

A MINI CAMPAIGN

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APRIL 1ST @ OECD

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# WHY?

- ▶ Appeal to the general Internet public (remember the **15/25** age group? **Millennials!**)
- ▶ Being able to subtly **mock yourself** demonstrates **strength** and **confidence**.
- ▶ Show 🔥!
- ▶ Set ourselves apart from other organisations (in a bold, pioneering way!)
- ▶ Link OECD to an **event that many can relate to** (in the Western hemisphere at least)
- ▶ Prove OECD can be **funny and light-hearted**, yet **serious** about issues that count
- ▶ Showcase lesser known as well as already known areas of OECD work
- ▶ Start a tradition?
- ▶ **Keep it light**, in terms of effort!

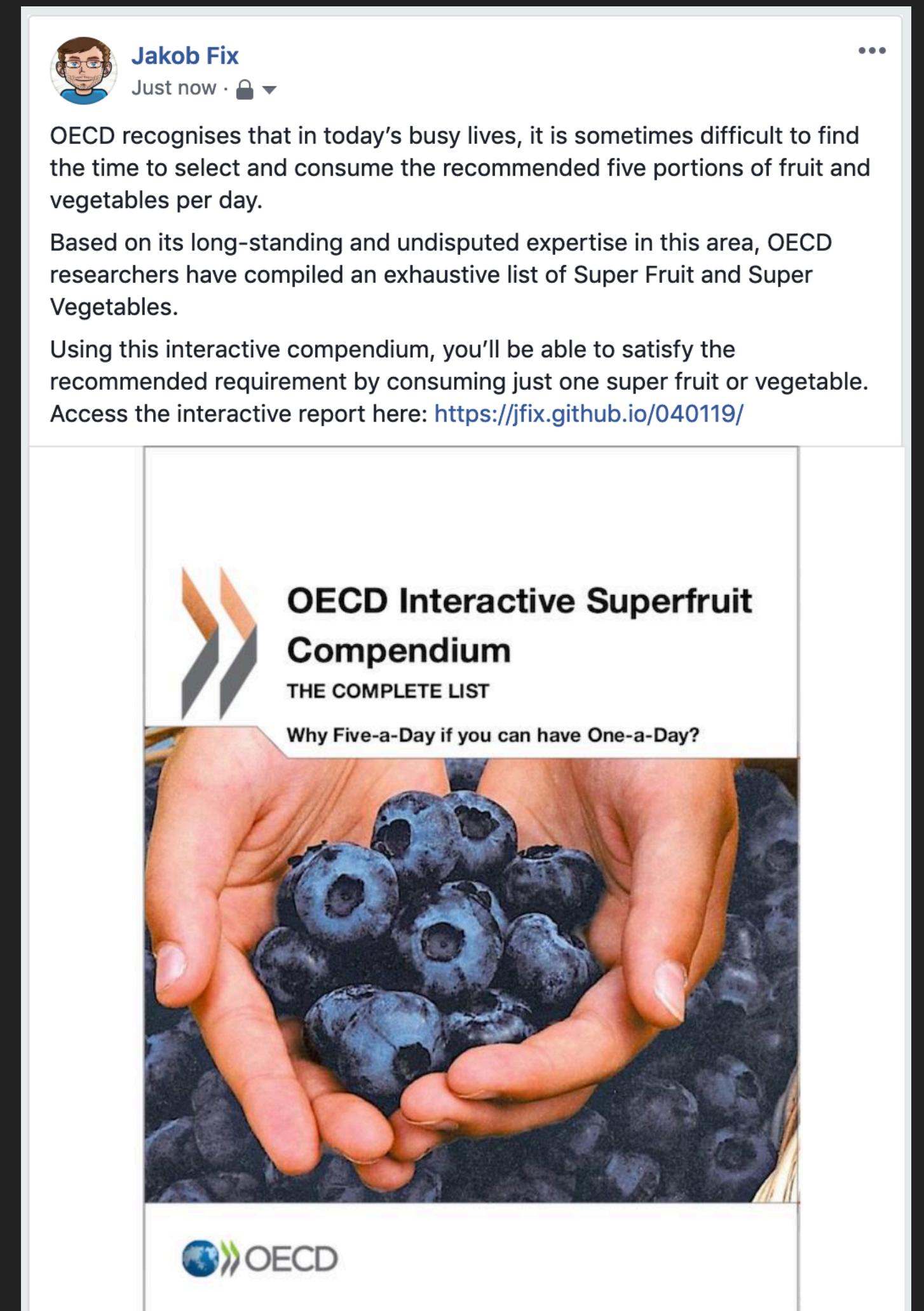
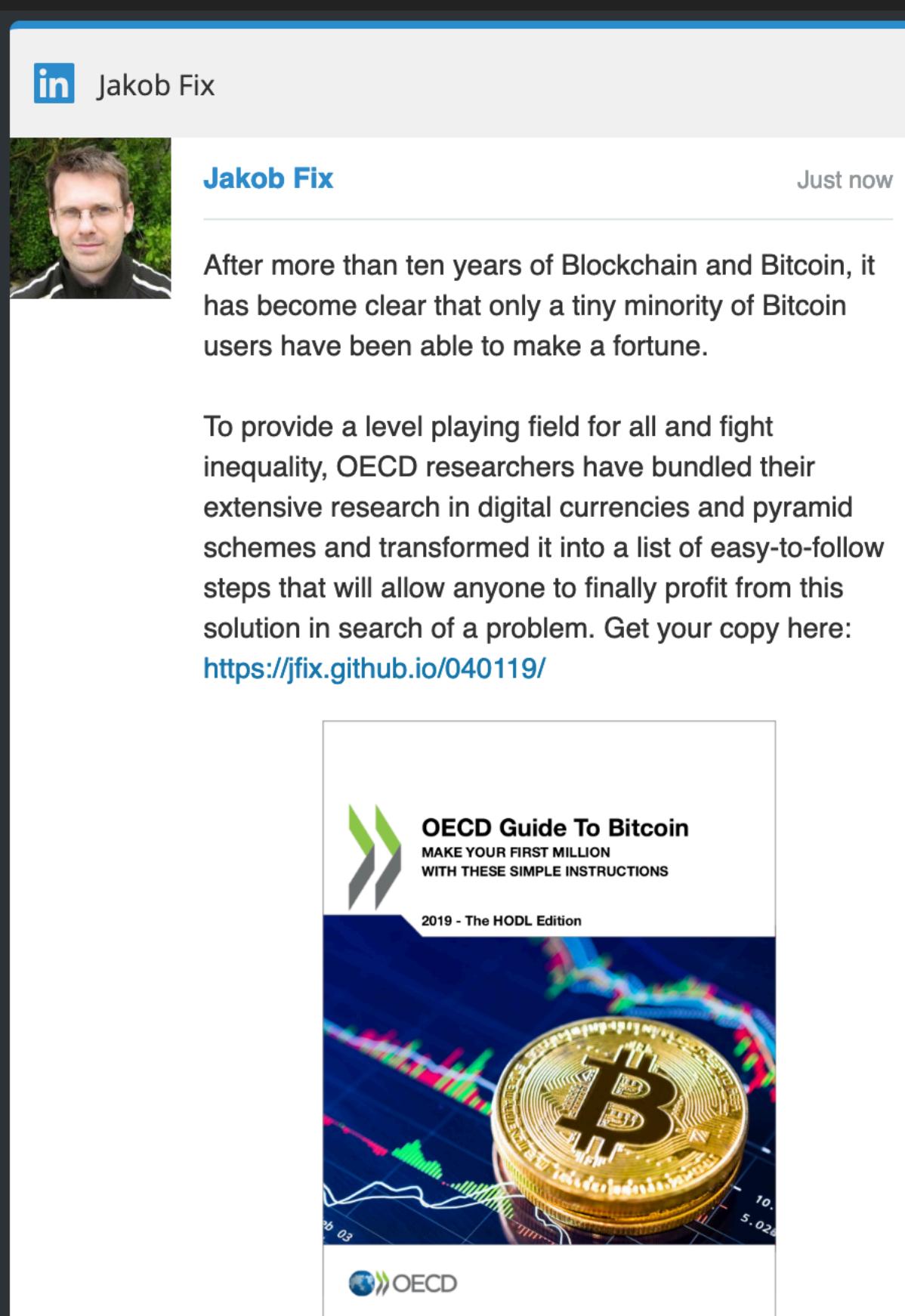
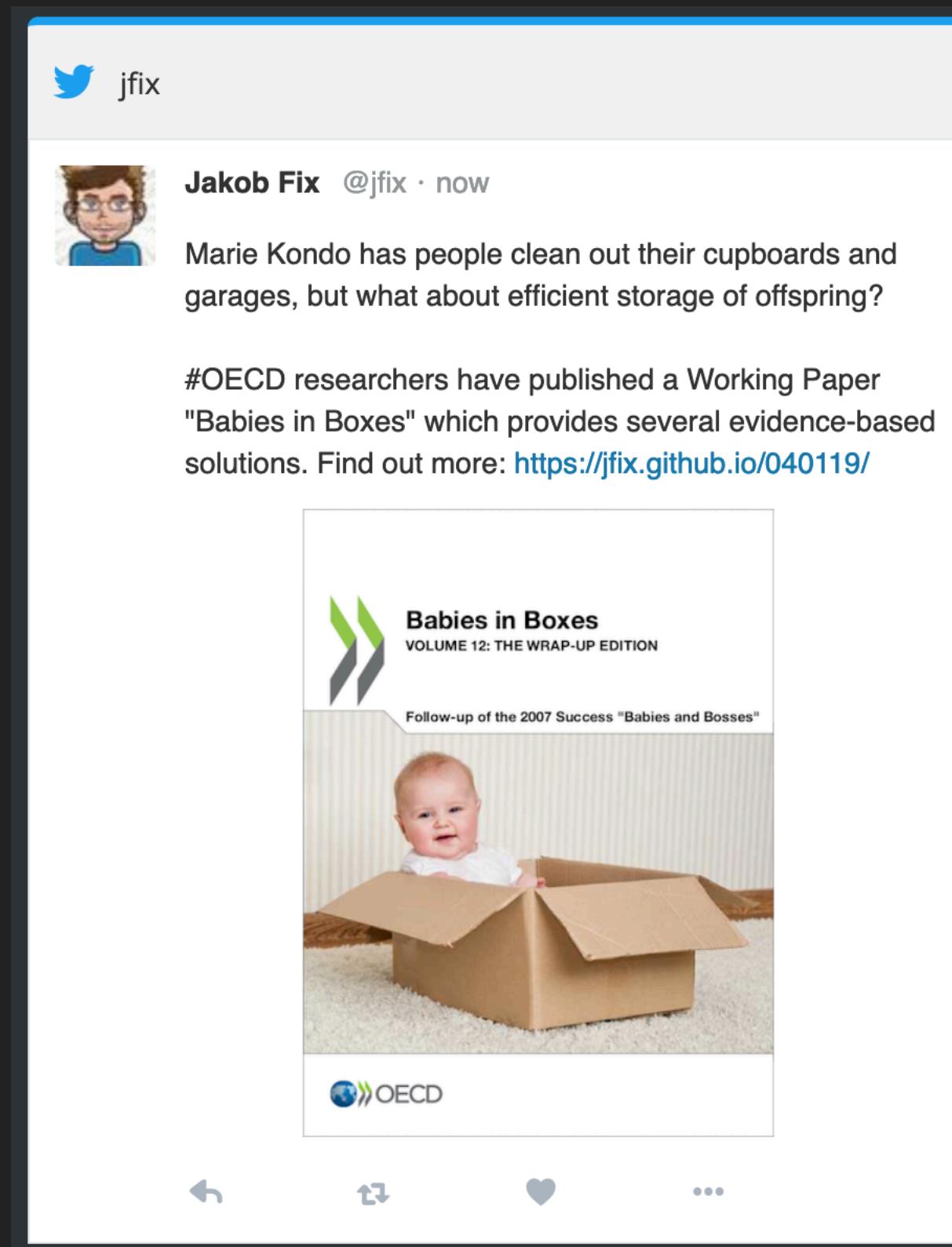
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## OTHERS DO IT

