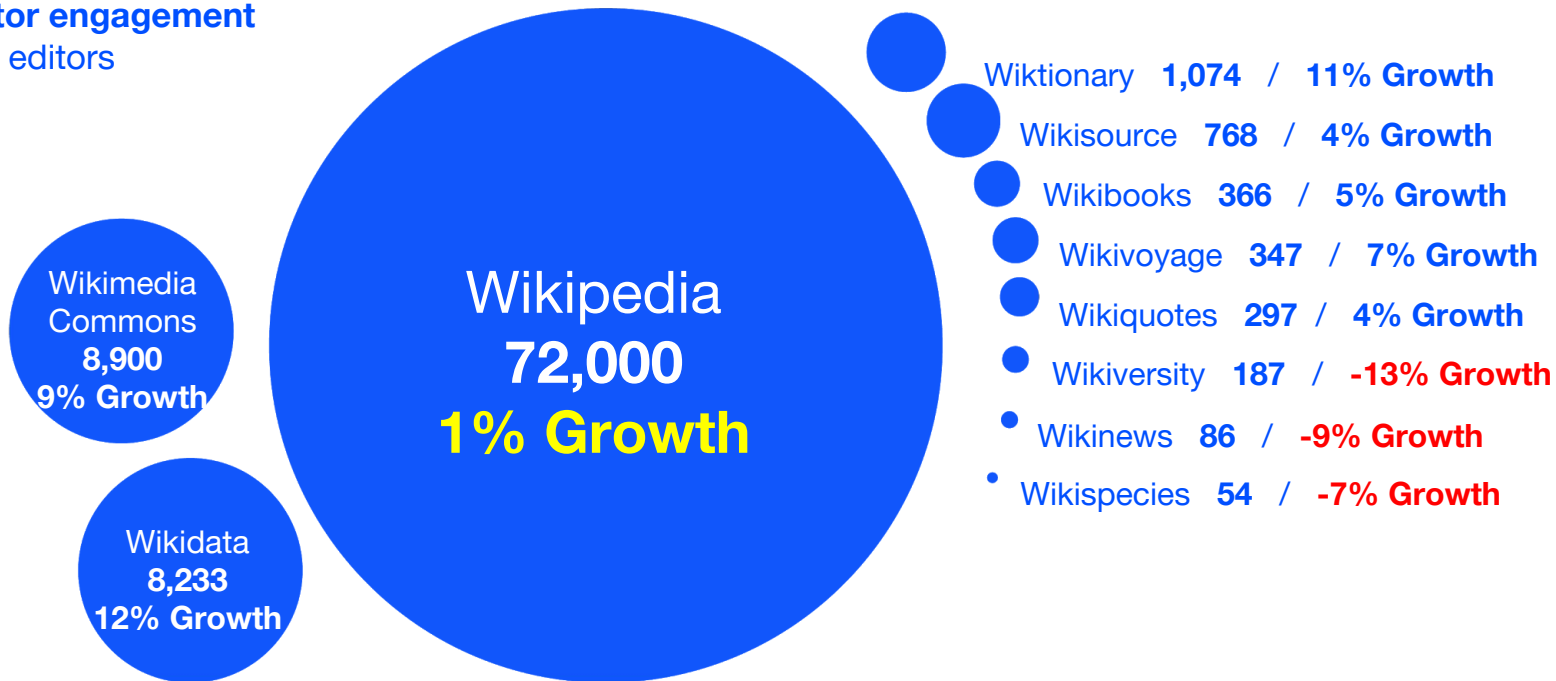
Reader engagement
of page views
per month



(Source: Wikimedia Analytics)

