



Promoting Wikipedia in Mexico

Campaign Results from November - December 2018
and April - June 2019

In April 2018, the Wikimedia Foundation and Wikimedia Mexico began collaborating to reach “New Readers” in Mexico.

The goal: Increase awareness of Wikipedia across the country.



Awareness Benchmark: Mexico

53%

**of Internet users had
heard of Wikipedia**

2018 campaign overview



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Target audiences

Primary: School-aged Mexican internet users who have not heard of Wikipedia

Secondary: Internet users who have not heard of Wikipedia



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Primary result

No statistically significant increase in Wikipedia awareness.

In fact, fewer survey participants reported “having heard” of Wikipedia.



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Awareness Results: Mexico

October 2018

53%

Margin of error (+/- 2.3%)



January 2019

51%

(+/- 2.3%)

**Of internet users surveyed
Have heard of Wikipedia**



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Results based on comparing phone survey results

Was the video effective?

Yes. From the survey data, we learned that 13% of survey participants said that they had seen the video, and that many learned of Wikipedia for the first time from the video.

Seen the video →

13%

Of internet users surveyed said they had seen the video

New awareness

40%

Of those people said they learned about Wikipedia for **the first time** from the video

=

New readers

5.2%

Of total internet users in this study were “new” to Wikipedia because of the campaign.

So what happened?

Video did not reach enough people, especially “non-aware” internet users

Mexico had the highest starting awareness level of any New Readers country at 53%.

It also has the most internet users of any New Readers country at 69 million people.

Our campaign maintained the audience target of 5 million (set in Indian and Nigerian campaigns). But we believe that number was too low to ensure the video was delivered to “new” readers with no awareness of Wikipedia.



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Recommendations

1. Increase distribution of video 2 - 3x
2. Find approach to target “non-aware” users in Mexico



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La enciclopedia libre

¡Bienvenidas y bienvenidos a Wikipedia!

Somos una enciclopedia gratuita, construida por miles de voluntarias y voluntarios alrededor del mundo. ¿Quieres saber más sobre historia, deportes, arte o tu artista favorito?

Stats on landing page

User Journey from video ad
to Spanish Wikipedia



¡Pruébala!



Música de América Latina

La música de América Latina, también llamada música latinoamericana, música latina o "ritmos latinos", es la música cultivada en los países de América Latina. Comprende géneros autóctonos de la región como el bolero, la salsa, la bossa nova, la música tropical, el merengue, o la bachata, entre otros, y también los géneros que derivan de estilos más internacionales como el pop, rock y jazz latinos.

Foto del festival mundial de Tango de Virginia Innocenti, disponible bajo licencia [CC-BY 2.0](#)

[Lee más](#)

VISITA

es.wikipedia.org



¡Baja la app!

Nuestras aplicaciones son otra manera para que puedas leer y editar Wikipedia. También puedes guardar artículos en la aplicación para leer luego, así no tengas conexión a internet.

[🍏 Apple App store](#) [🌐 Google Playstore](#)

Click through rate between pages

Video to
landing page



Landing page to
Wikipedia



Impact on traffic

**35,888 landing
page views**

**1393 viewers clicked
through to Wikipedia**

No measurable impact

less than 1% of video views
resulting in a visit to the
landing page

4% of visitors from Mexico clicked
through to Wikipedia. Most went to
the Música de América Latina

The views to Música de América
Latina did not have a noticeable
impact on daily traffic

**Around 69 million have
access to the internet.**

Awareness benchmarks

Using a survey from October 2018, we established a baseline for Wikipedia awareness in Mexico.

Survey respondents were asked if they “have heard of Wikipedia” and about half could answer yes:

53% of Mexican internet users had heard of Wikipedia.

See more:

https://meta.wikimedia.org/wiki/New_Readers/Raising_Awareness_in_Mexico#Research_on_Impacts

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[IMAGE SOURCE](#)

2018 campaign details



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Campaign overview

The messaging campaign began in mid-November and continued through mid-December, a span of 5 weeks :

- **November 16** - Superdotada video published on Facebook, Instagram, Twitter
- **November 19** - Youtube video launched
- **December 11** - Influencer's Youtube video launched
- **December 14** - Campaign complete



Video ads



Video details

Strategic approach: We partnered with ISLA (a Mexican agency) to produce a video introducing Wikipedia. Wikimedia Mexico requested a high-energy video, so the resulting video is inspired by reggaeton and shows a young “intellectually gifted” student who enjoys learning about everything on Wikipedia.

