Wikimedia Brand Project
An overview of 2030 brand research and planning
Purpose

To support the **2030 strategic direction** we set out to understand the current system of [Wikimedia project brands](https://meta.wikimedia.org/wiki/Communications/Wikimedia_brands/2030_research_and_planning) (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

Graphic identity, logo

Name, wordmark

WIKIPEDIA

Recognition (“Yes, I’ve heard of Wikipedia”)

Associations (“free knowledge” “online encyclopedia”)
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

Understand the current state of Wikimedia brands among internet users worldwide.
July - Sept. 2018

Recommend refinement of brand architecture and positioning for 2030 goals.
Oct. - Dec. 2018

Review project findings and inspire movement groups to adopt brand strategy.
Jan. - May 2019

Begin name and visual identity development (as needed) to update brand system for 2030 goals.
July 2019...

*FY 2019-20 brand work will be directed by “brand review” info.
Project overview

**BRAND RESEARCH**
Understand the current state of Wikimedia brands among internet users worldwide.

**BRAND STRATEGY**
Recommend refinement of brand architecture and positioning for 2030 goals.

**TIME TO REVIEW**
Review project findings and inspire movement groups to adopt brand strategy.

**BRAND DEVELOPMENT**
Begin name and visual identity development (as needed) to update brand system for 2030 goals.

July - Sept. 2018

Oct. - Dec. 2018

Jan. - May 2019

July 2019...

*FY 2019-20 brand work will be directed by “brand review” info.*
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)

Fundraising
(Guillaume Paumier)

Legal
(Chuck Roslof)

Community Engagement
(Ben Vershbow)

Wikimedia Deutschland
(Jan Apel)

Consulted

Board of Trustees (four members)

Wikimedia community leaders from:
- Germany
- Egypt
- India
- Mexico
- Nigeria
- China
- And more

Movement Strategy organizers

Foundation staff
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
HOW WE SHOW UP

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

Non-China Market n = 130
QW4. When you think of the word WIKIMEDIA what comes to mind? What would you expect it to mean or to provide?

The **Wikimedia projects** have limited awareness

Non-China Markets n=130

W13. Which if any of the following have you ever heard of?
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**
- Spain: 89%
- Russia: 89%
- USA: 87%
- Germany: 85%
- France: 82%
- UK: 81%
- Japan: 62%

**Global South**
- Mexico: 51%
- India: 40%
- Nigeria: 48%

On average, 8/10 people know Wikipedia.

Q7: Which of the following websites have you heard of before?

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

Wikipedia 15.2 BN
- Wiktionary 162 M
- Wikicommmons 140.4 M
- Wikidata 58.9 M
- Wikibooks 31 M
- Wikisource 28.2 M
- Wikiquotes 20 M
- Wikiversity 6.9 M
- Wikinews 3.2 M
- Wikispecies 1.29 M

(Source: Wikimedia Analytics)
Editor engagement
# of editors

- Wikipedia: 72,000 (1% Growth)
- Wiktionary: 1,074 (11% Growth)
- Wikisource: 768 (4% Growth)
- Wikibooks: 366 (5% Growth)
- Wikivoyage: 347 (7% Growth)
- Wikiquote: 297 (4% Growth)
- Wikiversity: 187 (-13% Growth)
- Wikinews: 86 (-9% Growth)
- Wikispecies: 54 (-7% Growth)

(Source: Wikimedia Analytics)
... and editors

Editor engagement
# of editors

Wikipedia
72,000
1% Growth

Wikimedia Commons
8,900
9% Growth

Wikidate
8,233
12% Growth

Wiktionary
1,074 / 11% Growth

Wikisource
768 / 4% Growth

Wikibooks
366 / 5% Growth

Wikivoyage
347 / 7% Growth

Wikiquotes
297 / 4% Growth

Wikiversity
187 / -13% Growth

* Wikinews
86 / -9% Growth

* Wikispecies
54 / -7% Growth

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

(Source: Wikimedia Analytics)
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

(Source: 081518 San Francisco Workshop #2)
See more:
https://meta.wikimedia.org/wiki/Communications/Wikimedia_brands/2030_research_and_planning#Reports&_Outcomes
Clarifying the brand architecture
Brand architecture: how brands are connected to one another
Our current brand architecture does not serve us well

Who we are: Wikimedia
What we want to talk about: Wikidata, Wikimedia Commons, Wiktionary...
Let’s shorten the distance

What people know us for
Wikipedia

What we want to talk about
Wikidata
Wikicommmons
Wiktionary...
Today

Brand

Wikimedia

Project Brands

Wikipedia  Wikimedia Commons  Wikisource  Wikibooks  Wikidata  Wikispecies  Wiktionary  Wikiquote  Wikiversity  Wikivoyage  Mediawiki
Future

Brand

Wikipedia

Projects

Wikipedia  Wikicommmons  Wikisource  Wikibooks  Wikidata  Wikispecies  Wiktionary  Wikiquote  Wikiversity  Wikivoyage  Mediawiki
## Future state?

### Brand

**Wikipedia**

### Major Projects

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<thead>
<tr>
<th>Wikipedia</th>
<th>Wikidata</th>
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<td>Wikicommons</td>
<td>Wikispecies</td>
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<td>Wikibooks</td>
<td>Mediawiki</td>
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<td>Wikiversity</td>
<td>Wikinews?</td>
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<td>Wikivoyage</td>
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**Projects**

- Wikicommons
  - Wikisource
  - Wikibooks
- Wikiversity
- Wikivoyage
- Wikispecies
- Wiktionary
- Wikiquote
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.
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