

## Objectives

With the huge cultural and political significance of the Papal visit and the need for it to be seen as a global success story in the eyes of the world through a video and digital lens, the challenges were enormous, with this being;

1. *The most high profile visit in the recent history of the UAE*
2. *A major need to **change perceptions** at a time when there were negative stories circulating about the Catholic Church, and global media cynicism around the Catholic and Islamic faiths coming together*
3. *Magnitude of stakeholders, so careful management was integral for success*

The objectives were:

- **Change global perceptions** of the UAE via the creation of video content to engage audiences worldwide
- Create multiple video content to **drive positive conversation** about the UAE, globally
- **Maximise coverage**, targeting global audiences via broadcast and digital media

## Research

To create a compelling broadcast strategy, the team gathered data from multiple sources.

- **Global perception of the UAE:** Using our in-house social tools, we conducted a digital listening exercise of perceptions of the UAE in over 15 countries. Analysing 1.5m posts and content, we understood the cynicism global media/audiences had about this visit
- **Auditing 10 major broadcasters**, highlighting the media fatigue over the typical content received for Papal visits. With media requesting more 'colour' visuals of the location and stories 'from real people' to ensure a human interest angle
- We **surveyed** people of different religions, identifying key stories around people's personal excitement.
- After researching the Year of Tolerance pledge, **key messages** were identified of 'unity, 'peace', 'tolerance' - this would flow through our communication

## Strategy

The strategy hinged on speed, fast turnaround of content was essential to ensure coverage. Our vehicles for delivery would be live streaming to TV and social media, B-Roll, Video News Releases and social media content, in multiple languages. Our content would primarily focus on human interest stories.

- **Capturing human interest 'colour' stories** – key to our strategy was visiting places of worship in advance to capture stories of people from multiple faiths expressing their excitement for the visit, scheduled for inclusion in all content
- **Planning in advance** – a script was provided for each B-Roll, VNR and Social Media Video, including text on screen, translated in advance
- **Managing the approval process** –with multiple time sensitive content being issued daily to media, 2 points of contact were identified for swift approval
- **Influencing the news agenda** – advance meetings held with broadcast planners at global news agencies to assist in ensuring that key visual images of the visit were circulated widely
- **The need for speed** – a full production line was set up to ensure that each editor and 'unit' was responsible for different outputs, ensuring content was created at pace
- **Need to deliver immediate results** – a taskforce team was responsible for compiling ongoing coverage reports to update our internal stakeholders within hours
- **Working alongside key stakeholders** – team aligned with Catholic Church, Vatican Media, NMC and CPC to agree a joint media strategy to allow for seamless management of media requirements / requests
- **Distribution Strategy** – a full media plan was put together in advance, with 1 x B-Roll being issued 48 hours in advance to pre-trail the content, and a full timelined distribution plan was communicated to global media
- **Leveraging global office network** – team leveraged expertise across network in terms of local media knowledge, and insight

## Execution & Originality

The success of the Pope's visit wasn't in producing simply one broadcast asset. It was in the power of multiple assets that focused on personal stories that built an emotional connection.

- **Welcome video** – a creative led video to be played on iPads to the Pope and the Grand Imam when they arrived in Abu Dhabi. The video content featured people of different faiths and nationalities 'welcoming' the Pope and Grand Imam in different languages
- **Live Streaming** – key moments of the visit, from the arrival, to the signing of a peace document and Mass, were live streamed to a global audience on YouTube and Facebook
- **B-Roll footage** – 5 x B-Roll content was created each day that capture key moments, as well as telling the human interest stories of people's excitement to see the Pope, sold into global TV media.
- **Video News Releases (VNR)** – 15 x VNR's were delivered in 5 different languages during the 3 day visit.
- **Social Media Content** – 50 different videos were created in the 2 week lead up, and during the Pope's visit. The content had different themes, ranging from 'Different houses of worship', 'Al Azhar Institute' and instructional videos about 'How to get to the Mass'
- **Social Media Feature stories** – focusing on stories about different faiths coming together
- **Vox Pop videos** - the day of the Mass, the team delivered over 30 videos on site, with people from different nationalities and faiths extolling their happiness about the Pope's visit

## Results

Over **2,439** items of broadcast video-led coverage across the world's major TV news, radio news and websites & **16,242** articles

**Geographical spread:** coverage appeared in 38 languages, and 147 countries

**Total Broadcast Campaign Reach** was **513,003,121**

**100% of all broadcast coverage was positive** – with all coverage on message.

**Average consumption time of TV bulletins was 45 seconds** (30% higher than typical news average)

**7.3 Billion Total Social Media Impressions** 435K official hashtag uses worldwide and 1.1M social media engagements.

**Video:** 6.4M total video views

**Live Stream:** **1.1 million** people viewed the stream on YouTube and Facebook

**Capturing our audiences interest:** the average viewing time was 21 minutes on a 30 minute stream proving that the topic and discussion was compelling

**National Geographic Documentary** documenting the Pope's visit

**Human Fraternity Meeting in NYC** – further major global conference due to take place about peace and co-existence

**Overall – 70 videos delivered**

An extensive, highly detailed evaluation followed, including quantitative and qualitative insight. The central marker of success was not only engagement but also the changing perception of the UAE through video content, demonstrated by the positive messaging of unity, peace and tolerance, receiving no negative coverage.

*Client budget is confidential.*