

## SITUATION

With the recent opening of both the 9/11 Memorial and Museum, the 2014 anniversary holds the potential to dramatically engage and increase volunteer and donor networks, audience participation, and social capital.

## CHALLENGE

Facilitate engagement and participation of audiences through web-based content.

## OBJECTIVES

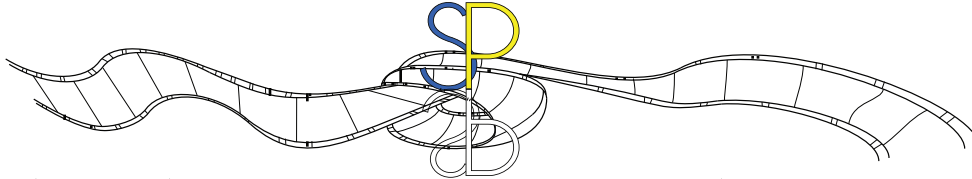
- Expand and engage the 9/11 Memorial's existing networks of volunteers, donors, and audience members.
- Reach out to untapped, broader audiences.
- Evolve the process of remembrance and honoring - emphasizing direct, active engagement and participation with a global audience. Create interactive avenue of dialogue with audiences encouraging viewer submission of photos, videos, text, art, etc, showing their contribution or sharing their stories.

## TARGET AUDIENCE

- Existing volunteers, donors, and visitors
- Global 9/11 Memorial network
- Survivor Seed network
- Visitors to NYC
- Greater American audience
- International audience
- All those affected by 9/11
- Children who need to be educated on 9/11

## STRATEGY

- Establish a consistent flow of professional cinematic media, generating increased viewership and culminating in a short documentary released on the 13-year anniversary of 9/11.
- Create a submission based "wall" of individual stories aimed at facilitating a communal spirit of engagement around the world.



# CAMPAIGN .1 - STILL STANDING

## CHALLENGE

How to evolve the "Images + Videos" tab on the 9/11 Memorial's website, increasing interest and viewership.

## SOLUTION

Introducing: Still Standing.

The Still Standing video campaign is the story of September 12th, 2001. The day after our nation saw the two towers fall and chose to rise together. The completed 9/11 memorial and museum is a physical representation of this communal resilience, and this video series will capture its poetic beauty.

## MESSAGE

The 9/11 Memorial and Museum in NYC is a physical home base – a place for diverse community of visitors and to rally around. Local and foreign, one-time and frequent visitors are all welcome.

## GOALS

- Promote awareness and progress of "Still Standing" campaign, generating interest and viewership on the "Images+Video" tab on the website.
- Facilitate a more fluid avenue for hosting and embedding stories for ease of use i.e. Vimeo embedded Content, internal hosting, etc.
- Cinematically represent the poetry of the 9/11 Memorial and Museum
- Document diversity, and capture personalities of both volunteer and visitors
- Highlight character pieces such as the Last Column, the Slurry Wall, Survivor Tree, etc.

## DELIVERY

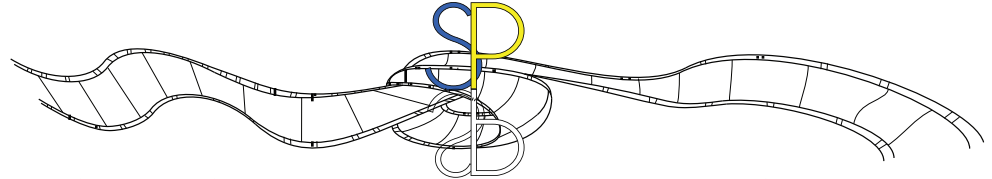
- A series of cinematic "trailers." Short, 20-30 second visuals set to music and/or voiceovers.
- Still Portrait & Quote series dedicated to volunteers and visitors.
- Culmination: a short featurette to introduce the "United We Stand" audience engagement campaign.
- Utilizing user-generated content from existing 9/11 Memorial networks.