... and editors

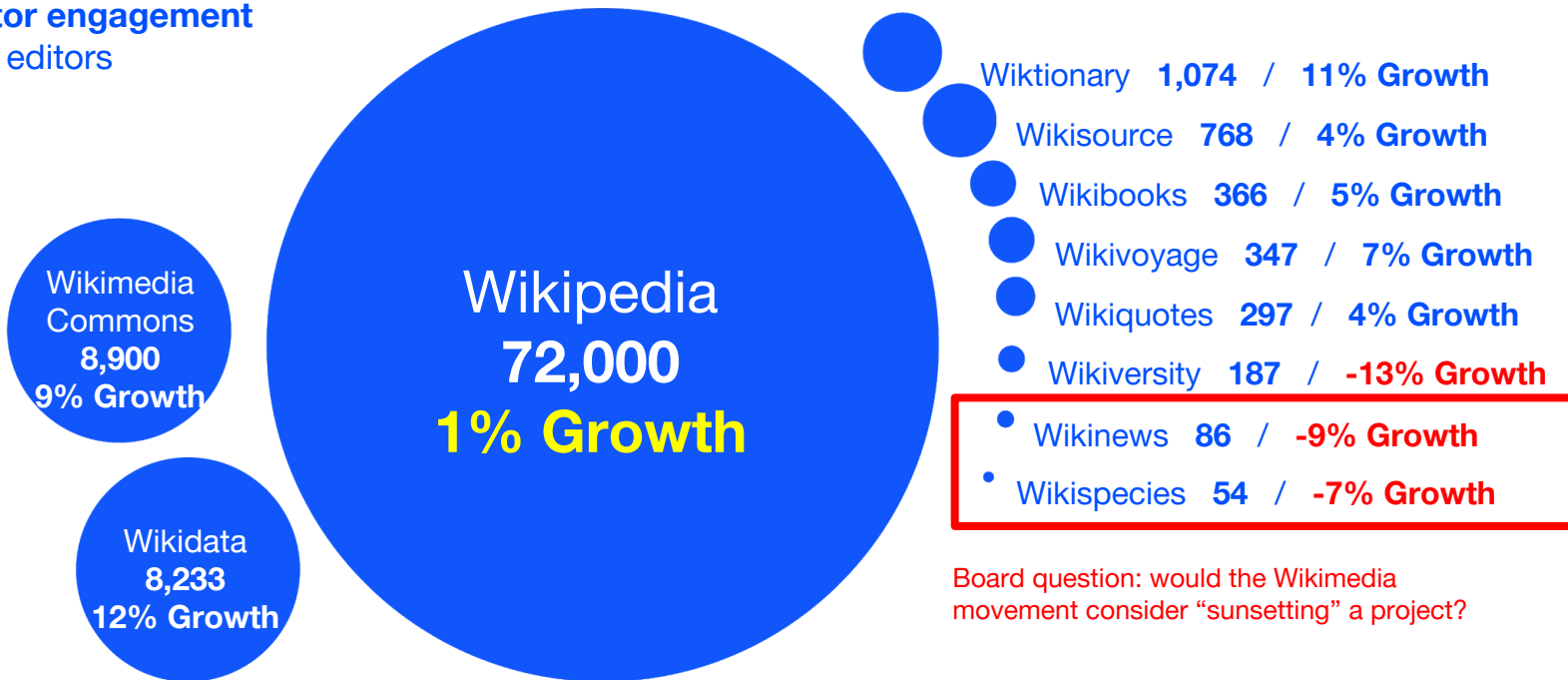
Editor engagement # of editors



(Source: Wikimedia Analytics)

... and editors

Editor engagement
of editors



Board question: would the Wikimedia movement consider “sunsetting” a project?

Wikidata holds strong potential for the future

Influencing beyond Wikimedia

into other knowledge
platforms

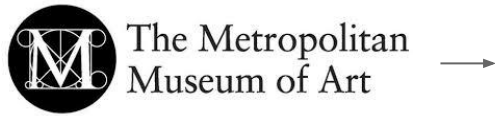
Free data beyond Wikimedia

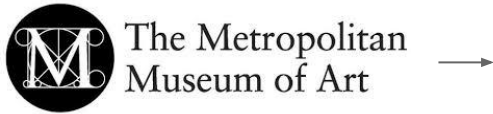
(no attribution needed),
with the potential to drive
innovation in AI

See more:

[https://meta.wikimedia.org/wiki/Communications/
Wikimedia_brands/2030_research_and_planning#Reports_&_Outcomes](https://meta.wikimedia.org/wiki/Communications/Wikimedia_brands/2030_research_and_planning#Reports_&_Outcomes)

Clarifying the brand architecture





THE
MET

THE
MET
.....
Breuer

THE
MET
.....
Cloisters

Brand architecture: how brands are connected to one another

Our current brand architecture does not serve us well

Who we are

Wikimedia



What people know us for

Wikipedia



What we want to talk about

Wikidata
Wikicommons
Wiktionary...

Let's shorten the distance

What people know us for

Wikipedia



What we want to talk about

Wikidata

Wikicommons

Wiktionary...

Today

Brand

Wikimedia

Project Brands

[Wikipedia](#) [Wikimedia Commons](#) [Wikisource](#) [Wikibooks](#) [Wikidata](#) [Wikispecies](#) [Wiktionary](#) [Wikiquote](#) [Wikiversity](#) [Wikivoyage](#) [Mediawiki](#)

Future

Brand

Wikipedia

Projects

Wikipedia Wikicommons Wikisource Wikibooks Wikidata Wikispecies Wiktionary Wikiquote Wikiversity Wikivoyage Mediawiki

Future state?

