

# Challenge

Millions of children are dying of a **preventable and treatable** disease

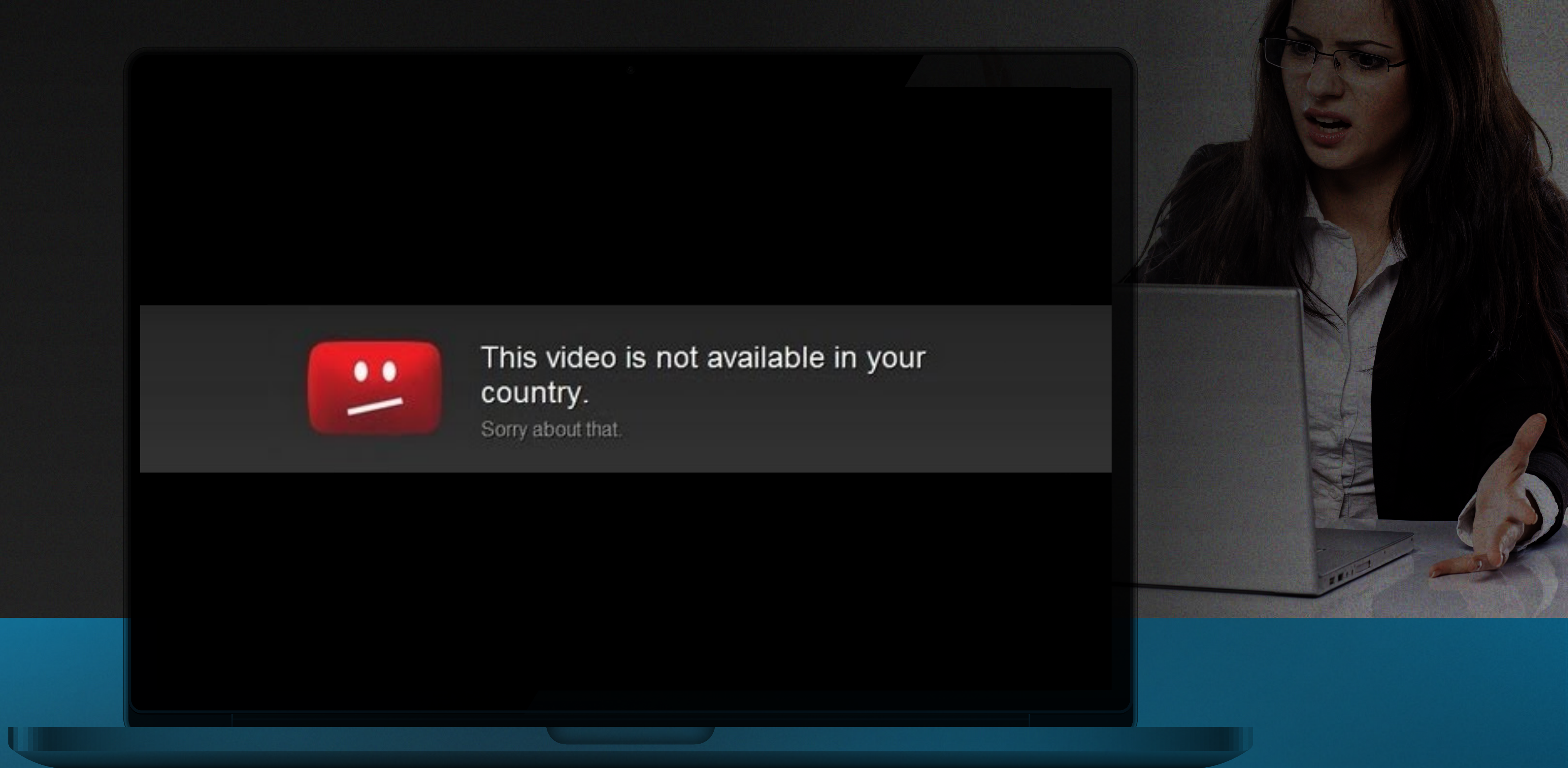
# Insight

The risk of death is largely determined by **where children happen to be born**

Families are hearing that **diagnostics and treatments for pneumonia are  
“not available in your country”**



# Big Idea



**"This is not available in your country,"** and the familiar disappointed emoji, will be at the heart of an attention-grabbing, multi-channel campaign, **in partnership with major content providers.**



Hundreds of millions of people will discover their favourite content is "not available in your country" on World Pneumonia Day, highlighting the fact that, **for many, life-saving medicine is "not available in your country".**



To make the content available again, users can do one of two things:

**Watch an educational video or make a donation to UNICEF.**



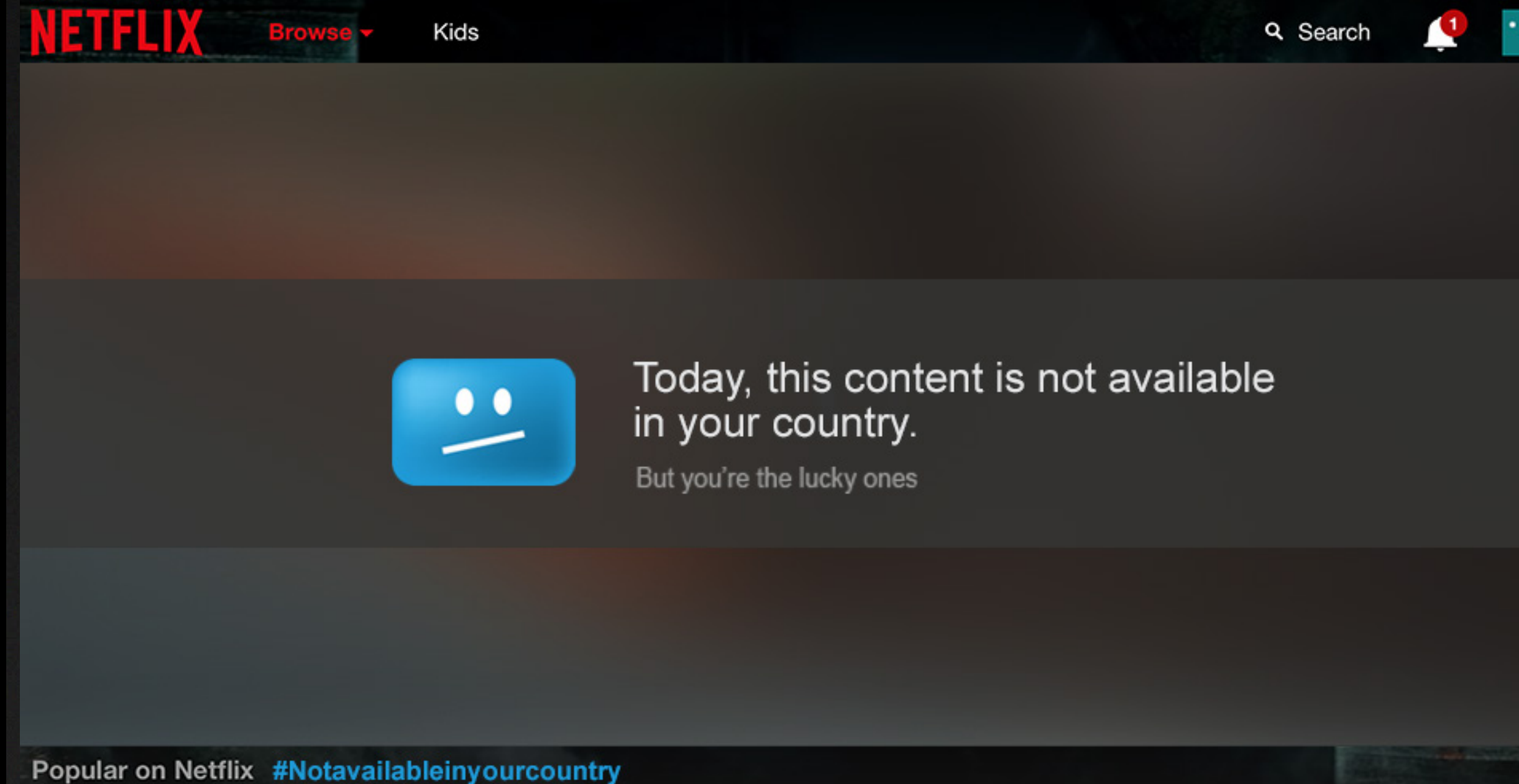
# Launch

On November 12th, **Netflix**, **BBC** and **Amazon** will all block their content for 24 hours.



The disappointed emoji will be represented in the UNICEF blue, and a message will ask visitors to consider how shocking it is that life-saving medicine is often “not available” based on where children happen to live.

**UNICEF** and **Caixa Bank** will lead the way by doing the same with their own content for the day.



*For millions around the world, it's not only TV series that are unavailable in their country. It's life-saving therapies for preventable and treatable diseases.*

