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B2B AWARDS







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Summary

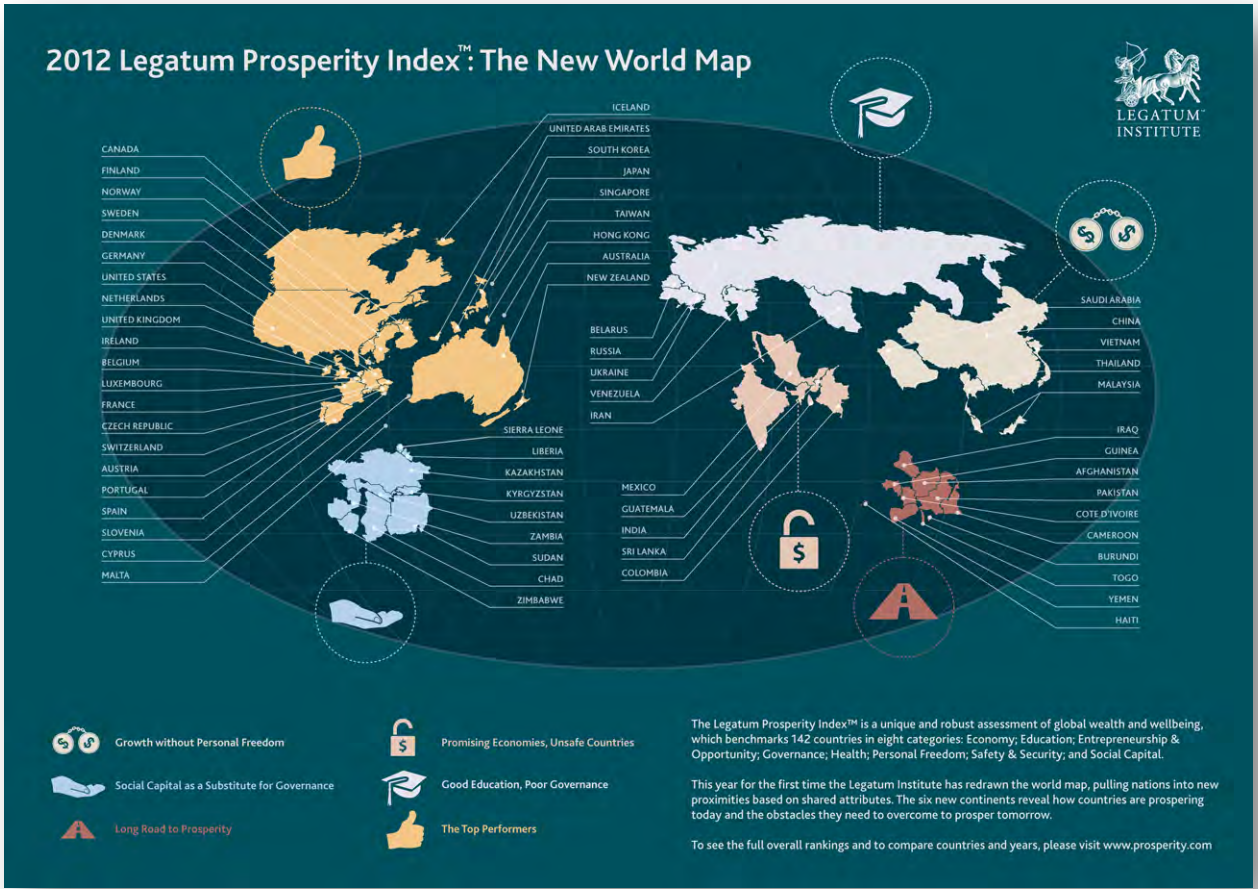
Public policy organisation the Legatum Institute (LI) appointed Man Bites Dog (MBD) to reinvent its annual Prosperity Index. Based on wellbeing as well as wealth, prosperity was perceived as a ‘soft’ issue and the Index’s impact was reducing annually.

MBD set out to make prosperity policy-critical by demonstrating that wellbeing factors were essential predictors of future economic success and redrawing the map of the world based on prosperity indicators.