Brand

Wikipedia

Major Projects

Wikipedia

Wikidata

Projects

↑ Wikicommons
↑ Wikisource
↑ Wikibooks
Wikiversity
Wikivoyage

↑ Wikispecies
Wiktionary
Wikiquote

Mediawiki
Wikinews?

Quick FAQ

What changes?



**Wikimedia names becomes “Wikipedia” names
- retitling movement, affiliates, Foundation.**

What stays?



**Project names remain. Wikimedia Commons is
shortened to WikiCommons (the project nickname)**

What would be
developed?



**Naming conventions, project linking elements, visual
identity shifts to support “expanded” Wikipedia.**

Leading with Wikipedia is the best path forward

Brand Awareness



Achieving the same global brand awareness for Wikimedia as Wikipedia would require a marketing spend in the range of billions of dollars

Funding



This additional spend would need to be shifted from grants into marketing spend

What this approach does for us

Simplicity

Fewer entry points
for current and future
audiences

A north star for
all projects

Strength

Higher brand
awareness gives us
a strong foundation
that lifts all projects

Efficiency

Focused marketing
spend frees up
funding for projects

How do we explain this?

The 2030 goals

**To become the essential
infrastructure of knowledge.**

**For anyone to be able to
contribute freely.**

Wikipedia tomorrow

Knowledge is at the
heart of human progress.
It is only when we move away
from individual opinions that we
can chart a path together.
It unlocks indecision,
it reconciles differences,
it breathes life into imagination.