**Today is World Pneumonia Day and Netflix is raising awareness in collaboration with UNICEF & La Caixa.**

**To unlock this page, [click here to learn more about this problem](#)**

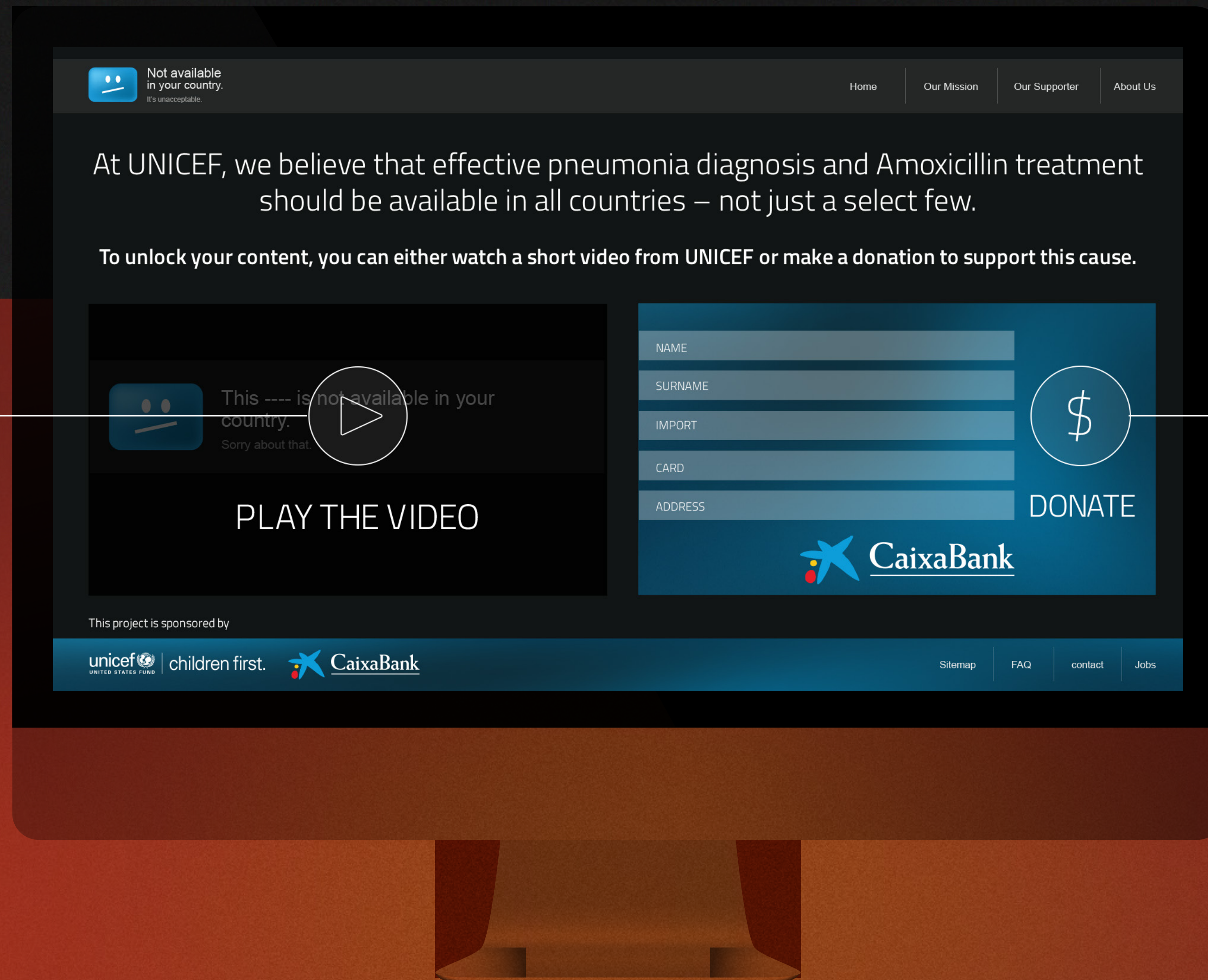


# Launch

## LANDING PAGE

When you [click here to learn more about this problem](#) you will reach a **LANDING PAGE** that gives you 2 options to unlock your content.

Thank you for watching our message.  
**Your content is now available again.**



Thank you for your donation.  
**Your content is now available again.**



# Launch VIDEO



*We will bring this familiar “unimpressed” icon to life and he will talk directly to viewers about the injustice of existing medicine not being available in many countries.*



This video is not available in your country.  
Sorry about that.



Hey there.  
It's me.



But millions miss out on life-saving treatments.



Support [UNICEF](#) and [Caixa Bank](#) to make pneumonia diagnostics and treatments available **everywhere**.

Hey there. It's me. The annoying rectangle with the permanently unimpressed expression.

Yep, I'm the guy who's taken pleasure in blocking your favourite videos for years. “[Not available in your country](#)”, that's what I like to say.

Frustrating, right?

Thing is, you're the lucky ones. You may miss out on a few amusing videos as a result of where you live...

But millions miss out on life-saving treatments. Every 35 seconds, one child is dying of pneumonia because [existing tools to save their life are not available in their country](#).

Now I'm sure you want to get back to what you were doing. But before you do so, please consider making a donation to UNICEF or sharing this message with a friend. Because in my opinion, [there are some things – like medicine – that should be available in every country](#).

Support [UNICEF](#) and [Caixa Bank](#) to make pneumonia diagnostics and treatments available everywhere.

