Empowered lives. Resilient nations.
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To access these files for adaptation and/or translations [password required], please contact amalia.navarro@undp.org and anna.ortubia@undp.org
1
WHAT IS THE MARK A DIFFERENCE CAMPAIGN?

The ‘Mark A Difference’ Campaign is a communication tool to promote MY World, the United Nations global survey for a better world both at the global and country level. It has been conceived to engage citizens and encourage them to participate in this global survey so their voices can be incorporated on the next development agenda. The ‘Mark A Difference’ is a mass communication campaign and it includes materials for all media outlets, including print, outdoors, online, radio and TV.
2

WHAT IS THIS TOOLKIT FOR?

In this toolkit you will find all the campaign materials developed to promote **MY World** and the guidelines to adapt them to your audience and context.

In section 5. **Source Files Kits**, you will find print ads, banners, a radio spot, and other communication materials already developed for your use. It also includes files which you can translate and adapt as needed.

These ads can be used freely—always with the purpose of promoting **MY World** survey.

Should you have any questions in the implementation and/or adaptation of this campaign, please contact: amalia.navarro@undp.org
anna.ortubia@undp.org
The United Nations and partners have teamed up to put in place an innovative global survey, known as MY World, so people can participate in the post-2015 process telling us the changes that would make the most difference to their lives.

From now until 2015, MY World asks individuals which six of sixteen possible issues they think would make the most difference to their lives. The sixteen issues cover the existing Millennium Development Goals, plus issues of sustainability, security, governance and transparency.

Through creative online and offline methods, this option survey allows people across the world to tell the United Nations, the most important issues they would like the post-2015 agenda to address.

- MY World - FAQ (download PDF)
- Methodology (download PDF)
- Who is doing what (download PDF)
- MY World paper ballot
THE MARK A DIFFERENCE CAMPAIGN: EXPLAINED

Concept, mission and vision.
4.1 CONCEPT

‘Mark A Difference’ has been chosen as the slogan for this campaign to communicate to citizens that by taking the **MY World** global survey they can contribute towards making the world a better place. By marking their vote, citizens will be sharing their priorities to help define the next development agenda.

4.2 MISSION

The objective is to empower citizens and encourage them to take the **MY World** survey. The ‘Mark A Difference’ campaign uses the example of celebrities and global citizens who have already marked/made a difference to inspire others to also take action and participate in this UN-led initiative.

4.3 VISION

The campaign can be easily adapted to national or local specific audiences. The ease of incorporating local celebrities as well as offline and online tools facilitates this.
MARK A DIFFERENCE CAMPAIGN: EXPLAINED

4.4 EXAMPLES

1. Marta Vieira da Silva, soccer player and UNDP Goodwill Ambassador.
2. Mia Farrow, humanitarian activist and UNICEF Goodwill Ambassador
Campaignt Ads and Source Files Kits

This section contains already developed ads for you to use, and the materials you will need to adapt the campaign to your needs, language and context.
5.1 LOGOS AND FONTS

5.2 IMAGES
- Global citizens

5.3 VIDEOS *(Available in English)*
  For broadcast and viral use.
- Extended Versions [51”/40”]
- Short version
- Video Scripts
  How to add subtitles to this videos [PDF]

5.4 RADIO SPOTS *(English)*
- Radio Spots
- Radio Scripts

5.5 MY WORLD MEDIA KIT
- MY World Media Advisory
- MY World Overview FAQ
- MY World Methodology
- MY World Partners
- The “Mark a Difference” Campaign: Explained
- MY World Communications Calendar
- MY World Paper Ballot

5.6 PRINT ADS FOR MAGAZINES AND NEWSPAPERS
  - Full Page
  - Half Page
  - Half Vertical Page
  - Quarter Page
  - Sixth Page
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5.7 OUTDOOR ADS
  For outdoors, please scale up and use the files provided for Print Ads.

5.8 ONLINE ADS FOR DIGITAL PLATFORMS AD CAMPAIGNS
  - Medium Rectangle 300x250
  - Rectangle 180x150
  - Wide Skyscraper 160x600
  - Leaderboard 728x90
  - Half Page 300x600
  - Super Leaderboard 970x90
  - Button 120x60
  If you are going to implement the campaign in a slow Internet connection context, you may use the substitutive gif file attached to each online format.

5.9 SOCIAL MEDIA ADS: FOR SOCIAL PLATFORMS AD CAMPAIGNS
  - Facebook Ads 100x72
  - Images to customize your profile
In 3 easy steps, you will learn how to adapt the 'Mark A Difference' Campaign to your needs and context and/or translate it into other languages.

These guidelines will assist you in this process by providing information about how to do this correctly by detailing the proper use of images, logos, tagline, call to action, url, etc.

You will also find several examples to guide you on the adaptation process.
6 GUIDELINES

1. Campaign Logo
2. First Name + Tagline
3. Call to Action
4. MY World Logo
5. United Nations Logo
6. Survey URL / Main Participation Channel
7. Additional Participation Methods and Channels
8. Portrait picture
9. Name and description of the celebrity or global citizen

MARK A DIFFERENCE
MIA DID. SO CAN YOU.

