



WORLD HUMANITARIAN DAY 19 AUGUST 2012

THE BACKGROUND

World Humanitarian Day is a global day to celebrate humanity and the things that we do for good around the world.

It also honours those who have lost their lives in humanitarian service around the world, and those who continue to bring assistance and relief to millions of people. It is all about celebrating the spirit of people helping people.

This year, the United Nations wants to amplify this message around the world like never before by creating a platform that inspires people everywhere to help someone, somewhere, on 19 August.

Beyoncé has donated her song 'I Was Here' to the cause, and she is heavily involved in making this project a reality.

THE IDEA

We have created a branding symbol and message around the words 'I WAS HERE' to represent humanitarian action wherever it takes place.

THE LAUNCH (1 AUG):

The campaign launches with a call to action to sign up to a social amplification platform called Thunderclap, with the aim to reach 1 billion people on one day with one message. This will be promoted across a variety of channels.

THE EVENT (10 AUG):

The event will be held at the UN General Assembly in New York to commemorate the day. It will culminate in a major performance by Beyoncé.

WORLD HUMANITARIAN DAY (19 AUG):

On the day, we will release messages of support that people have registered at once around the world. Each message will contain the WHD I Was Here video featuring Beyoncé, as well as a call to action to do something good, somewhere, for someone else. The campaign website will connect people with humanitarian aid organizations.

WHD-IWASHERE.ORG



THE CONTACTS

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