WIKIPEDIA C'est quoi.

A series of communication tools about Wikipedia. Cameroon pilot project

The Brief in short :

> Our objective :
Reach and involve communities : Build **awareness and affinity** about wikipedia and its philosophy : Sharing knowledge for free.

> Our Message :
Wikipedia is a **free** content encyclopedia based on an **openly editable model : Wikipedia is about accessing and sharing knowledge, for free.**

> Core targets :
People who live in Douala and who do not know wikipedia.

> Secondary targets :
Any individual or institution that can contribute to the project as an enabler or to wikipedia as contributor.

> Tone and manner :
Fun, not didactic (Wiki is so nice, this is how it works, this is what it does for you for free).

> Multimedia approach.

Key Issues :

> How to stimulate a target who doesn't have an easy access to the internet, and is not familiar with TIC or FSK platform concept ?

> How to address different profiles of targets (different categories of users, possible contributors with their different sOcio types) and convey the different corresponding messages to them ?

> How to be distinctive and catchy in an overcrowded media landscape ?

<u>Communication strategy :</u>

Rather this….   **…than this.**

> Having a **disruptive approach** in terms of tone and manner to be distinctive and build awareness.

> Anchor the message in a **relevant cultural context** to build affinity.

> Remaining **accessible and easily understandable** (without considering the public as brain dead, this is not a lesson on wikipedia).

> **Stimulate** rather than explain (Again, this is not a lesson)

> Encapsulate the core message in a **strong and memorizable tagline**

> **Do not try to deliver 10 messages at once** in a single communication tool : dial the ddifferent aspects of the message aiming the different targets through a relevant media channel.

> Wikipedia being an online tool, try to **organise the cameroonian community on the internet as a trend setter platform** to interactivly manage the whole project.

> **Use video** as much as possible (image is more powerful, more viral than any other tool)

Communication tools :

> Video :
  – WKPD trailers : short fun films dialing our core message
  – MusicalVideoclip (WKPD anthem)
  Video will be a key asset in our strategy, to be used through TV+web broadcast, but also during any related event.

> Music : Music is a great way to enter people's mind and heart. The idea is to create and promote a" WKPD anthem" and a videoclip.

> Comic : A popular "media" to present Wikipedia in a fun and accessible way

> Classical print : For the stakeholders who are possible contributors to WKPD or partners in the "C'est quoi" project. A more classical and detailed presentation of wikipedia's scope, mission and vision in the African context.

> Press Conference: To communicate on the launch of the active phase of the campaign

Media strategy :

> "WKPD C'est quoi" Facebook account.
A logical choice for an online platform such as WKPD. The account should be created in the early stages of the project to inform and involve possible online stakeholders, individual or structures in the project. In Cameroon, facebook is the major player in social networks. 260 000 women and 460 000 men are using facebook, and should be considered as trendsetters in the use of Wikipedia.

> TV: For trailers broadcast and possible partnership.

> Radio: A very strong media in Cameroon (Higher equipment rate than TV). The idea is more to try and build a partnership on the "WKPD, C quoi?" project than to broadcast radio spots.

> Press: For the publication of the WKPD comic and to relay general information on the "WKPD C Quoi" project.

NEXT STEPS:
> Strat approach approval, final evaluation of costs and resources
> Creative strategy and creative concepts

TO BE DISCUSSED:
> Partnership : Very important if we want to have enough visibility on TV (Classical broadcast costs are high). Also needed for anthem production (implication of local artist famous enough to carry the project). Possibilities in terms of Co Branding?
> Facebook account administration: Who does what?