Thank you for watching our message.  
**Your content is now available again.**

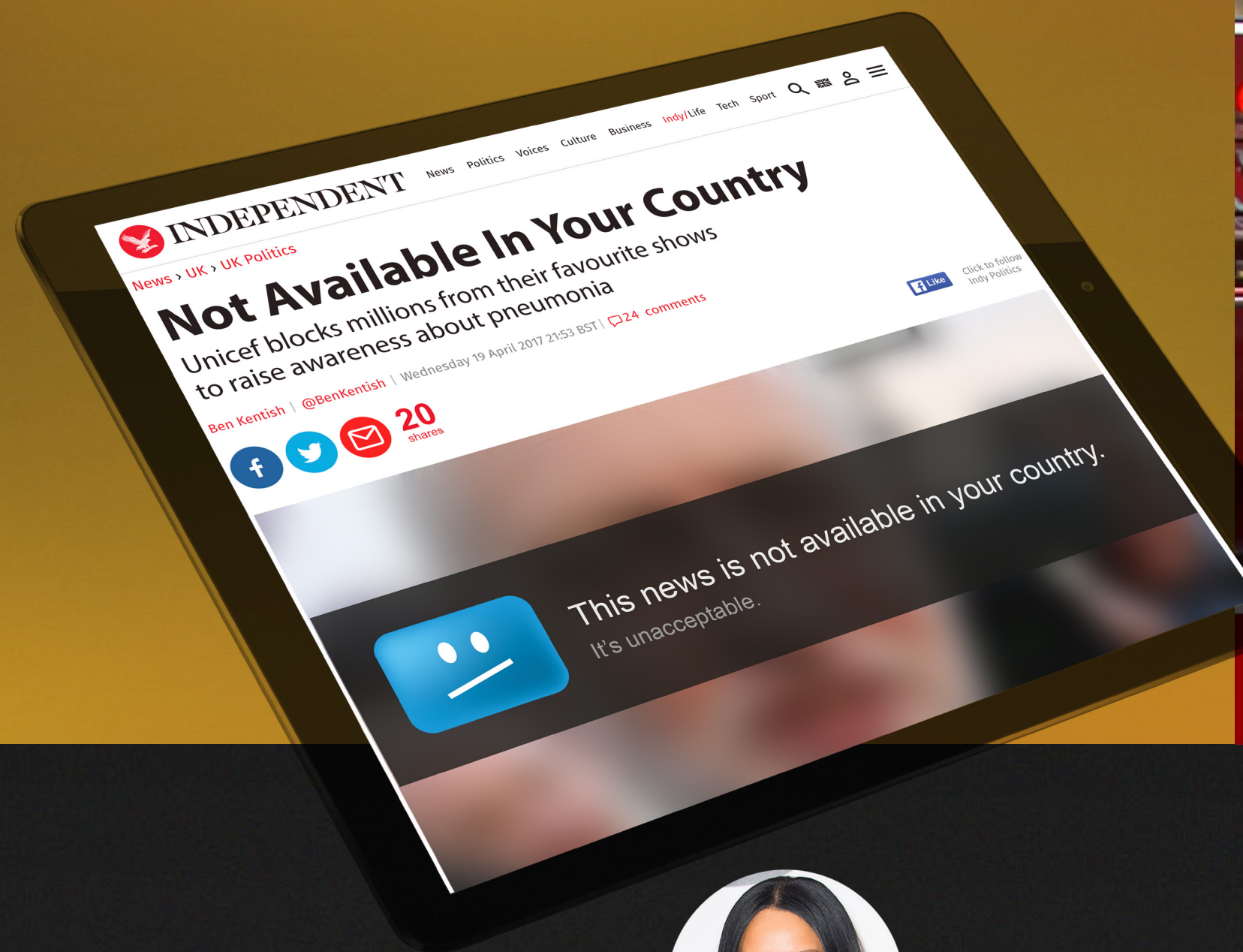
unicef  
