

A MINI CAMPAIGN

APRIL 1ST @ OECD

WHY? FOR WHOM?

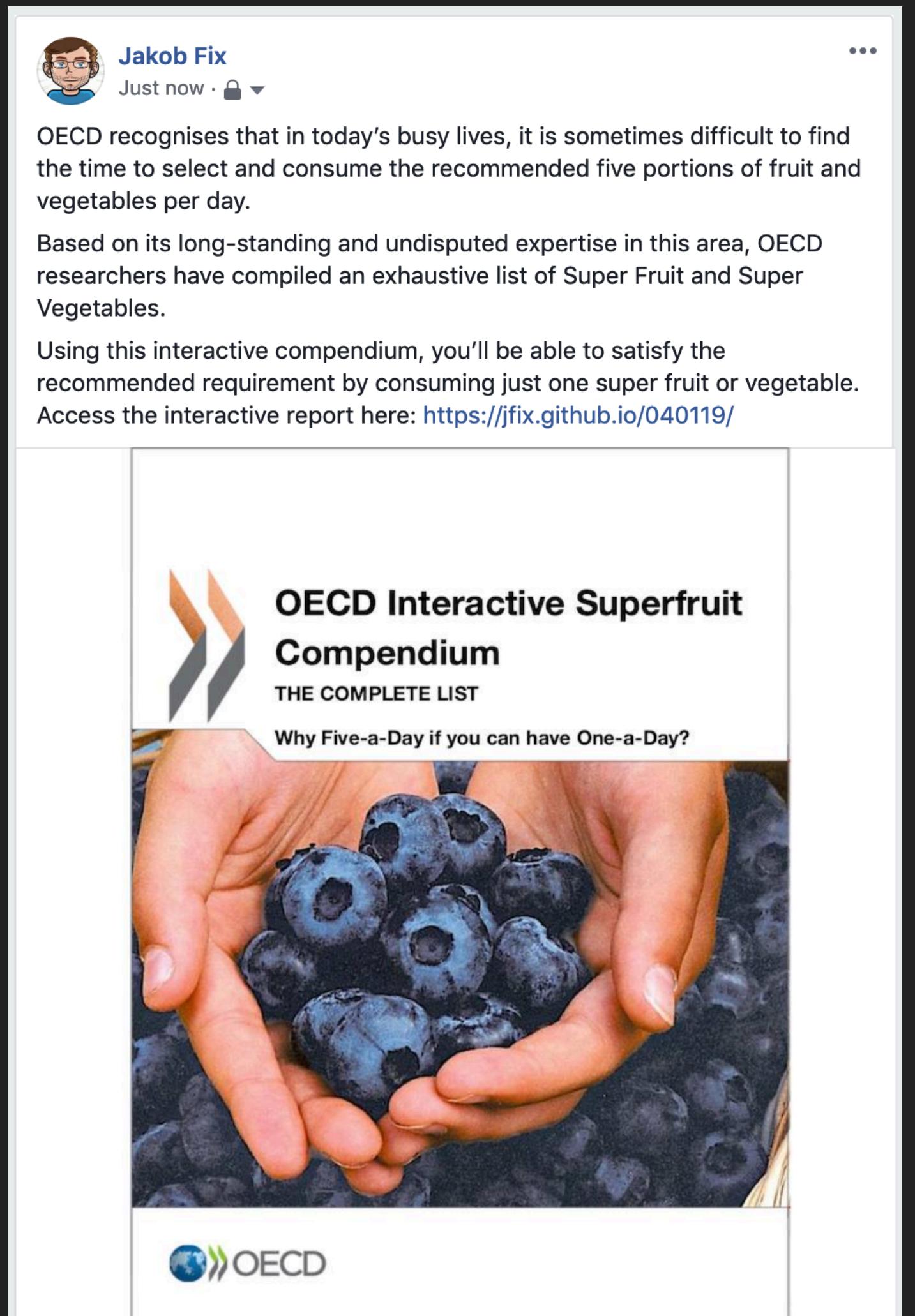
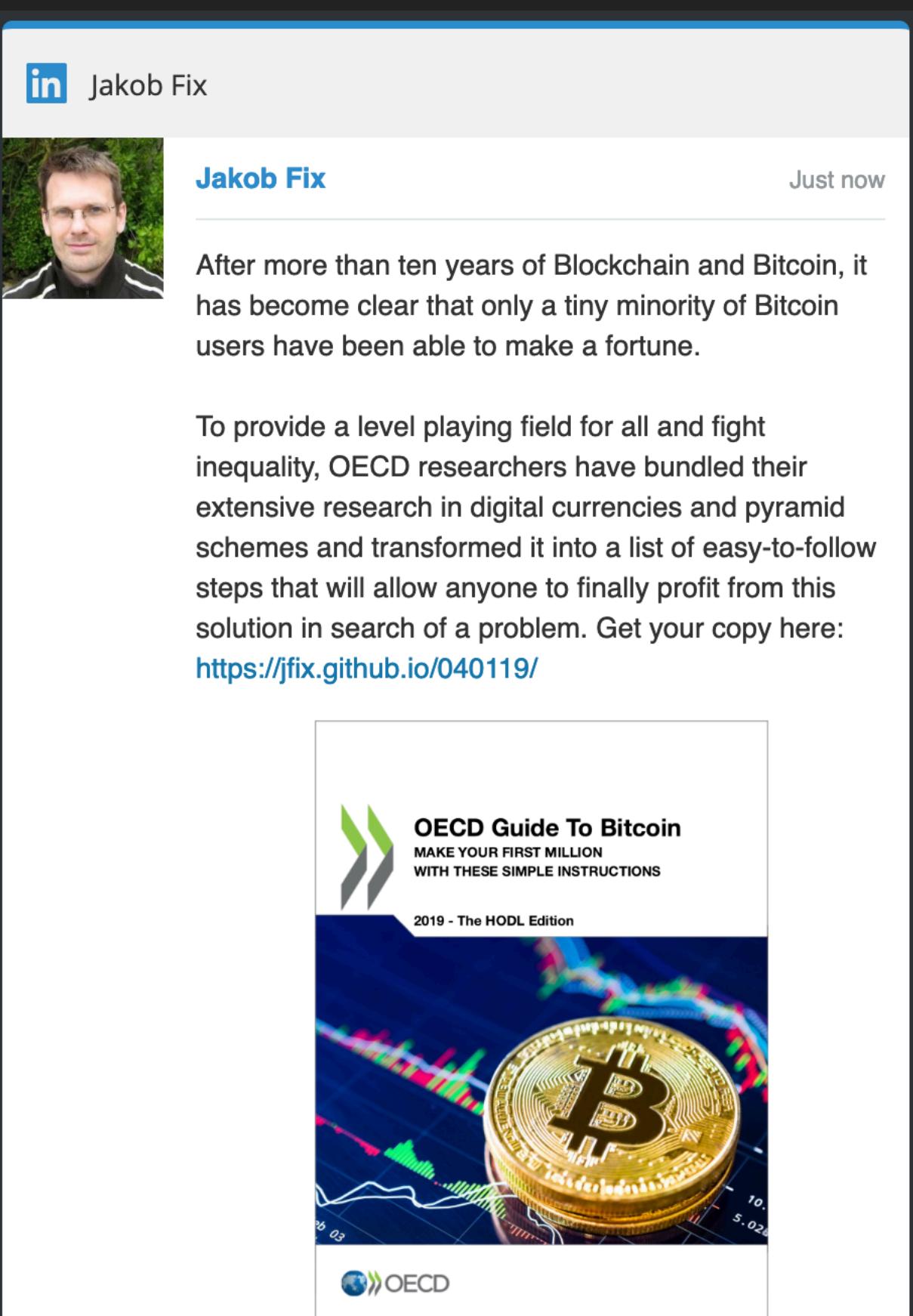
- ▶ Appeal to the general Internet public (remember the **15/25** age group? **Millennials!**)
- ▶ Show 🔥!
- ▶ Set ourselves apart from other organisations (in a bold, pioneering way!)
- ▶ Link OECD to an **event that many can relate to** (in the Western hemisphere at least)
- ▶ Prove OECD can be **funny 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!

