

## **Background**

Since the launch of the initial video contest, Be the Street has become a growing community of energized 14-24 year olds, who love social media, smartphones, and protecting their local environment.

## **Overview**

Be the Street's many components thrive when a mini-campaign is launched. Building off of the model presented by the successful Video Contest, we are proposing our next mini-campaign to be a Meme Contest. Participants will have an opportunity to win a prize in exchange for creating a classic Internet meme (defined as a photo with caption) based on an anti-litter, pro-community message. Member agencies will be able to engage with their own communities by promoting the contest and use the winning entry as an advertisement when the contest ends.

## **Logistics and Operation**

Whereas a primary concern in the execution of the Video Contest was in the logistical transfer of large video files from creators to Be the Street, the Meme Contest does not present this challenge. The Meme Contest will be operated primarily through Facebook and Instagram, with participants being asked to post their memes directly to our Facebook wall and inputting the #bethestreet tag. SGA will repost all memes to the BtS Instagram account which will then automatically update on our website. The Contest will run for one month and will dovetail into the promotion of the App.

## **Rules**

Many organizations, both Public and Private, have conducted Meme Contests over the past two years, including a number of public libraries and Time Warner. While no punitive damages have been made public, we have researched the legal grounds for the use of memes extensively and when an unlicensed photo is used, this is clearly in the gray legal zone of the internet. It is for this reason that SGA will purchase unlimited licenses for 15-20 photos which we will provide to our audience. Memes will be created from these photos.

Just as with our Video Contest, we will offer multiple prizes in various categories in an effort to gain as much engagement across our electronic platforms as possible. These categories will be:

1. Ages 14-18
2. Ages 19-24
3. Grand Prize

4. Popular Vote. Popular vote will be judged by number of likes, shares, and unique user comments (so one person cannot comment thirty times on their own video and win.)

## The Grand Prize

The Grand Prize will receive both a VISA gift card and their meme will be distributed in the following four ways:

1. As a FB cover photo for Be the Street for one week
2. In an integrated adbuy campaign (primarily focused on Facebook and Google banner ads)
3. As a poster, which will be distributed throughout Bay Area (primarily at schools, agencies, and local business - we will also provide the winner with 50 so that they will be encouraged to spread it themselves)
4. As a digital asset that agencies can use in their own distribution (SGA will get specifics from each agency regarding what it is realistic)

## Timing

The Meme Contest will be launched February 17, 2014. This date has been chosen in an effort to bypass the saturation during Valentine's Day and to dovetail neatly into the App promotion.

## Materials

SGA will develop 3 materials to promote the Meme Contest:

1. Online flyer to be used as ad on Facebook
2. Rules page on [www.bethastreet.com](http://www.bethastreet.com)
3. Agency package of promotional language and graphics for agencies to include in their eNewsletters, on their websites, on their social media, and/or other outlets

## Objectives

1. A minimum of 100 local entries
2. Selection of an appropriate Grand Prize Winner

## Timeline

| <b>Activity</b>                | <b>Date</b> |
|--------------------------------|-------------|
| First Draft Promotion Flyer    | 1/6         |
| First Draft Rules Page Mock Up | 1/13        |
| Final Draft Promotion Flyer    | 1/31        |
| Final Draft Rules Page Mock Up | 1/31        |
| First Draft Distribution Plan  | 2/7         |
| Partners Package               | 2/7         |
| Final Distribution Package     | 2/14        |
| Launch                         | 2/17        |
| Selection of Winner            | 3/17        |
| Distribution                   | 3/18        |