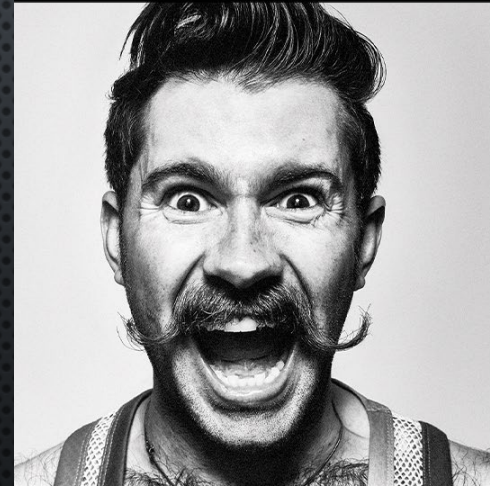
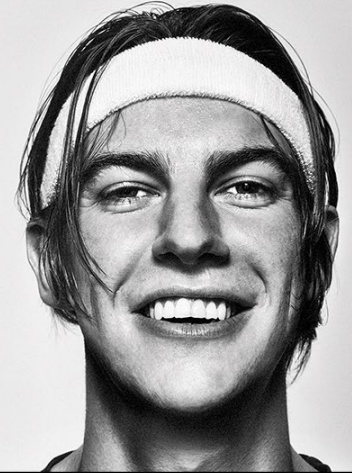


MOVEMBER

THROUGH THE SOCIAL MEDIA SCIENTIST'S LENS

PRESENTED BY: MICKALEI LINDQUIST

**READY,
SET,
MO**




MOVEMBER.COM
SIGN UP NOW



WHAT IS MOVEMBER?

- FOUNDED BY TRAVIS GARONE & LUKE SLATTERY IN 2003
- MO BROS GROW MOUSTACHES IN NOVEMBER
- RAISES MONEY FOR MEN'S HEALTH ORGS FOCUSED ON:
 - PROSTATE CANCER
 - TESTICULAR CANCER
 - MENTAL HEALTH
 - PHYSICAL INACTIVITY

**WHATEVER
YOU GROW
WILL SAVE
A BRO**



HOW IT SPREAD

Social media

- Facebook
- Twitter
- Twitch
- Tik-Tok
- Instagram

Brand partnerships

- Pringle's
- EA Sports Games
- Toblerone
- Burger King
- Gillette
- Lamborghini

Movember app & game

- AR filters & stickers
- Social media sharing
- Mo tracker
- Fundraising tracker



Lamborghini partnership, 2021

<https://www.lamborghini.com/en-en/news/lamborghinis-human-side-unprecedented-for-movember>



MOVEMBER TIMELINE

- Movember idea born
- 30 men grow moustaches
- No money raised

2003

- Prostate Cancer Foundation of Australia becomes partner
- 9315 Mo Bros
- AUD \$1.2 million raised

2005

- International launch
- 134,171 Mo Bros & Sistas
- AUD \$21.5 million

2007

- Official campaigns in 20 countries
- Supports more than 1,250 men's health programs
- 394,650 Mos Bros & Sistas
- AUD \$135.1 million raised

2020

2004

- Movember Group officially established
- Chose prostate cancer as cause
- 450 Mo Bros
- AUD \$54,000 raised

2006

- Became official charity
- National depression & anxiety initiative becomes partner
- 56,129 Mo Bros & Sistas
- AUD \$9.3 million raised

2011

- Named one of the Top 100 Best NGOs (charity) by Global Journal
- 1.1 million Mo Bros & Sistas
- AUD \$178 million raised



GLADWELL'S 3 RULES

- STICKINESS:
 - CAMPAIGNS ARE UNIQUE, HUMOROUS, AND PLAYFUL
 - FOSTERS PERSONAL INVOLVEMENT
- CONTEXT:
 - SOCIAL MEDIA WAS BECOMING HOT & MOVEMBER UTILIZED IT
- THE LAW OF THE FEW:
 - BEGAN WITH 30 MEN IN AUSTRALIA AND SPREAD WORLDWIDE
 - ENDORSED BY CELEBRITIES



Will Ferrell & John C. Reilly, *Holmes & Watson*
Movember ad, 2018

www.traileraddict.com/holmes-watson/viral-movember-psa



BERGER'S "STEPPS"

- (S) SOCIAL CURRENCY
 - MAKES YOU LOOK GOOD TO PARTICIPATE
 - EXCLUSIVITY: PART OF THE "CLUB" PARTICIPATING
 - GAME MECHANICS: THE MOSCARS AWARDS: WHO IS GROWING THE MOST INTERESTING MOUSTACHE? BIGGEST? MOST UNIQUE?
 - SCARCITY: ONLY THE MONTH OF NOVEMBER
- (P) PUBLIC
 - CAMPAIGN MADE THE PRIVATE (MEN'S HEALTH) PUBLIC
 - WEARING A MOUSTACHE IS A BILLBOARD FOR CAMPAIGN



BY THE NUMBERS

**>1.1
MILLION
VIEWS**

Google Chrome
Movember video, 2011

**1.86
MILLION
VIEWS**

Nick Offerman ad
(Top 10 most watched
charity videos 2012)

>826 MILLION VIEWS

#Movember on TikTok



Nick Offerman, Movember ad, 2012
<https://www.youtube.com/watch?v=8w1p5UI7Siw>





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