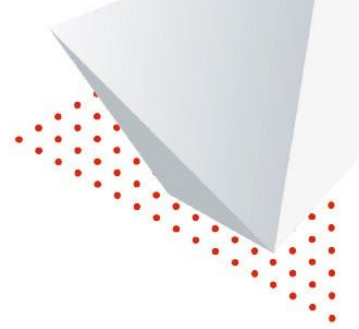


The David

# Giving Tuesday: Giving Songs

Giving Tuesday Puerto Rico, De La Cruz & Asociados / Ogilvy



## BACKGROUND & CONTEXT

On Giving Tuesday, the Puerto Rico chapter of the Giving Tuesday Organization launched a campaign with a \$0 budget. While 27 of the top 100 music videos are from Puerto Rican artists, many non-profit organizations are unknown. On Giving Tuesday, when millions of fans searched for their favorite Puerto Rican artists the song titles had been turned into Public Service Announcements to encourage donations for these important causes.

## CAMPAIGN OBJECTIVES

Giving Songs aimed to bring together the enormous reach of Puerto Rican artists (in 2018, 27 of the top 100 most watched videos on YouTube were from Puerto Rican artists) with the general lack of awareness of non-profit organizations by using these Puerto Rican music videos on YouTube, which are seen by millions everyday, to ask for donations.

## CREATIVE STRATEGY

The campaign set out to amplify the visibility of Giving Tuesday by asking world renowned Puerto Rican artists to show compassion in a simple way: by giving their smash hit titles on YouTube a whole new meaning. For the entire #GivingTuesday, when millions of people searched for their favorite music video, their titles turned into public service announcements, letting fans know which cause they were supporting and inviting them to donate to givingtuesday.org.

## WHAT ROLE DID YOUTUBE PLAY?

On November 27th 2018, 10 Puerto Rican music superstars changed the titles of all of their YouTube videos to the names of the causes they were supporting and a call to action to donate to [www.givingtuesday.org](http://www.givingtuesday.org). During Giving Tuesday, millions of fans around the world were able to see the causes these Puerto Rican artists were helping and were able to learn what they did.

## OVERALL EFFECTIVENESS

The Giving Songs movement reached over 400 million YouTubers in just one day, making it the most visible digital campaign in the history of Giving Tuesday. This stunt was one of the actions that helped raise \$380,000,000 globally.

## WHY DID THIS CAMPAIGN WIN?

This was a smart, efficient, and most of all effective use of the YouTube platform. A creative idea that built scale, leveraged the scale and personalities of celebrities and musicians to cut through and draw attention to an important cause

## LESSONS LEARNED

YouTube's dynamic and collaborative approach has a proven role in successful changes in brand or communication strategy - **53% of finalists used the platform for a change in strategy in 2020**. Giving Tuesday is a good example of a creative change in strategy.

"Giving Songs was so simple and created so much impact."

CHRIS JOAKIM, EXECUTIVE CREATIVE DIRECTOR, R/GA