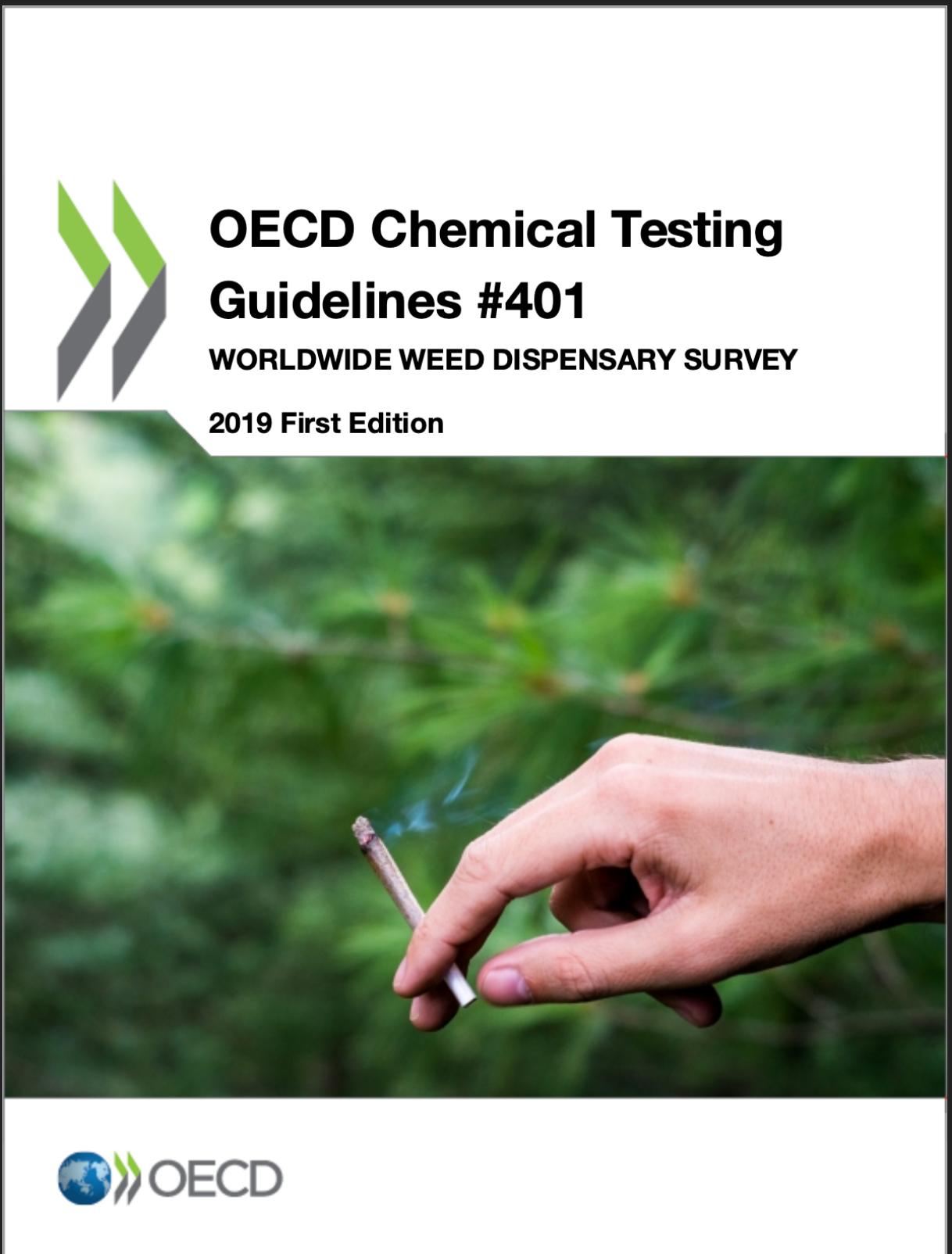
- ▶ Google (on several properties, every year)
- ▶ European Parliament in the UK: [https://twitter.com/EPinUK/status/98032010218378854?  
s=09](https://twitter.com/EPinUK/status/98032010218378854?s=09)
- ▶ NPR, universities, Kickstarter, MoMA, MIT, Tumblr, Twitter, The Guardian, HuffPost, National Trust UK, CERN, Virgin, all sorts of websites
- ▶ Media create lists of best April fools' jokes around the world, e.g.:
  - ▶ <https://www.theguardian.com/theguardian/2017/apr/01/fake-news-the-best-and-worst-april-fools-day-stories>
  - ▶ <https://www.theguardian.com/media/2014/apr/01/april-fools-jokes-2014-best-web>