VOTE NOW.

MY WORLD. THE UNITED NATIONS GLOBAL SURVEY FOR A BETTER WORLD.

myworld2015.org

Phone toll free number XXXX
STEP 1

CHOOSE THE IMAGE

1. YOU CAN CHOOSE...

A GLOBAL CELEBRITY

If you want to adapt or translate one of the celebrity’s ad provided in this survey, please send the following information to amalia.navarro@undp.org or anna.ortubia@undp.org indicating:
- Your name, email, and organization and describing where and when the ad is going to be used
- Formats you need of the creativity (on and offline)
- Translation of the elements that compose the campaign (‘Mark A Difference’ Tagline, Call to Action, MY World’s Tagline, secondary participation channels)
- Attach your organization logo (if needed) in high resolution

A LOCAL CELEBRITY

If you want a local celebrity to feature in this campaign, please ask for his/her authorization first and make sure you also have the required image rights. When asking for a picture please take into account the image specifications detailed below.

GLOBAL CITIZENS

On Section 5. Source Files Kits, 5.2 Images, you will find pictures of active participants from around the world. These images have been donated and we have the rights to use them to promote MY World worldwide.

2. DON’T FORGET...

The model has to appear from shoulder height up (between Medium Close Up shot and Close Up shot) and looking directly into camera. The background must be plain.
STEP 2
ADAPT THE HEADLINE

You may adapt the headline by modifying the file that contains the ‘Mark A Difference’ logo, available in point 5.1 Logos and fonts. Here you’ll need to adapt two elements:

1. LOGO
   Translate ‘Mark A Difference’ to your language.

2. TAGLINE
   - Always use the first name of the local celebrity or global citizen on the ‘Mark A Difference’ Tagline.
   - Add the translation to your language of ‘So Can You.’ to the tagline.
Here you’ll have to adapt 6 elements:

1. **CALL TO ACTION**  
   Translate to your language ‘Vote now.’

2. **‘MY WORLD’ LOGO AND TAGLINE**  
   - ‘MY World’ logo and tagline must always feature together. When referring to ‘MY World’, please always use uppercase for the word MY.
   - ‘MY World’ must always remain in English, but you may translate the rest of the tagline: ‘The United Nations global survey for a better world’. For instance, in Spanish ‘MY World. La encuesta global de Naciones Unidas para un mundo mejor’

   In this toolkit you will find the MY World logo in the 6 UN official languages (English, French, Spanish, Chinese, Arabic and Russian)

3. **PRIMARY PARTICIPATION CHANNEL**  
   - The primary participation channel is always the URL, which must not be translated: myworld2015.org

4. **SECONDARY PARTICIPATION CHANNELS**  
   - Phone Toll Free Number
   - Paper Ballot
   - Facebook

5. **UN LOGO + (YOUR ORGANIZATION LOGO)**  
   - The UN logo must always be on the right hand side of your ad.
   - You may include your own organization logo besides the UN’s on its left with the same size. You can resize both logos if necessary.

6. **NAME AND DESCRIPTION**  
   - Add the name and description of the local celebrity or global citizen.
   - Example: Mia Farrow, humanitarian activist and UNICEF Goodwill Ambassador.
EXAMPLES

1. PRINT: VERTICAL, HORIZONTAL.

2. DIGITAL: SEQUENCE COMPOSITION.

6. GUIDELINES
In this section you will find some ideas that will help you implement and to increase the impact of your campaign.
1 **BLOGGERS KIT**
Send influential bloggers in your country a digital kit with badges, banners and some information about this initiative, for them to publish on their blogs and social media profiles. They can also ‘Mark A Difference’.

2 **#POST2015**
Support MY World through your social media profiles. Here you will find a PDF with ideas, images and messages to promote MY World on your social media accounts.

Please, use the hashtag #post2015 to link this message to the post-2015 global conversation.

Share this social media guide with opinion leaders and local celebrities and invite them to also promote MY World on their profiles.

3 **FACEBOOK APP**
Through this Facebook App you’ll be able to share that ‘YOU MARKED A DIFFERENCE’, by replacing the celebrity’s portrait with your own. Be the face of our campaign and invite others to do so.

4 **FLYERS, POSTERS, STICKERS, T-SHIRTS …**
... can help you to also promote this initiative. Below you will find some of these materials already designed.

- Download the images to customize your profile here.
- Download the T-Shirt design here.

Download the T-Shirt design here.
We also need some feedback from you.

We would like to thank you for your interest in this campaign and your efforts in supporting the MY World survey. Your engagement is essential to making this a successful campaign.

So that we can keep track of the progress and better work together, please keep us up to date on your campaign-related activities, plans, and impact.

Send us any information related to the media placement and media impact achieved, events organized and partnerships built around the ‘Mark A Difference’ campaign as well as the MY World initiative to: amalia.navarro@undp.org and anna.ortubia@undp.org.
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