



**Chosen**<sup>®</sup>

The power to choose  
in a child's hands.<sup>™</sup>

*Presented by:*

**Angelique Rothermel**

June 5, 2020

World Vision<sup>®</sup>

Chosen launch video:  
6.8 million views to date



Launch video

We all need  
someone to believe  
in us. To show  
us we matter.  
Everyone is longing  
to be seen, to  
have someone say,  
**'I choose you.'**

Joel Barnes, Chicago

Collins Kiilu, 10, Kenya

## CAMPAIGN LAUNCH OBJECTIVES

- Introduce Chosen through an activation with talk value, to re-energize a 70-year-old category and reverse the growing sense of apathy around international aid & development work
- Activate influencers and existing donors to encourage social sharing of the launch video
- Generate earned media opportunities to raise awareness of the brand and child sponsorship



# Campaign creative

**Chosen**<sup>+</sup>

The power to choose in a child's hands.<sup>™</sup>

Be chosen as a sponsor by a child today. You'll empower someone like Mary to create lasting change in their own life—and even in yours.

Mary, 8, Kenya  
chose Yinka, Chicago

Be #chosen at [worldvision.org/chosen](http://worldvision.org/chosen)

World Vision

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice.

Advertisement

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Banner ad

The power to choose in a child's hands.<sup>™</sup>

Social page cover

PHOTO

worldvisionusa 1w

803 likes

Instagram posts

World Vision USA  
August 30, 2019 at 10:20 AM · 🌐

8-year-old Elizabeth in Kenya is no longer waiting for a sponsor. She was empowered to choose her own! See what it means to be #chosen.

WORLDVISION.ORG  
Be #chosen  
Child sponsorship is the most personal way to fight p...

