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Developing Highly Customized Campaigns to Engage the Tech Community on the Refugee Crisis



SITUATION ANALYSIS

In the summer of 2015, the refugee crisis catapulted itself to front page news as mass numbers of Syrians fled their oppressive government into Europe and other regions. While the news was front and center for many Americans, the crisis seemed far away, making true understanding of – and engagement around – the crisis limited on local soil. During this trying time, Version 2.0 began working with The Hive, a special project unit within the USA for UNHCR (the UN Refugee Agency) designed to solve this challenge by completely rewiring how to engage consumers on pressing social issues.

To spotlight the Hive's unique approach, which utilizes advanced data science, the organization needed a communications partner that would clearly and succinctly tell a complex story and amplify brand awareness to challenge the conversations around the refugee crisis and disrupt the way Americans engage with global social issues.

Rather than solely infiltrating the broad consumer dialogue, the Hive was looking to engage and partner with leading companies to champion a solution to the crisis beyond funding to draw on other corporate assets like data, talent and infrastructure. As such, it was critical that the Hive's messaging and thought leadership be seen by leading American businesses and technology companies searching for an avenue to help with the crisis.

SOLUTION

Version 2.0 architected a program designed to highlight the Hive's approach as dramatically different and more effective than traditional philanthropy models to the business and tech community against the backdrop of the burgeoning, yet noisy, "refugee tech" space. In order

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to define and better articulate the Hive’s mission, Version 2.0 kicked off the PR engagement with an intensive messaging exercise to develop positioning specific to the Hive’s target audience of “private sector change agents.”

From there, Version 2.0 developed proactive media and thought leadership campaigns designed to secure high impact media placements in outlets read by the Hive’s audiences. The team approached the program with an overall focus on quality of media versus quantity, concentrating on only the highest tier press for brand building.

Key tactics were centered around using the partnership news as a vehicle for introducing the Hive’s approach to top business and tech outlets in addition to infiltrating trend stories around how the tech community is engaging on the refugee crisis. The team was also focused on developing and placing contributed articles highlighting issues central to the Hive’s approach – the shortcomings of the way individuals traditionally engage people on the refugee crisis and other pressing social issues, and the ideal way for businesses to engrain themselves with social causes.

RESULTS

Through the development of a highly-customized and strategic series of campaigns targeted at tech and business audiences, the Version 2.0 team secured several high impact corporate profile and contributed pieces for the Hive in leading top tier outlets. Prominently placed bylines led to a groundswell of awareness and interest in the Hive – leading Hive executive commentary to be included in a number of refugee tech stories in outlets like Bloomberg and Fortune.

FORTUNE

VentureBeat

CNN Money

FAST COMPANY

TECH Crunch

Bloomberg