UNITED STATES FUND | children first.

 **CaixaBank**



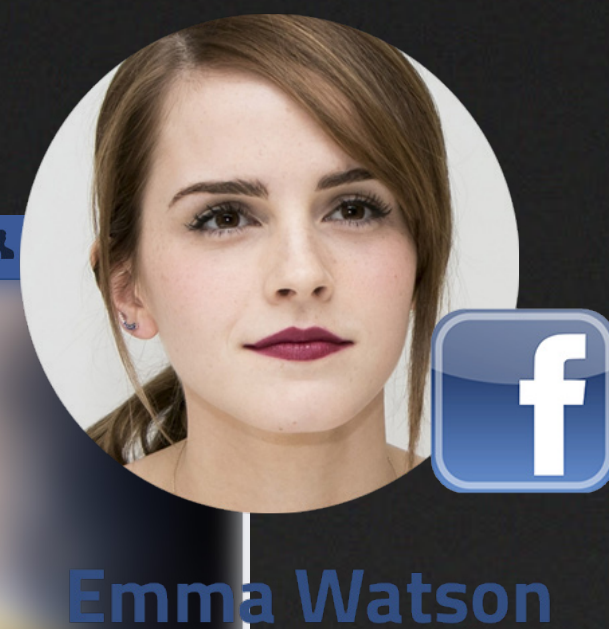
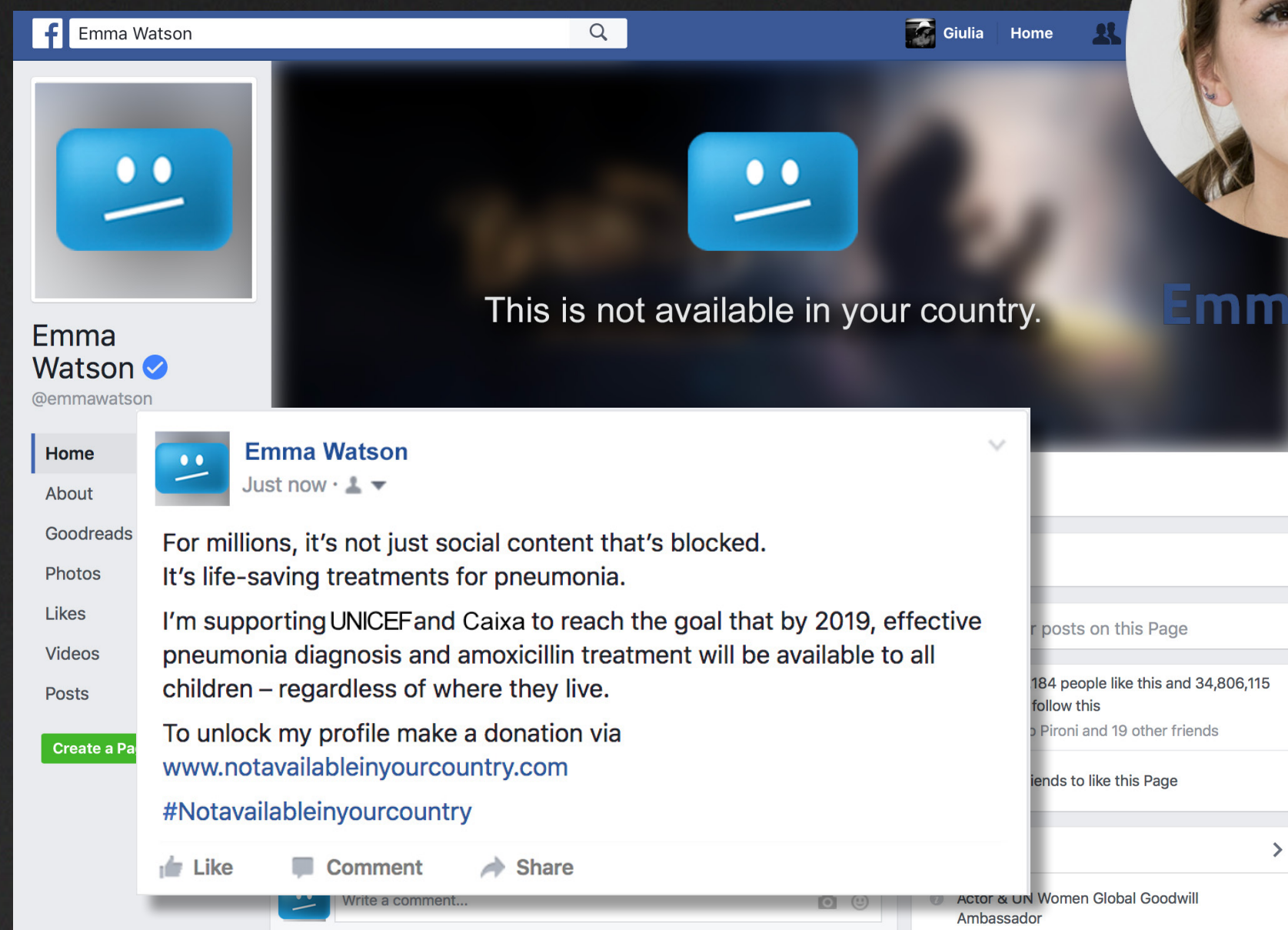
# Post PR POTENTIAL