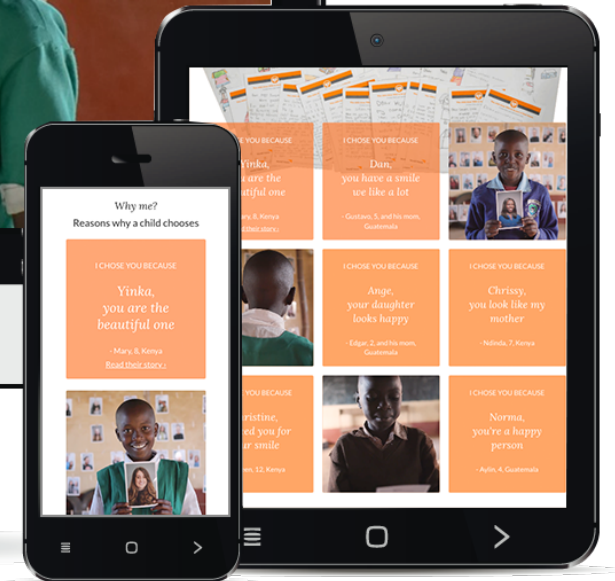
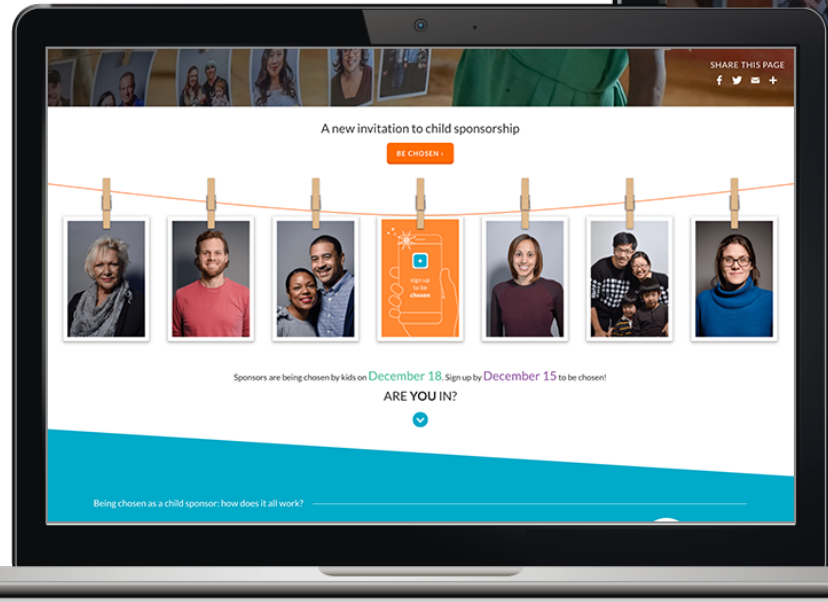
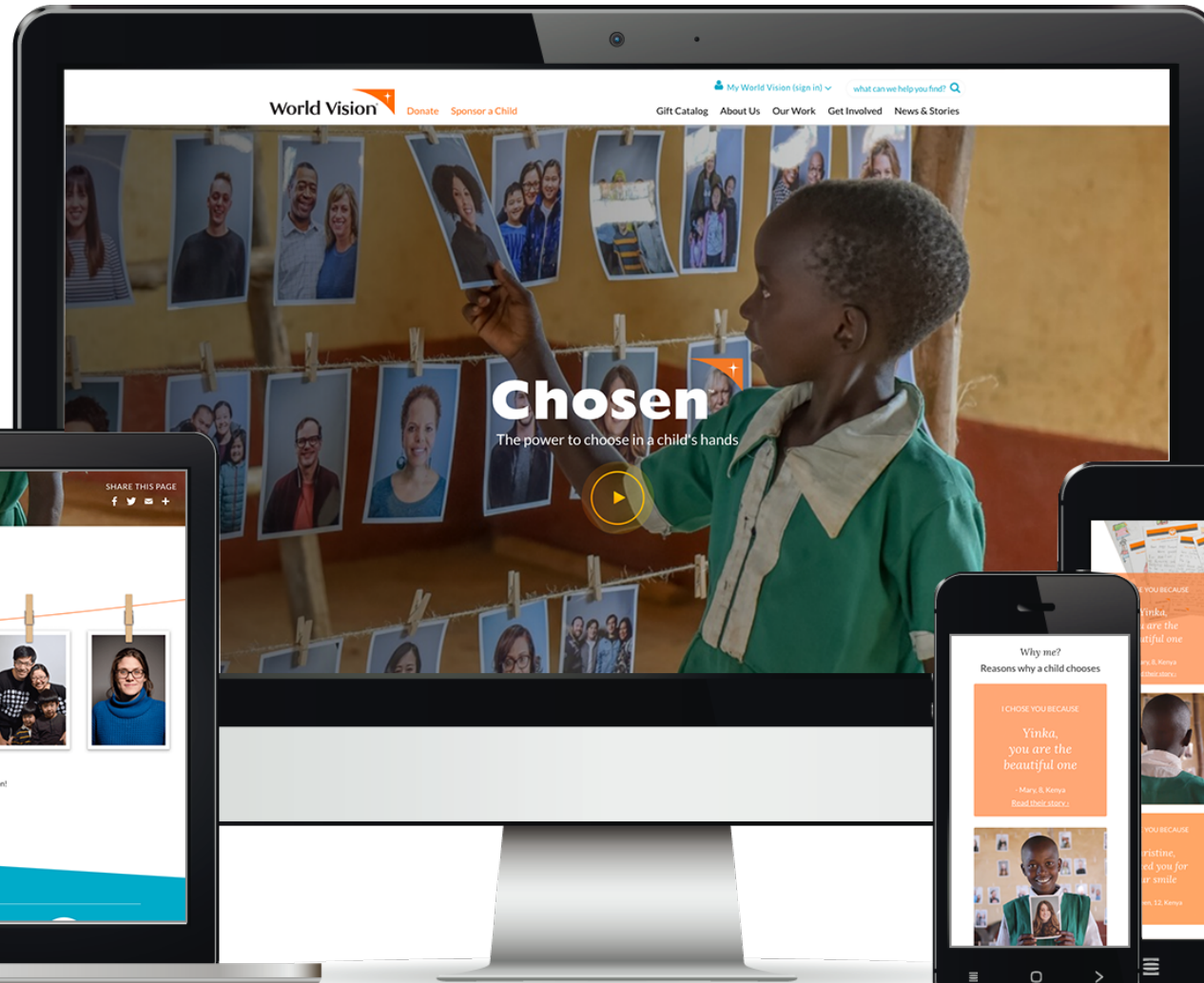
Social media paid Facebook post



## Online experience

A 50% increase in web traffic drove thousands of people to sign up online to be chosen by a child.

An activation for International Day of the Girl in October 2019 provided **more than 2,000 girls in Bangladesh** the opportunity to choose their sponsor.

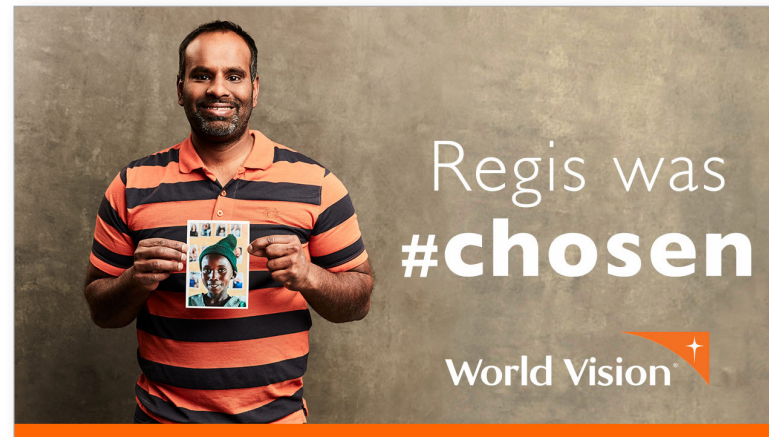


Curated video stories



*“I think a lot of people would think that we were sent to help them, and Collins is probably going to be the one to help me.”*

*—Joel in Chicago, chosen by Collins in Mwala, Kenya*



Magazine long-form



Cover



Inside feature story





## Offline experience

Chosen events were held at key locations during the launch time frame. World Vision created experiences where people could take their photo and have it sent to a Choosing Party happening around the world. The following week, participants came back to discover who chose them.