In a six-week period, and with a limited budget, MBD created a media relations campaign supported with both video and infographics. The team conducted a full global press launch from the UK, operating a media relations ‘war room’ and reaching out to key journalists, bloggers and stakeholders in more than 50 countries.

To increase impact, MBD produced country-specific stories including, ‘American Dream at risk in key election year’ and ‘Arab Springs take their toll on citizens in Middle East and North Africa’.

MBD far surpassed each of the campaign targets and significantly raised the profile of the Institute and the Index, generating unprecedented levels of impact and engagement. MBD generated more than 400 pieces of prestigious international coverage for the Index – more than 13 times the initial target.



Putting Prosperity On The Map: The Legatum Prosperity Index™

About the client company

Independent public policy organisation the Legatum Institute (LI) advances ideas that develop free and prosperous societies around the world. With a vision to become the world's primary commentator and thought leader on prosperity, the jewel in LI's crown is its annual Prosperity Index™. Now in its seventh year, the Index is the world's only global assessment of national prosperity based on both wealth and wellbeing.

Strategy

LI was struggling to articulate the critical importance of prosperity, which was widely confused with vague "happiness" indicators. Minimal annual movement in the Prosperity Index's global rankings (which are based on aggregate publicly available data) and a media overload of indices and league tables, meant that the Index lacked news impact.

Objectives of the campaign

Man Bites Dog (MBD) set out to deliver a launch campaign that would:

1. **Generate international impact:** Promote awareness and understanding of the concept of prosperity among international media, academics, business leaders and politicians.
2. **Stimulate interaction:** Drive traffic to and engagement with LI content by driving a **30% uplift** in traffic to Prosperity.com.
3. **Create ownership:** Position LI as the leading global authority on prosperity by securing **30 pieces** of tier one international media coverage.

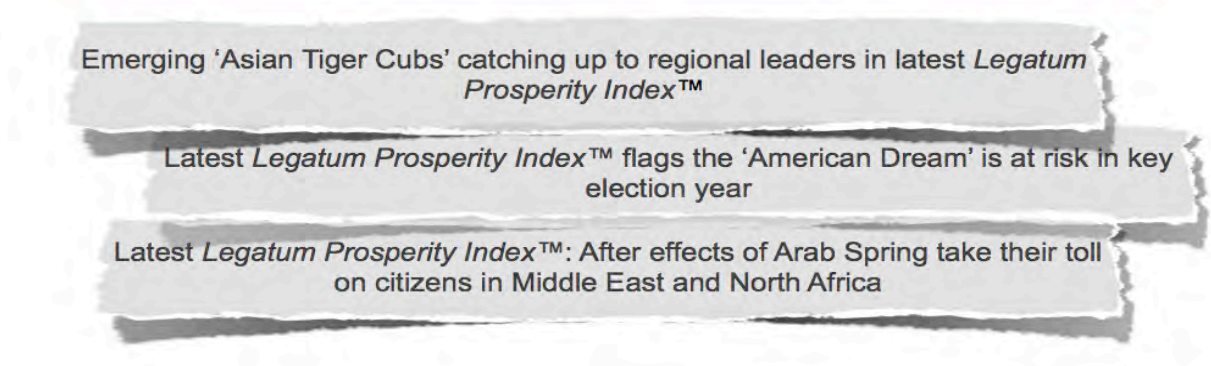


The target audience

An extensive media audit revealed that the nature of the data (a meta study with a lack of 'new' news) was a serious barrier to interest and that there was intensive competition for share of voice.

MBD set out to create mass international impact by positioning the Index as a hard news story.

In addition to a global press release, MBD produced a series of seven country-specific stories that drew on breaking news, economic trends and cultural patterns to create strong impact and a sense of **relevance** and **urgency**.



Examples of regionally targeted stories

Media, channels or techniques used

Working closely with LI, MBD created a **clear** and **captivating** narrative to communicate the global story: The New World Map.

Due to the limited budget, MBD created a media-relations campaign that would:

1. Get underneath the skin of this complex issue by **conveying clear, simple messages** through creative, shareable multi-media content.
2. Highlight why prosperity is **policy-critical** via a strong, counter-intuitive story.
3. Tap into the **global** and **national news agenda** to demonstrate the topical relevance of this issue.
4. Generate **awareness, interaction and debate** on the issue of prosperity.