# WHAT? - VEHICLES

- ▶ Six fake publication covers with an intriguing blurb, here are some examples:



## TWO MORE EXAMPLES



With the legalisation of drugs like Cannabis making inroads all over the world, it becomes more and more difficult for the recreational user to know which place has the Pure Sativa, or where to find that Premium Skunk.

In a first attempt to provide evidence-based answers, OECD undertook a painstaking research effort to create an inventory of dispensaries worldwide, listing for each the strains offered, average prices, whether on-site consumption is possible, what payment options are available etc.

An ad-hoc research group of volunteer analysts at OECD is already preparing (impatiently) for the next edition of this instant classic. Chemical Testing Guidelines #401 for Canada is available now.



Thanks to the Internet and social media, people all over the world have been able to better communicate with each other and learn about other cultures. Sadly, one group has been continuously been ignored so far: Fish. There is nothing on the market today that takes into account the huge community of fish.

OECD has recognized this glaring lack and provides a solution at long last: the OECD Multilingual Fish Dictionary, including for the first time the Blubb dialect used by more than 80% of the fish population. The 2,500-'word' vocabulary is made up by 79.5% terms describing the concept 'water', while the other 20.5% express 'polluted' or 'don't swim there'. Get your copy here and start 'blubbing'!

# WHERE?

- ▶ **OECD.org** - carousel on home page or focus box
- ▶ **oecd-ilibrary.org** - carousel on home page
- ▶ **Facebook** - OECD account
- ▶ **Twitter** - one or two tweets on OECD account
- ▶ **Newsletter** - two publications in a dedicated newsletter
- ▶ **LinkedIn**
- ▶ **Instagram story**
- ▶ Press release?
- ▶ **OECD-internal Bonus**
  - ▶ **Intranet portal**
  - ▶ **Tip of the week**

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# TARGET

- ▶ A simple web page that
  - ▶ Works well on **mobile**
  - ▶ Makes it clear people have been **fooled**
  - ▶ Lists of all covers with some **serious commentary** and a link to the “**real deal**”
  - ▶ Contains a **disclaimer** making it double-clear it’s all a joke

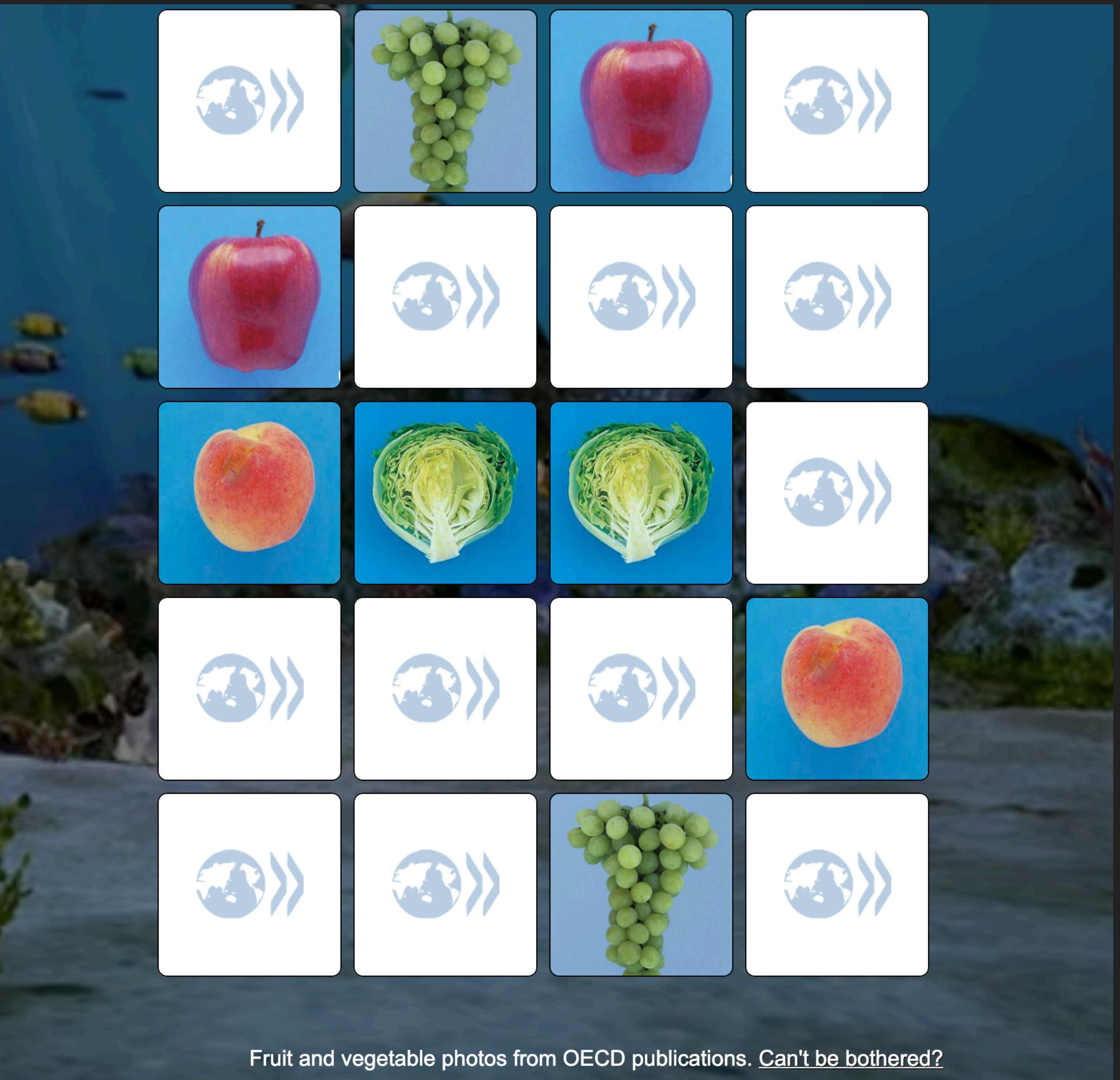
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## HOW? - USER JOURNEY