## TIMELINE

TBD. The general aim is a bi-monthly release of content, culminating in the release of the "United We Stand" initiative just prior to, potentially the day of the anniversary. Peaking audience engagement with the climatic "Still Standing" campaign would allow a seamless extension to #UnitedWeStand "How are you still standing?" call to action.

## POSSIBLE EXTRA PROJECTS

- Music at the Memorial – a video series documenting a musical act performing on the memorial.
- Architecture – a visual short utilizing interviews with architects/designers and shots of the completed memorial/museum to describe the design.  
[A video on the design of the already exists, however an updated version may be useful now that construction is complete.]



# CAMPAIGN .2 - STILL STANDING

## CHALLENGE

9/11 was witnessed by over 2-billion people around the globe, and has affected . The wake of the disaster saw an international community rally to support a healing and rebuilding process. How can we continue to foster this interactive sense of community as we continue to move forward?

## SOLUTION

Introducing: United We Stand.

The United We Stand Campaign will build upon the online interest and viewership generated during the Still Standing campaign - seeking to create an active dialogue with the international community through user-generated submissions.

## MESSAGE

The 9/11 Memorial and Museum is a story about humanity - about the strength we find together as one people. United We Stand will allow people affected by 9/11, from all corners of the globe, to unify once again.

## GOALS

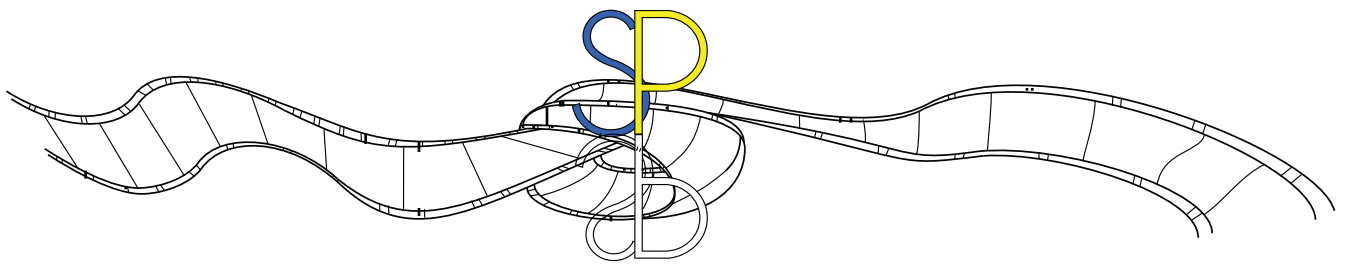
- Engage an-international audience and foster a web-based dialogue, hosted on the 9/11 Memorial's website.
- Create "The Wall 2.0" - a place for people around the world to share their stories relating to 9/11 and every day afterwards.

## DELIVERY

- A narrative documentary, to be released on the 2014 anniversary. A few local, compelling stories will be showcased, with emphasis on their involvement with the memorial and museum. [The search for these stories will be ongoing throughout the summer, and will provide a professional example of a "Wall 2.0" submission.]
- To further help populate the wall before its opening, we will utilize the existing 9/11 Memorial and Survivor Tree networks to help generate example content.
- Creation of a "Wall 2.0," to be developed and placed on the website, hosting viewer submissions of videos, photos, text, art, etc.

## TIMELINE

The general media for "United We Stand" would open with prechosen and Spontaneous Productions content mid-July. The goal would be to generate enough interest to open totally to the public domain for engagement on September 11, 2014.



## CONCLUSION

The 9/11 Memorial Foundation has become a point of reference, setting the standard and shaping the process of re-building and remembrance. The Memorial Foundation has become a critical agent in maintaining a sense of communal spirit. Spontaneous Productions would be honored to help create and facilitate a new avenue of community involvement. Through a "snowball" campaign of visual engagement, culminating in true user participation, the 9/11 Memorial Foundation has a unique opportunity to give a voice to the countless affected on 9/11.

## EVALUATION

Using existing volunteer and donor data, Spontaneous Productions can work hand-in-hand with the 9/11 Memorial Foundation to develop market-based analysis to tailor ongoing campaign responsiveness. Combined with traditional web analytical tools we can evaluate and improve our continued engagement of a global audience.