

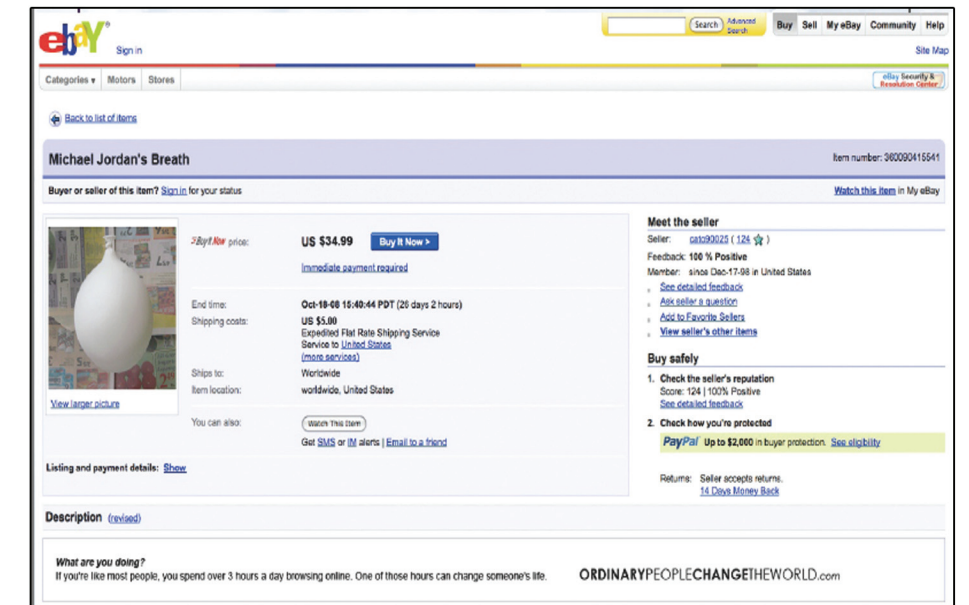
# OrdinaryPeopleChangeTheWorld.com

is a website that allows people to kill time and actually change something for the better at the same time. The site is dedicated to a belief that the world can be a good place.



## ▲ Blog Banner Ads:

These ads are a head nod to the ridiculousness of reality television. They pull the target to them in their sheer foolishness.



## ▲ eBay Listings:

We continued in the spirit of using the unbelievable to draw people to us, as we posted items like Michael Jordan's breath on Ebay.com.

## The Challenge

To inspire ordinary people to do good.

## The Insights

- 20-29 year olds said they average 2.1 hours of wasted time per day, the majority of which is spent online doing non work related stuff.
- 17.7% report that they don't have enough work to do and that's why they waste time.
- 11.1% say their work is not challenging enough and that's why they waste time.
- Want to make a difference.

## The Target

We concentrated on 21-30 year old, college educated, young professionals.

## The Strategy

What are you doing?