- ▶ All vectors have one, sometimes two covers, some intriguing text for each, and a link (the cover itself should also be clickable) to the [web page](#)
- ▶ People click (hopefully) and
  - ▶ In most cases, people will end up directly on the **April Fools** page, with possibility to go to a publication page
  - ▶ In the case of the **Interactive Superfruit Compendium**, people will first go to a themed memory game (using photos from Fruits and Vegetable publications); once solved, or when abandoned, people will go to the **April Fools** page
- ▶ **Mobile use** fully supported

## INTERSTITIAL - MEMORY GAME

- ▶ Only for Fruit and Vegetables edition
- ▶ Optional, user can bail out
- ▶ Also linked to from target page
- ▶ [https://oecd.github.io/040119/  
memory.html](https://oecd.github.io/040119/memory.html)



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## INVESTMENT

- ▶ Financial: 0 EUR
  - ▶ Option: a domain name for 20 EUR or so
- ▶ Time: a weekend or two
- ▶ People: very few

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## SUCCESS AND HOW TO MEASURE IT

- ▶ Retweets, Likes, Shares, Google Analytics, any other channels (email, calls?)
- ▶ Potentially an uptick for the six DOIs on that day (visible via UsageStat)
- ▶ On the page itself: just basic GA using the usual parameters
  - ▶ `utm_source`: one of `twitter`, `facebook`, `oecdorg`, `ilibrary`,  
`newsletter`, `pressrelease`
  - ▶ `utm_medium`: one of `cover`, `link`, `button`
  - ▶ `utm_campaign`: `010419`

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## LIMITATIONS

- ▶ **English**, with one or two **French** tweets
- ▶ **Ephemeral** page (no archiving)
- ▶ **No integration** with OECD.org/T4

# WHEN? - TIMING

	If scheduled (automatic)		If manual launch	
	Start	End	Start	End
<b>OECD.org</b>	31 March 22:00 UTC (midnight Paris)	2 April 07:00 CEST (midnight PDT)	1 April 09:00 CEST	2 April 09:00 CEST
<b>iLibrary</b>	31 March 22:00 UTC (midnight Paris)	2 April 07:00 CEST (midnight PDT)	1 April 09:00 CEST	2 April 09:00 CEST
<b>FB</b>	1 April 10:00 CEST (Europe) 1 April 16:00 CEST (US)	n/a	n/a ( <a href="https://www.facebook.com/help/389849807718635">https://www.facebook.com/help/389849807718635</a> )	
<b>Twitter</b>	1 April 10:00 CEST (Europe) 1 April 16:00 CEST (US)	n/a	n/a (e.g. <a href="https://blog.hootsuite.com/how-to-schedule-tweets/">https://blog.hootsuite.com/how-to-schedule-tweets/</a> )	
<b>Newsletter</b>	1 April 06:00 UTC (to arrive in EU and US after)	n/a	n/a (see Adestra doc for scheduling)	
<b>LinkedIn</b>	1 April 14:00 CEST (Europe)	n/a	n/a (e.g. <a href="https://www.linkedin.com/pulse/how-schedule-posts-linkedin-free-max-bradley/">https://www.linkedin.com/pulse/how-schedule-posts-linkedin-free-max-bradley/</a> )	
<b>Instagram</b>	Story 1 April 10:00 CEST	Expires automatically after 24h	tbd	
<b>Press release</b>	1 April 10:00 CEST	n/a	1 April 10:00 CEST	n/a