**Throughout
history,
knowledge
has been in
the hands
of the few.**



**It is
incomplete,
failing to
reflect the
diversity of
humanity**

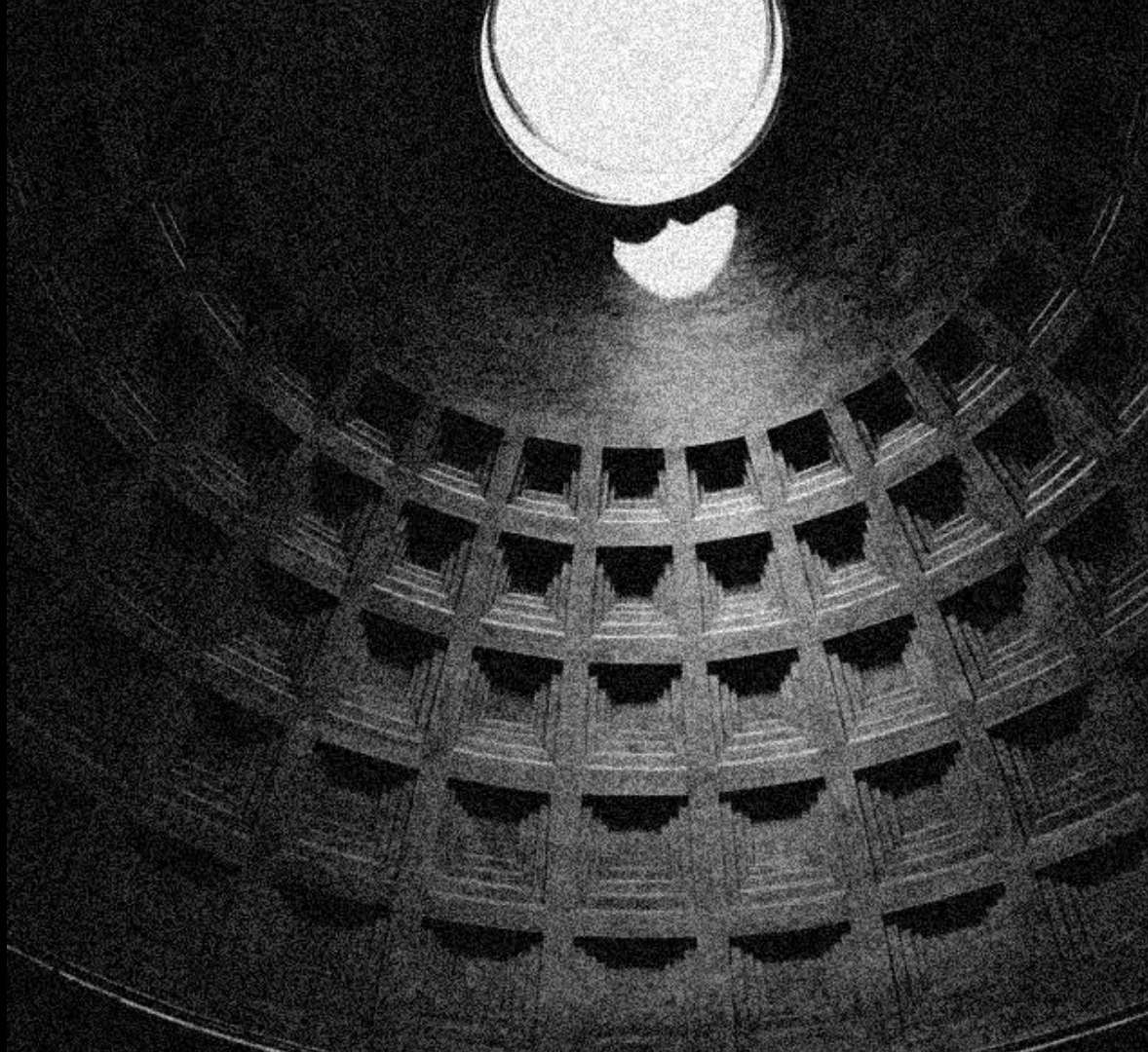




**limiting what we
can know, what we
can share, and
ultimately, what we
can understand.**

**When our
understanding
is limited, so is our
individual and
collective potential.**

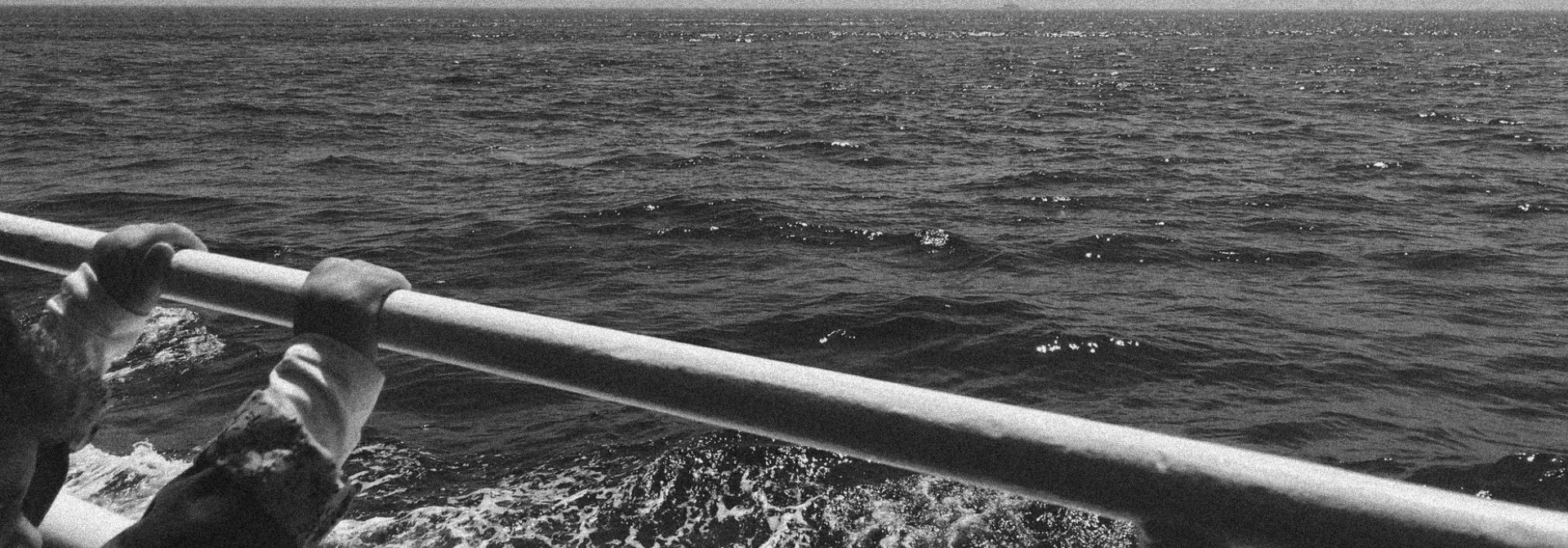
**Wikipedia was
founded on the
radical belief
that knowledge
belongs to all
of us.**



**And that
everyone
should be able
to access it and
participate in
its creation.**



**We believe knowledge
should represent everyone
and be shared freely.**



**This inspired us to create
the world's largest free
encyclopedia, which has
grown to offer knowledge in
more than 300 languages.**

**Together our community
has continued to innovate,
finding new ways to**

**create,
collect
and share
knowledge.**

Today we actively collect and freely share information ranging from images in Wikicommons, to an open library in Wikisource, to 5.8 million definitions in Wiktionary. And we've gone a step further by creating the potential to connect all knowledge through Wikidata.