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 best Mexican 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 all Canadian dispensaries, 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 now looking (anxiously) for the next country to legalise Cannabis. 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? - VECTORS

- ▶ **OECD.org** - carousel on home page, but landscape format; better 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**
- ▶ Press release? Instagram? (no links!)

TARGET

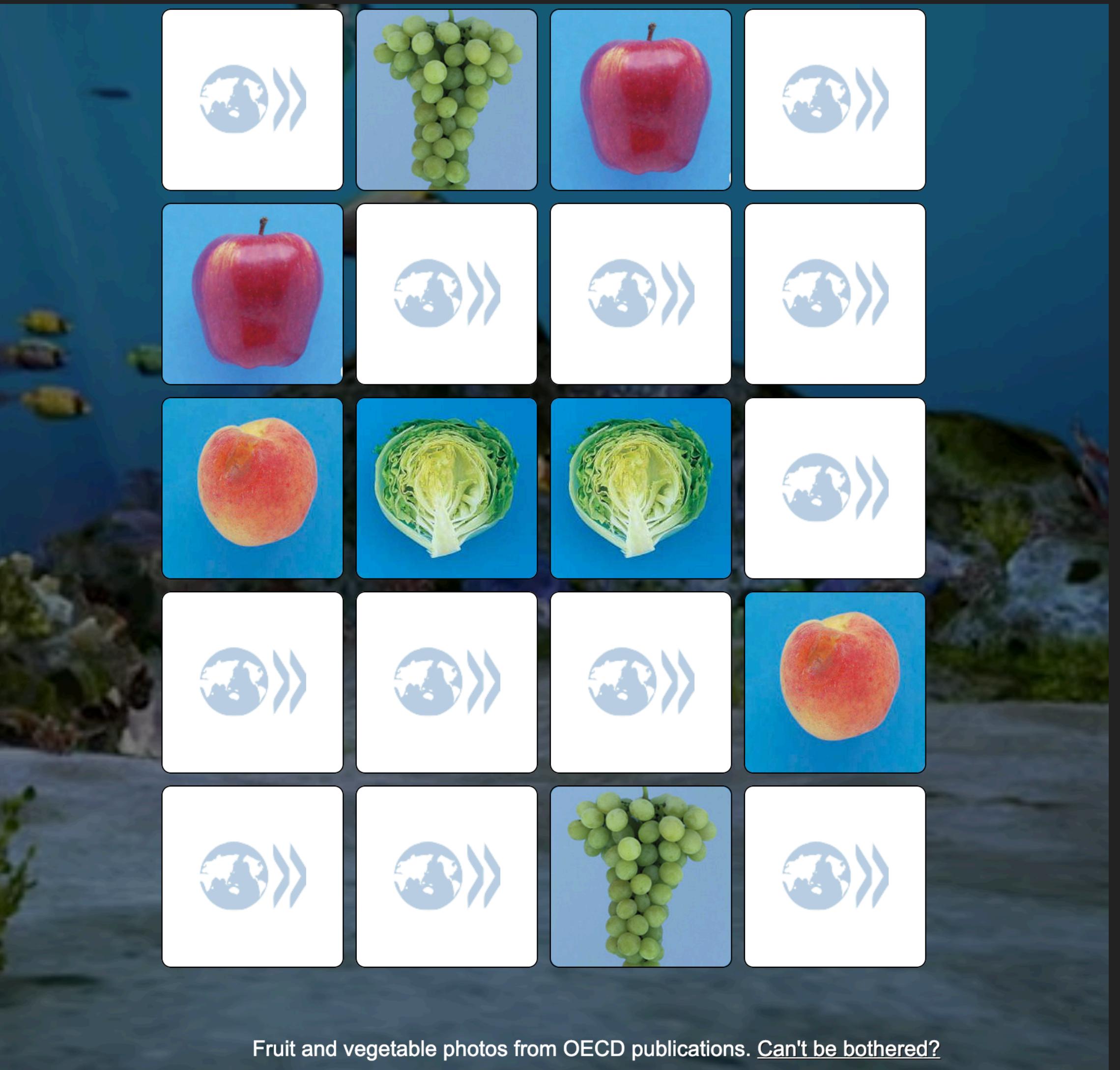
- ▶ A simple web page that works well on **mobile**
 - ▶ <https://jfix.github.io/040119/> (could be custom domain, but “**KISS**”)
 - ▶ Make it clear people have been fooled
 - ▶ Rickroll video <https://www.wikiwand.com/en/Rickrolling>
 - ▶ List of all covers with some **serious commentary** and a link to the “**real deal**”
 - ▶ Some disclaimer making it double-clear it’s all a joke

HOW? - USER JOURNEYS

- ▶ All vectors have one, sometimes two covers, some intriguing text for each, and a link (the cover itself should also be clickable)
- ▶ People click (hopefully) and
 - ▶ In most cases, people will end up directly on the **April Fools** page
 - ▶ In the case of the **Fruits and Vegetable Interactive Edition**, people will first go to a themed memory game (using photos from Fruits and Vegetable publications); once solved, or when abandoned people will end up on 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://jfix.github.io/memory-game/memory-0401.html>



INVESTMENT

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

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 (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`

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 |
| OECD.org | 31 March 22:00 UTC (midnight Paris) | 2 April 07:00 CEST (midnight PDT) | 1 April 09:00 CEST | 2 April 09:00 CEST |
| iLibrary | 31 March 22:00 UTC (midnight Paris) | 2 April 07:00 CEST (midnight PDT) | 1 April 09:00 CEST | 2 April 09:00 CEST |
| FB | 1 April 10:00 CEST (Europe) 1 April 16:00 CEST (US) | n/a | n/a (https://www.facebook.com/help/389849807718635) | |
| Twitter | 1 April 10:00 CEST (Europe) 1 April 16:00 CEST (US) | n/a | n/a (e.g. https://blog.hootsuite.com/how-to-schedule-tweets/) | |
| Newsletter | 1 April 06:00 UTC (to arrive in EU and US after) | n/a | n/a (see Adrestra doc for scheduling) | |
| LinkedIn | 1 April 14:00 CEST (Europe) | n/a | n/a (e.g. https://www.linkedin.com/pulse/how-schedule-posts-linkedin-free-max-bradley/) | |
| Press release | 1 April 10:00 CEST | n/a | 1 April 10:00 CEST | n/a |