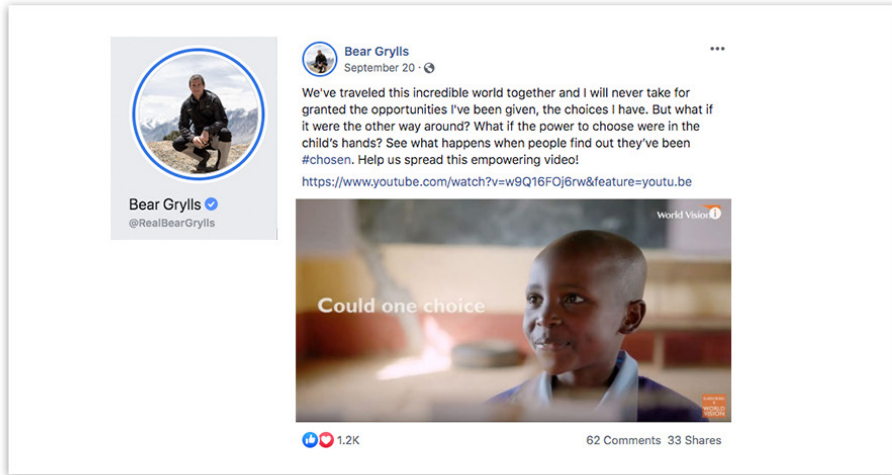


UGC

## EVERYDAY INFLUENCERS

The social-by-design campaign provided personalized shareable content for each person who signed up to be Chosen. They were sent a photo of the child who chose them. And the best part? That child was holding their photo! In addition, the child wrote a letter about why they chose their new sponsor.

**Sponsors shared their photos and story of being chosen.**



Example influencer posts

## INFLUENCER IMPRESSIONS


83 Million

Over 80 influencers including Hollywood celebrities, professional athletes, Christian leaders, authors & musicians and digital influencers shared the video.

Top Influencers with over 1M impressions includes: **Melissa Joan Hart, Bear Grylls, Isaiah Thomas, Meagan Good, Sean Lowe, Michael Trevino, Nia Sioux, Alexa & Carlos PenaVega and Max Lucado.**

**THE KELLY CLARKSON SHOW**

**Kelly Clarkson Brought To Tears By Touching Message From Child who Chose Patricia Heaton To Be His Sponsor**



**ADWEEK 40**

**AD OF THE DAY**

**Children in Poverty Pick Their Own Sponsors in This Sweet Video That Flips Fundraising**

It's a simple switch with powerful results

By David Griner | September 20, 2019 **PREMIUM**


FAWCY | Published September 20

**Christian organization makes one change to child sponsorship 'never done before' to empower kids**



**A US charity tries something new: letting poor kids choose their donors instead**

For decades, Western sponsors picked foreign kids to help. What if kids picked them instead?  
By Kinsey Pinner | Sep 27, 2019, 8:00am EDT




**Kids Choose Their Donors in a Twist on Sponsorships**

The World Vision program, called Chosen, is an effort to empower beneficiaries and reinvigorate donors whose giving has been flat.

By Eden Stiffman  
Chronicle reporter

THE CHRONICLE OF PHILANTHROPY

POPULAR



**World Vision flips the sponsorship script by having children choose their own sponsors**

By Annie Reneau | 11.25.19

INTERNATIONAL

**World Vision Flips the Script on Child Sponsorship**

In the ministry's first major innovation in seven decades, the children now do the choosing.

JEREMY WEBER | SEPTEMBER 20, 2019 9:39 AM



**RNS Religion News Service**

November 4, 2019  
David King

World Vision tinkers with child sponsorship model that brought in millions

**EARNED MEDIA IMPRESSIONS**

**245 Million**  
**64% Share of Voice day of launch**

More than 20 articles including AdWeek, Upworthy, MediaPost, FOX News, Vox, Christianity Today, Christian Radio.

Featured "Ad of the Day" on AdWeek.

The Kelly Clarkson Show featured a surprise reveal video to celebrity ambassador Patricia Heaton of the child who chose her photo at a Choosing Party in Guatemala.

<https://youtu.be/z6PWga0WK78>

Earned media





## LESSONS LEARNED

- Challenge category conventions by asking “what if...” “why not?” and “how could we...” often.
- Get your creative team close to your consumer.
- **Be patient.** World-changing ideas emerge slowly.

# Be #chosen



World Vision 