What we offer today is a living collection of knowledge owned by all of us, and created by

**all
of
us**

**but there are
challenges
we must still
overcome.**

Systemic barriers prevent women and entire cultures from being present online. Technological barriers make it impossible for millions to enter the conversation.

Knowledge today is shaped and controlled by governments, and bought and sold by corporations.



**These
challenges
are what
drive us.**



**We are working
to ensure that
everyone can
participate in
the creation of
knowledge so**





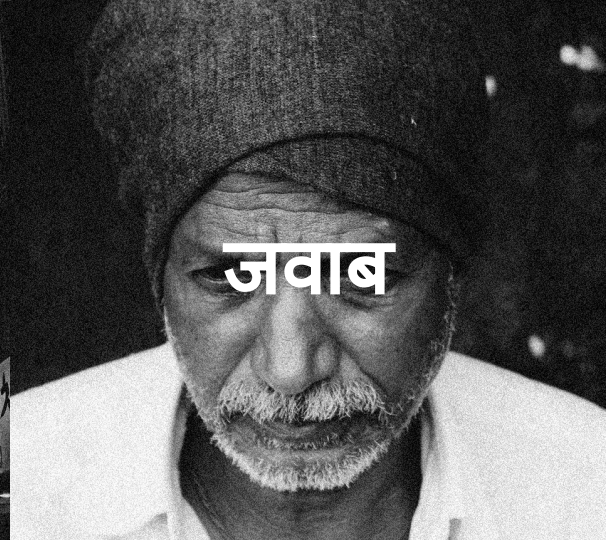
**anyone
can understand
anything**

**We believe in a world
where knowledge is not
the property of the few.**

Where the answers to our questions are made stronger with different perspectives.

Where knowledge is not written by only a few cultures, in a few languages, but through a plurality of origins and in many languages.

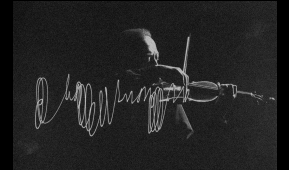
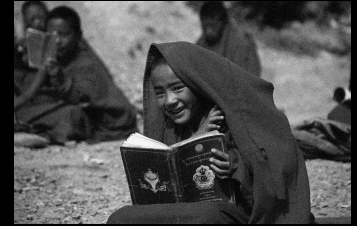
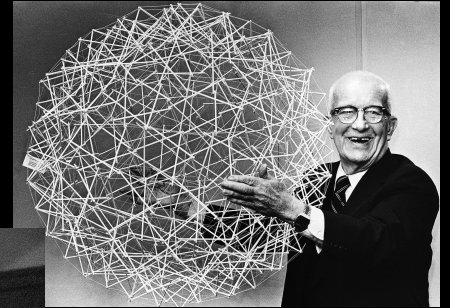
A world where knowledge is freely shared to reach even more people, in whatever way they choose to discover it.



**This vision
demands
all of our
participation.**



We invite everyone to read, contribute, and partner with us to keep knowledge alive.



Wherever your interests lead you, and to whichever project you choose to support, everything we do is working towards one goal.

Together we can





set knowledge free.

Next Steps

Next steps

Community consultation (February - April)

- Sharing the project research and strategic suggestions on Meta-Wiki, blogs, mailing lists
- Traveling to share the findings at:
 - Iberoconf
 - Wikimedia Summit
 - Wiki Arabia
 - Wiki Indaba
- Discussing findings with affiliate leaders via Google hangout/phone discussions
- Collecting feedback from affiliates (at least 80% of chapters/user groups consulted, affiliates encouraged to extend discussion to their members)
- Collecting feedback from individual contributors

Make final brand alignment suggestion to Board of Trustees by May 2019

- *As needed:* Plan for brand (name and logo) revision project for FY 19-20



How to share feedback

Key questions

- **Improvements needed:** What is missing/off/wrong about this brand strategy proposal?
- **Strengths:** What is good/right/exciting about this brand strategy proposal?
- Would you like to join our “brand network” to review and comment on future brand work?
- Would you like to be an advocate for this change?



Contact:

brandproject@wikimedia.org

Learn more:

**[https://meta.wikimedia.org/wiki/Communications/
Wikimedia_brands/2030_research_and_planning](https://meta.wikimedia.org/wiki/Communications/Wikimedia_brands/2030_research_and_planning)**



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