Timing: Videos launched November 16- December 11, 2018

Distribution channels: Facebook, Instagram, YouTube, Twitter



Video impact

Videos earned 5+ million views

Video links:

Superdotada on:

- [Facebook](#)
- [YouTube](#)
- [Instagram](#)
- [Twitter](#)
- [Youtube](#) (Influencer)
- [Instagram](#) (Influencer)


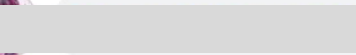


Video views & engagements

Numbers counted from November through March 2019

Channel	Views	Comments	Shares	“Likes”
Superdotada (Facebook)	3.1 million	42	187	137
Superdotada (YouTube)	2,322,655	970	n/a	4k
Superdotada (Instagram)	11,635	109	n/a	786
Influencer’s YouTube	51,271	868	n/a	3.6k
Influencer’s Instagram	23,738	112	n/a	7,447
Influencer’s Facebook	1305	7	-	-
Influencer’s Twitter	102	-	-	-


Selection of video comments

  3 months ago

Es súper adictivo! 😂

Like · Reply · 14w


👍 2

 2 months ago (edited)

PRIMERA VES QUE ME GUSTA UN COMERSIAL

ALA SEGUNDA ME DI CUENTA DE QUE ERA NATALI POP 🤔🤔



👍 1 🗨️ REPLY

 3 months ago

buena campaña wikipedia !!!!! sigan asi con canciones de moda

👍 3 🗨️ REPLY


View reply ▾

  3 months ago

YeEEEEEEEE! Que buena canción! 🎵🎵🎵



👍 22 🗨️ REPLY

View reply ▾

  3 months ago

Siempre me sirve para hacer mis tareas, nataly pop 🤔🤔🤔🤔

👍 6 🗨️ REPLY

  2 months ago (edited)

La escuche en el comercial y se me pegó 🤔🤔 JAJAJAJA

👍 2 🗨️ REPLY

Press



Press coverage: 1 Story



MWC 2019

ANÁLISIS

NOTICIAS

VIDEOS

CÓMO SE HACE

LISTAS



REGISTRO / ACCESO

INTERNET

Wikipedia lanza campaña para darse más a conocer en México

La gigantesca enciclopedia de Internet dice que sólo uno de cada dos usuarios digitales en el país conocen su trabajo. Por ello, lanzó un video de la youtubera mexicana Nataly Pop promoviendo su uso.

POR GABRIEL SAMA | 15 DE NOVIEMBRE DE 2018 4:58 PM PST



Recommendations



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Media distribution:

- Work with paid media strategist so we can have clearer visibility into the spend and control for optimization
- Recommendations from paid media strategist:
 - Run campaigns in January-October (far from holiday season)
 - Increase spending to reach when aiming to change awareness across such a large target audience
 - Test more variables (different copy, variations of the video)
 - Test landing pages
 - Invest in better video tracking metrics
 - Say brand name sooner in video

Influencer:

- The reach of the influencer was less than expected
- Influencer agency was challenging to work with - they were not always responsive, particularly later in the process after they were paid
- If we still have things pending from a vendor (in this case, the influencer's agency), defer more payments
- Have alignment with the influencer on deliverables and deadlines
- Have agency manage influencers in the future

Community support:

- Staff community coordinator for each campaign
- Define community stakeholders in advance, especially multi-country

2019 campaign overview



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Following the recommendation to increase the distribution of the video in an attempt to reach “non-aware” internet users, we ran a second promotion campaign in Mexico.



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Campaign overview

The *Superdotada* video was promoted from April through June, for a span of 10 weeks.

- **Timing:** March 27 - June 6, 2019
- **Distribution channels:**
Facebook and YouTube



Video impact

Videos earned additional 8.9 million views

Video links:

Superdotada on:

- [Facebook](#)
- [YouTube](#)



Gracelle Mesina - CC BY 3.0 US
felix peault - CC BY 3.0 US

2019 campaign result

**No statistically significant increase in
Wikipedia awareness.**

Awareness Results: Mexico

October 2018

53%

January 2019

51%

July 2019

51%

Margin of error (+/- 2.3%)

(+/- 2.3%)

(+/- 2.3%)

**Of internet users surveyed
Have heard of Wikipedia**



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Results based on comparing phone survey results

Recommendations

- 1. Find way to target “non-aware” users in Mexico so we can improve impact of efforts**
- 2. Consider alternative awareness tools**



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Thank you



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