Due to the extremely public and social nature of the campaign, TV and web news channels will start discussing this phenomenon

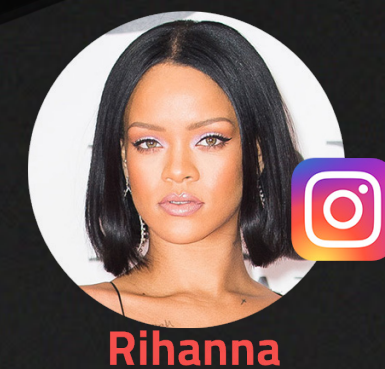


## CELEBRITY INFLUENCERS

will join our cause by making their content unavailable on social networks



Emma Watson



Rihanna



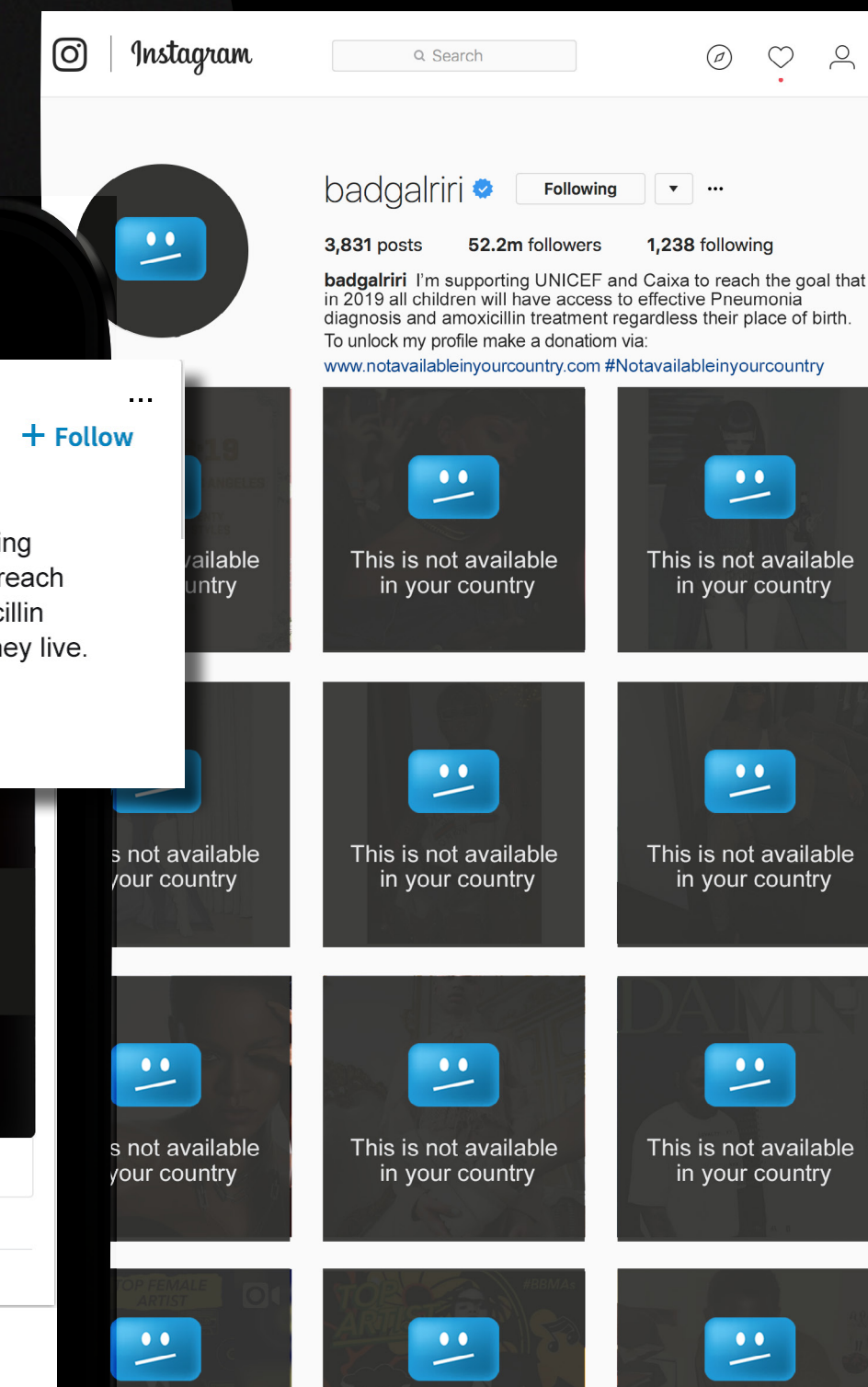
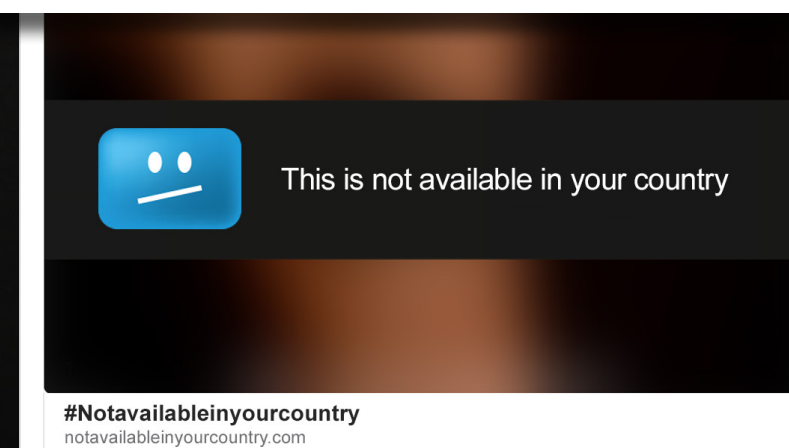
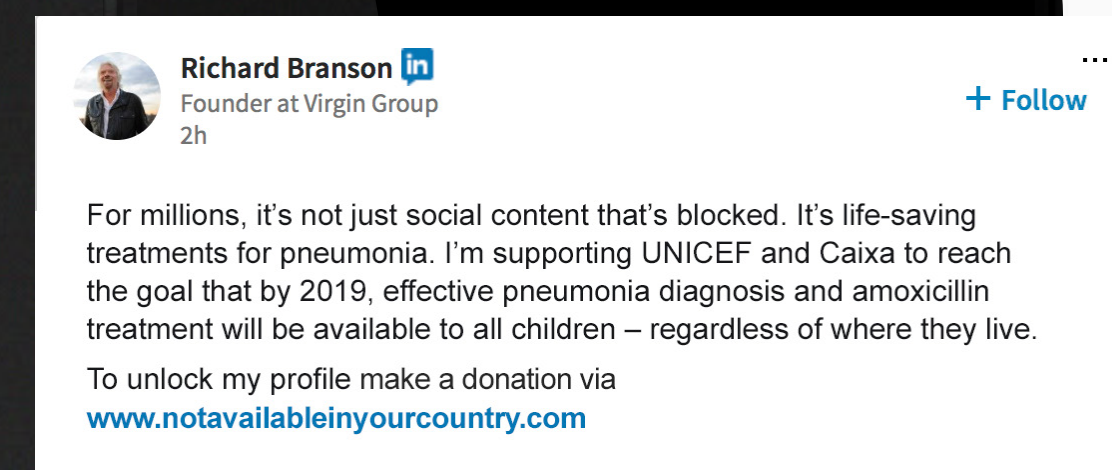
Richard Branson