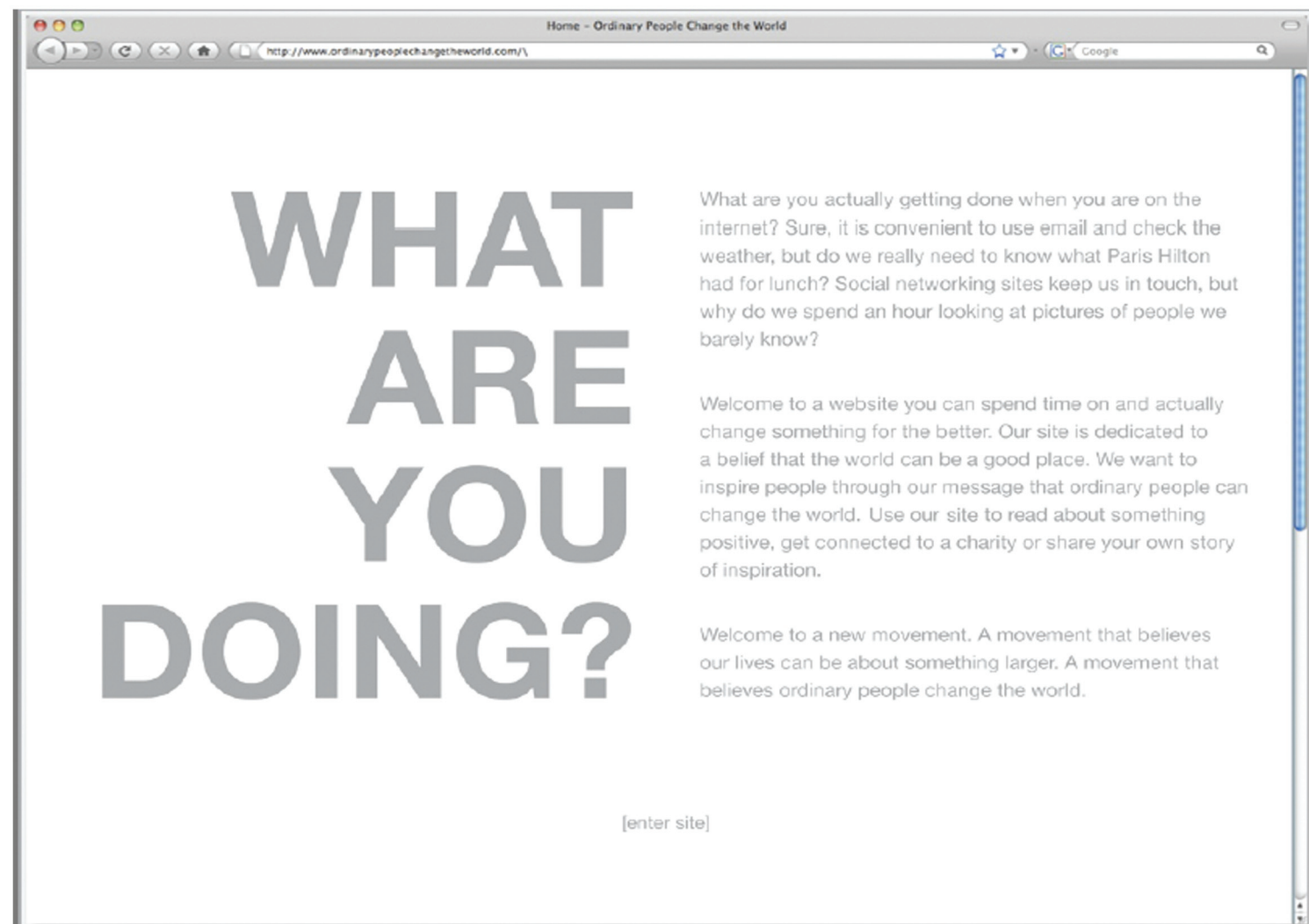
## The Rationale

This target admits to wasting hours everyday online checking blogs and Facebook. We want to get right in their face when they are wasting time and make them ask themselves, "What am I doing?" Or better yet, "What could I be doing?"

## The Ed Factor

This target has a history of volunteering and participating in community service. Throughout high school and college, this audience was able to attach themselves to an already established project or organization and make a contribution.

Now that they are in the world of work, they are feeling a void as these types of programs and organizations are not as prevalent any more. They feel like they should be doing something, they just don't see the mechanism to do so.

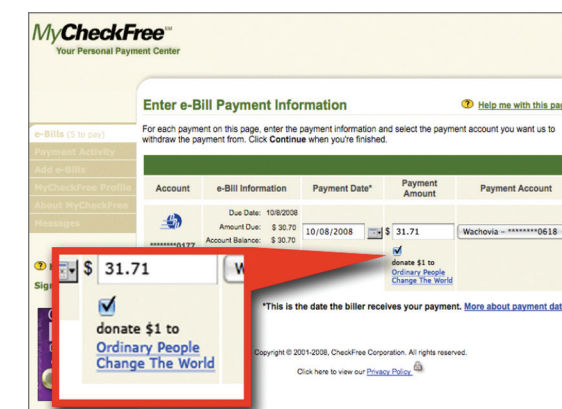


## What Are You Doing? Splash:

We created a splash screen that comes up when our target clicks on our ridiculous ads. This splash holds a mirror to the target and makes them take a moment to ask themselves what are they doing? Couldn't they be spending this time helping someone? The splash then re-directs them to the OPCTW website and shows them how they can make a difference even while sitting at their computer.

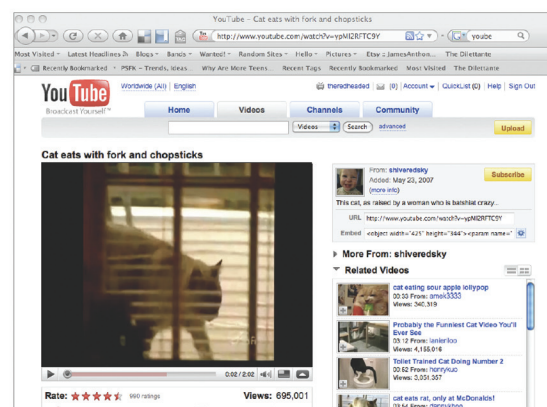
## ▼ Banking:

We know our target conducts their banking online. In order to make it easy for them to donate to a cause, we will partner with banks to get a donation box on their websites. This way millennials can do a good deed without raising a finger.



## ▲ OOH:

We wanted to hit our target when they were commuting to work as well. We created taxi tops, bus wraps, bike racks and wall blasts to capture our target's attention and direct them to the website.



## ▲ YouTube:

We took advantage of this target's penchant for watching youtube videos. We tagged several most viewed videos and interrupt the video with our splash re-directing viewers to our site.