

# Our Objective

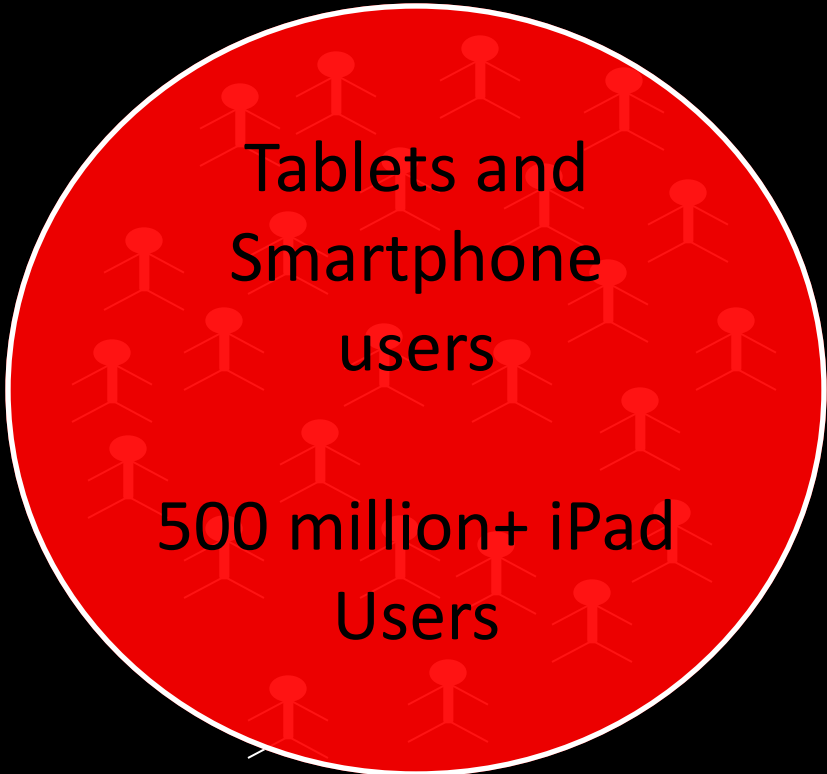
**Raise awareness of the Humanity Magazine  
and build a community of change**

**Humaneity**  
Magazine

**Team Sri Lanka**



**Insights**



# Strategy



## The Idea

**“Download the Humanity”**



## Interactive Magazine

- Integrate Humanity TV
- Clear Call to Action and Response
- Social Media Integration
- Change agents network


Download the Humanity



**Humanity Updates Available:**  
[Click here](#) to download the Humanity



**In Cambodia 1 of every 10<sup>th</sup> child  
Is effected by Malaria**  
[Click here to Download](#) the Humanity



**In Somalia every year 100s of  
Children die of Hunger**  
[Download](#) the Humanity

**Contextually Targeted Ads**



**Share the humanity with  
your friends and family  
through social media**

**Sharing the Humanity**





### **Online Word of Mouth:**

Engage with the subscribers and the change agents through social media platforms and influence the friends network

### **Partner Network:**

Banner ads on partner mobile apps

# Amplification





### Expected number of...

Impression:	100 Million
Reach:	10 Million Users
Clicks :	1 million (10 %)
Subscriptions :	500,000 (50%)

### Estimated Cost:

Based on Cost per click Ad	: \$20,000
Cost Per Subscription:	:\$0.04

**Expected Readership of Humanity Magazine  
by the end of 2014 - 500,000**

# Outcome and Measurement



**High Impact with Low Budget**