

The National Geographic Photo Ark #SaveTogether

Problem

The interaction between animals and their environments is the engine that keeps the planet healthy for all of us. But for many species, time is running out. When you remove one, it affects us all. How does the National Geographic Photo Ark and the Outdoor Advertising Association of America (OAAA) combat this issue?

Solution

The Photo Ark is a multi-year effort to raise awareness of and find solutions to some of the most pressing issues affecting wildlife and their habitats. Led by National Geographic photographer Joel Sartore, the project aims to document every species living in the world's zoos and wildlife sanctuaries. By partnering with OAAA to create a nationwide out of home (OOH) campaign, the Photo Ark hoped to inspire action.

Background

Joel Sartore is a photographer, speaker, author, teacher, conservationist, National Geographic fellow, and regular contributor to National Geographic Magazine. His hallmarks are a sense of humor and a midwestern work ethic.

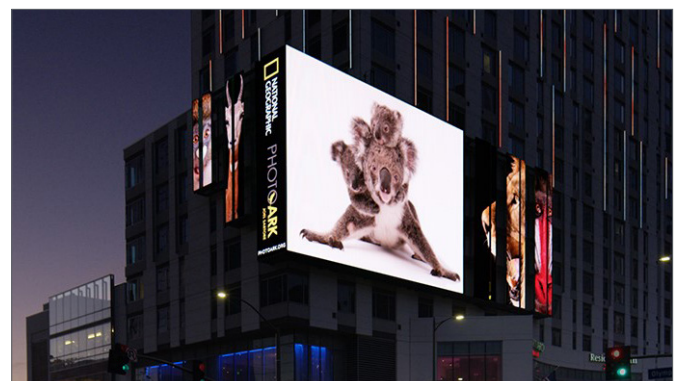
Sartore started the Photo Ark 11 years ago in his hometown of Lincoln, Nebraska. Since then he's visited 40 countries in his quest to create a photo archive of global biodiversity. Sartore has produced several books including RARE: Portraits of America's Endangered Species, Photographing Your Family, and two new National Geographic Photo Ark books: The Photo Ark and Animal Ark.

National Geographic Photo Ark fans are also invited to join the conversation on social media with #SaveTogether and learn more about how to get involved with the project at NatGeoPhotoArk.org. To date, Joel has completed portraits of more than 7,000 species. No matter its size, each animal is treated with the same amount of affection and respect. The results are portraits that are not just stunningly beautiful, but intimate and moving. "It's the eye contact that moves people," Sartore explains. "It engages their feelings of compassion and a desire to help."

This year, Photo Ark received a lot of attention through its #SaveTogether campaign due to the generosity of OAAA and its members.

Objective

The goal of the OOH campaign was to sound the alarm about species on the brink, create awareness about Photo Ark, and inspire people to care about saving species.



Strategy

The campaign launched on digital OOH locations in Times Square and across the country, and it continued throughout the summer on a range of OOH formats donated by OAAA members. Millions of commuters, pedestrians, and travelers throughout the US were able to interact in fun and exciting ways with the images featuring 25 threatened species.

After the campaign's launch on May 19, 2017 (Endangered Species Day) it continued until Labor Day. During that period, the campaign was viewed on thousands of OOH locations, including roadside billboards and bus shelters, on buses and bus benches, in malls, airports, and subways, and on thousands of digital place-based screens located in movie theaters, health clubs, nightclubs, and more.

An engaging component of the campaign invited people around the country to raise awareness of species conservation by taking a selfie with one of the OOH animal images and then sharing it on social media with the hashtag #SaveTogether. All of the photos shared on social media were aggregated on the Photo Ark website, building a growing community committed to conservation.

Plan Details

Markets: Nationwide

Flight Dates: May 19, 2017 - September 4, 2017

OOH Formats Used: Billboards, posters bus shelters, bus wraps, bus benches, malls, airports, transit, place-based



Results

This remarkable OOH campaign could not have happened without the supportive partnership with the National Geographic Society and the passion of photographer Joel Sartore. No less than 250 individual design layouts were developed by the in-house artists at National Geographic Society for both digital and printed OOH locations.

Ultimately, the Photo Ark #SaveTogether campaign was brought to life through the donation of more than 72,000 OOH locations across America.

Media Impressions:

- The launch event alone generated 425,000 OOH media impression during a one-hour period. During that period, the campaign was viewed on more than 72,000 OOH formats.
- The OOH campaign overall generated over 4.3 billion OOH media impressions.

Social:

- Throughout the summer, over 10,000 direct mentions were posted using #SaveTogether, either uploading a selfie with the hashtag or using the hashtag to post and spread awareness about Photo Ark.
- The hashtag #SaveTogether ultimately reached over 600 million users.

Donations:

- Photo Ark donations spiked 2,000 percent throughout the campaign over the same period compared to the year before.

Photo Ark Website:

- The day the campaign launched, website pageviews increased by a multiple of 36, rising from 300 daily visitors to 18,000 – the largest amount ever recorded for the site.
- During the campaign, the Photo Ark website increased in page views by 160 percent in comparison to the same period in the previous year.

Press:

- Press coverage produced more than 3 million impressions about the OOH campaign.