Michelle Obama



PewDiePie



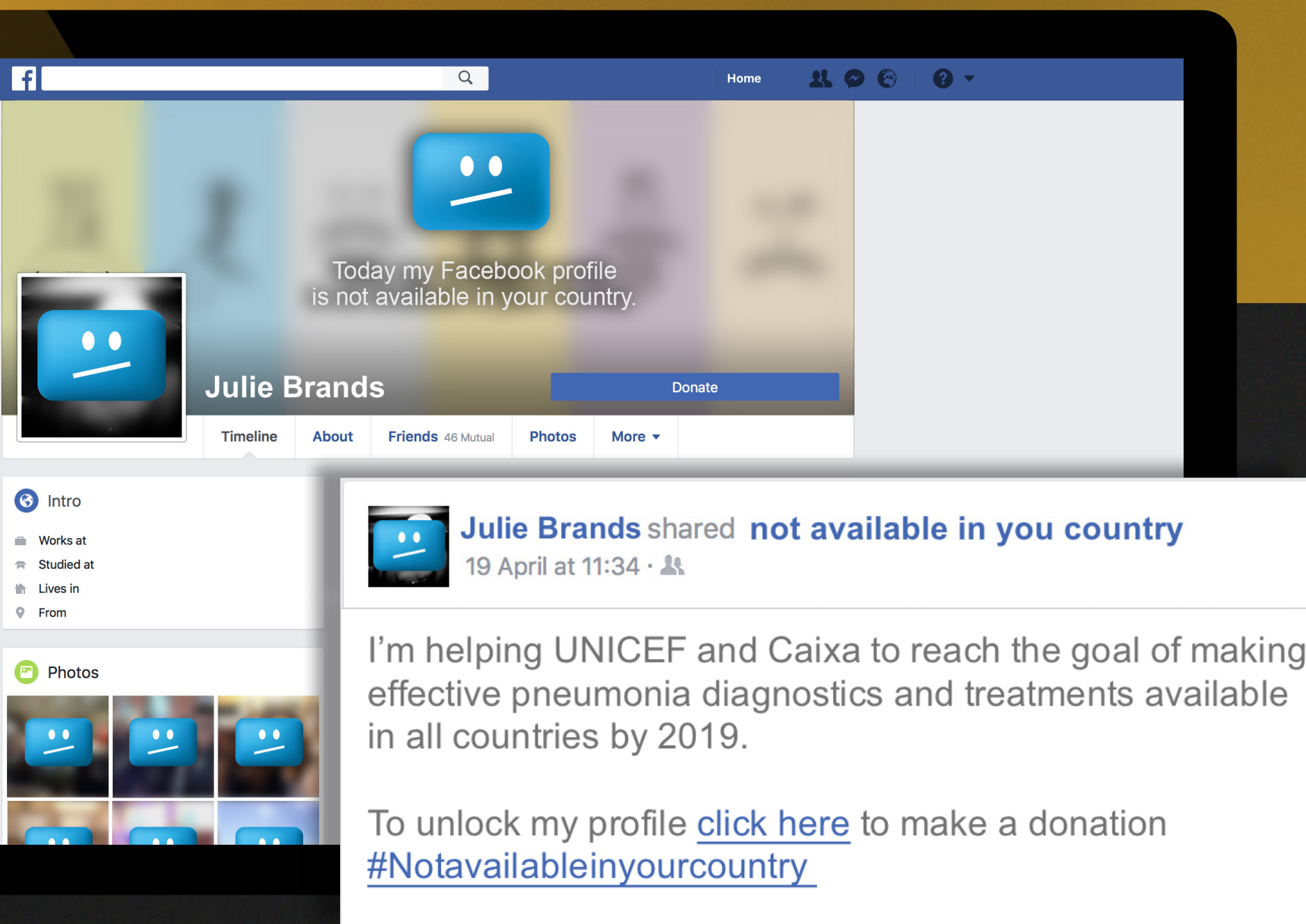


# Post

## GETTING INVOLVED

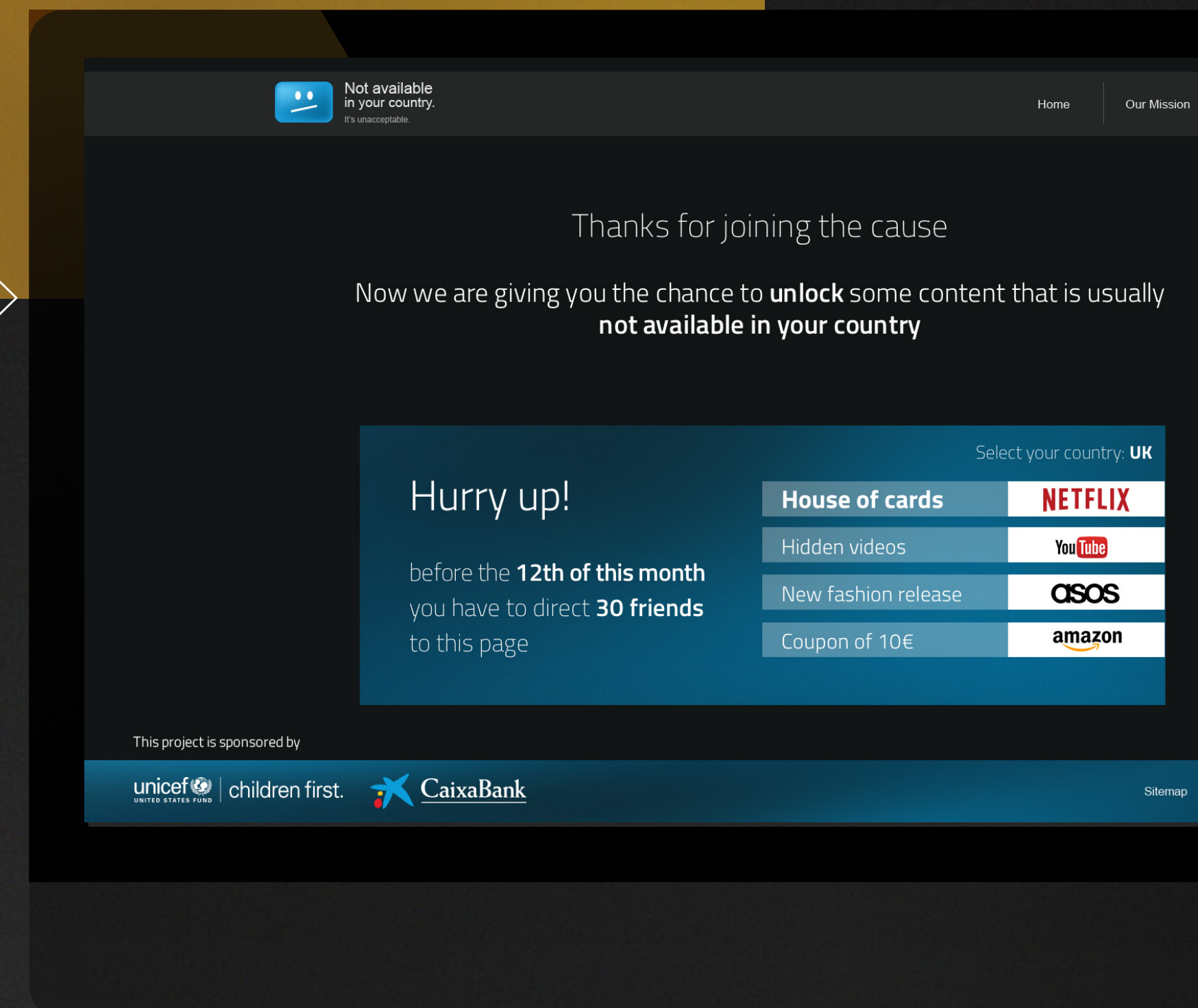
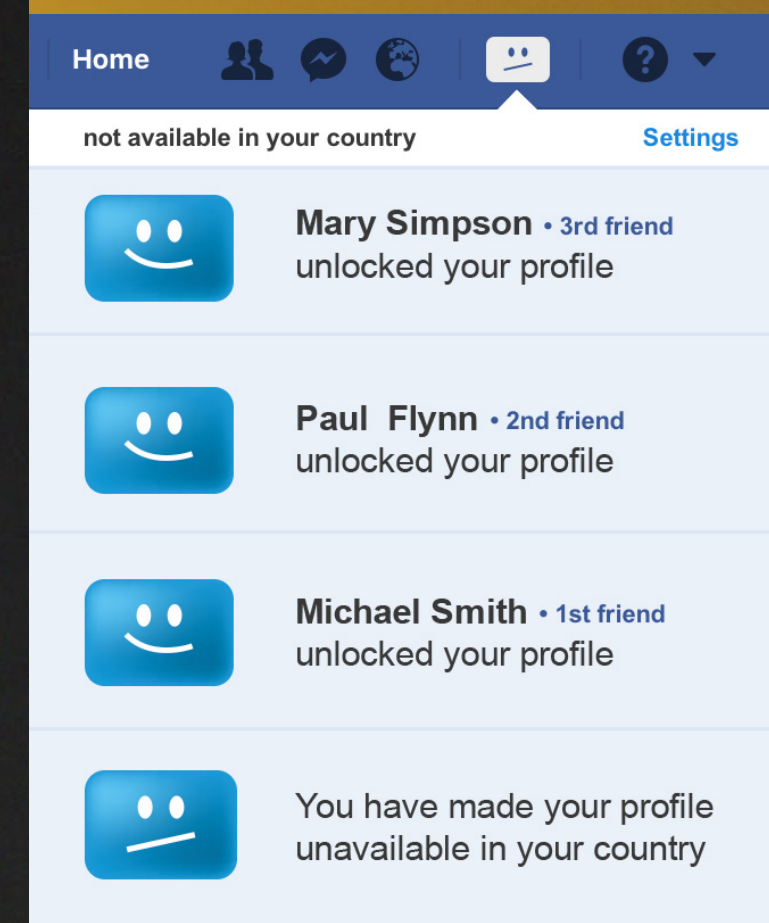
### STEP 1

Facebook will give you the opportunity to be actively part of the “Not available in your country” campaign, creating a **dedicated tool** that allows you to block your feed.



### STEP 2

For every month that you direct 30 friends to the landing page, UNICEF and its content-providing partners will reward you by unlocking some content (e.g. a TV show) that is currently unavailable in your country.



We will continue to hit social media users with the message:

**“Children are dying of preventable diseases because the right tools are not available in their country.”**



# Post

IN THE FOLLOWING  
24 MONTHS

We will set a donation target, keeping people engaged with the campaign over time:

Let's make it happen

€ 259,045

The money will be used to make **life-saving pneumonia diagnostics and treatments** available everywhere

IT COULD SAVE 1,000,000 CHILDREN!

AND FINALLY...



**Today, all content is available in your country.**

This is our way of saying thank you for helping UNICEF make pneumonia treatments available everywhere

After we reach our goal of making pneumonia medicine available everywhere...

Our content-providing partners - including the new ones we expect to sign up - will mark World Pneumonia Day 2019 by unlocking all content **EVERYWHERE** for **24 hours**.

**Because pneumonia treatments will now be available everywhere, for one day only, all content will be available everywhere too.**

You Tube

NETFLIX

Spotify

amazon Prime

# Results

**40%** of all Netflix users will be exposed to the campaign,  
**20%** of all BBC users and  
**10%** of Amazon users.

Via our **celebrity influencers**, the message will reach over **8,000,000** people worldwide.

total people reached  
**85,000,000**  
donations  
**€ 5,000,000**