MBD redrew the world map, pulling nations with similar 'prosperity profiles' together to form new continents.

The new world map highlighted and branded the barriers nations must overcome to improve the prosperity of their citizens, from 'growth without freedom', to 'social capital as a substitute for governance'.

MBD brought this concept to life with an infographic and videographic, which communicated the complex meaning of prosperity in simple, shareable and memorable terms.



These creative elements were supported by a Prosperity Index™ white paper and in-depth country reports.

Online traffic was driven to LI's interactive hub, which hosted the videographic, infographic, global and regional stories, downloadable reports and insight pieces, and **enabled journalists to interrogate the Index data**.

Timescales of the campaign

MBD had **less than two months** and a limited budget to develop and execute an effective global communications programme. Within a six-week period the campaign was researched and designed and all materials were completed for the full release. The following five weeks were used to pursue long-tail opportunities and report on the success of the campaign.

Budgets

The campaign was conducted with **no external agency support** and all coverage was achieved within the £20,000 agency fees. In addition to this, MBD commissioned an infographic and videographic.

In order to generate maximum impact with a limited budget, MBD and LI conducted a full global press launch from the UK (English language and foreign language), operating a media relations 'war room' and reaching out to key journalists, bloggers and stakeholders in more than 50 countries.

Results

MBD far **surpassed** each of the targets set for the campaign and positioned LI as the leading authority on prosperity by:

- Exceeding the coverage target by more than **1,200%.**
- Securing high-quality press hits in more than **50 countries** worldwide.
- Achieving a **300%** increase in web traffic - **200,000 unique visitors**.
- Driving more than **25,000 downloads** of the video - a **400% increase** on 2011.
- Generating more than **30,000 YouTube plays** and **10,000+ social media 'shares'**.



To date, MBD has generated more than **400** pieces of prestigious international coverage for The 2012 Prosperity Index™ – **more than 13 times the initial target** – all of which referenced target key messages: prosperity, the Index and the Institute.

The story **captured the imagination** of journalists and the public, an outcome in itself, creating an impressive level of engagement for a non-profit public policy organisation. The infographic was embedded in coverage across the world including the BBC and The Guardian, which created its own interactive map.

LI and MBD stirred lively debate online, enhancing the Institute's Twitter footprint and attracting tweets from Bloomberg News, Harvard Business

Review, Guardian Data, Slate France and Stern (Germany) – a reach far in excess of **2.5 million** users.

High-quality coverage appeared in **51** key markets – including over **80** pieces in the US and UK, as well as China, Brazil, Germany, Dubai, Australia and many others – and stakeholder engagement across the world was impressive. For example, coverage on **The Huffington Post** prompted some **4,000 comments, 10,000 'likes'** on Facebook and almost **400 tweets**.

Print and online hits appeared with high-profile international titles **The Economist, Time, News Week, Bloomberg BusinessWeek, Wall Street Journal Europe,** and **Harvard Business Review.**



Top broadcast coverage included **BBC** (a specially commissioned 45 minute discussion programme on prosperity on the World Service), **Sky News, Al Jazeera, Fox Business News** and **Bloomberg TV**.

In the US, top-tier coverage included pieces with **The Washington Post, The Huffington Post, Forbes, Time, News Week, Boston Globe** and **Reuters**. UK hits included: **The Sunday Times, The Daily Telegraph, The Guardian, Mail on Sunday and Politics Home**.

High-profile pick up in other regions ranged from **Die Welt** (Germany), **Jerusalem Post** and **Jakarta Post** (Indonesia), to **Gulf News** (UAE) and **China Post**.



This campaign significantly raised the profile of the Institute and the Prosperity Index™ and generated **unparalleled levels of impact and engagement**.

Client testimonial

“Man Bites Dog helped us achieve an unprecedented level of impact throughout this campaign, significantly boosting our stakeholder engagement. The team has accelerated us along the path to achieving our ambition: to lead thought on the concept of prosperity.”

Julian Knapp, Director of Communications, Legatum Institute