



UNICEF

Typhon Haiyan
AdWords Campaigns
ROI 472 %



Customer:
UNICEF Belgium

Sector/type:
NGO

Other info:
Present worldwide



472% ROI

86% new visitors via FB
Ads

UNICEF, the Children of the United Nations is the largest organization for children and their rights in the world. This work is funded by voluntary contributions from governments and private donations.

What Sandrine Devers, Digital Communication and Marketing manager at UNICEF Belgium, appreciates the most in UniverseM is "**the technical knowledge and the will to move forward together to achieve the planned objectives**".

Which are
the goals of
UNICEF ?



- More donations
- More sponsorships
- Increase of HappyPacks sales

Different solutions and campaigns were proposed and established by UniverseM to **assist UNICEF in achieving their objectives**.

Specialised in Digital Marketing, UniverseM designs and implements strategies combining SEO, online advertising (SEA, SMA) and Web Analytics to stimulate the growth of your business.

UniverseM SPRL

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Emergency Campaigns

Emergency Operations represent 25% of the UNICEF budget. It is very important for UNICEF to **obtain donations as soon as possible after the outbreak of a disaster**. This way they can provide immediately drinking water, a minimum of hygiene and vaccination for children in order to avoid epidemics. Thanks to the logistics center in Copenhagen, UNICEF is capable to react **in the next few hours after the disaster**. To get help from internet users and get many donations, UNICEF must be able to count on **very quick online communication** and therefore a **highly reactive digital marketing team**.

Example Emergency Campaign : Haiyan in the Philippines, November 2013.



Result :

When the Philippines were hit by the **Haiyan Typhoon** in 2013, **Universem launched Google Adwords campaigns**. Donations generated by the campaigns have made it possible to achieve an **ROI of 472%** and contributed to **the successful intervention of UNICEF** on the devastated island.



Temporary campaigns

Some campaigns are **active whole year**, they're designed to encourage internet users to make donations or sponsor a child. However, there are several **ad hoc campaigns to support actions during certain times of the year** : Christmas, Valentine's Day, Mother's Day, etc.

- o **Example temporary campaign : HappyPack, end of year celebrations 2014.**



A HappyPack is a gift you buy in the form of blankets, vaccines, food or vitamins, and which are sent to children in need. In return, the person for whom the gift is Intended, gets a certificate that informs him about the impact of his donation.

In december 2014, UNICEF asked Universem to launch these important campaigns via **different channels** : **google adwords, facebook ads, gmail sponsored promotion, youtube ads, linkedin ads en twitter ads**.

«I especially appreciate the will to move forward together towards our goals and the technical knowledge of my person of contact at Universem »
Sandrine Devers,
Digital Communication & Marketing Manager