ICANN Global Outreach Program

Preliminary Outline to Ogilvy& Mather (mailed to O&M Chennai on Feb 25, 2010)

By email: Subject: a preliminary and unofficial discussion on what O&M or an equal Agency could do for the Internet Corporation of Assigned Names and Numbers.

Dear Prakash Dharmarajan

We, as a committee of ICANN at-Large, are exploring the possible benefits of engaging an International Advertising Agency such as Ogilvy & Mather to manage an outreach program for the International Corporation of Names and Numbers (ICANN). I am writing to ask you for a rough idea on what Ogilvy&Mather, Chennai and its International Offices could do for ICANN based on the following brief:

> **Information about ICANN online: http://www.icann.org**
> **Information about ICANN atLarge:** http://www.atlarge.icann.org/
> **Rough Collborative Working Document:** https://docs.google.com/ Doc?docid=0AZYZ9mMLiF1xZGd0NWM4c18xODlkZjc2OTlmNw&hl=en
>
> **(Please note that the collaborative working document is originally meant for interactive discussions within the committee, it is an unformatted and rough document, sent to you to convey how this idea is progressing)**

To reach another person on the Internet you have to type an address into your computer - a name or a number. That address has to be unique so computers know where to find each other. The Internet Corporation for Assigned Named and Numbers, ICANN, coordinates these unique identifiers across the world. Without that coordination we wouldn't have one global Internet.

ICANN was formed in 1998. It is a not-for-profit partnership of people from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers.

ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet.

The Need for services of a Professional Agency:

1) Every computer (node) connected to the Internet is assigned the IP address by the Internet Assigned Numbers Authority (IANA) which is operated by the ICANN. 2) There is an estimated 192 million domain names registered as on data for which the authority is ICANN. So every Internet user is linked to ICANN, but ICANN is relatively unknown.

ICANN needs to be known primarily for two reasons: a) for users to know that ICANN is the names and numbers Authority in case they require a dispute resolved. b) for icann to expand its base of volunteer participants in its meetings and programs.

Corporation's Revenues and the intended suggestion for a budget:

ICANN has $ 60 million by way of annual income, which is likely to increase significantly.The committee considers proposing an annual outlay of about $ 3 million a year, at least for the first two or three years.

Targets: Internet Users with an initial focus on those with domain names + large Internet User organizations (organizations whose business operations considerably depend on their Internet presence such as a bank or a BPO + Consumer and Civil Society Organizations or User groups.)

Possible media to be explored: Conventional Print and TV advertising, Social networking strategies, various other online strategies (blogs, podcasts), direct mail to domain name registrants, International Trade Fairs, specialized events for public + anything that the Agency may think of.

Client: The client for this purpose would be ICANN, but a part or all of this campaign may be fronted by ICANN at-Large (user's) organization as an exercise for at-Large outreach, which by extension would amount to ICANN outreach. http://www.atlarge.icann.org/

Please advise us on 1) whether ICANN requires the services of a Professional Agency such as Ogilvy & Mather 2) whether non-profit corporations have undertaken such campaigns on comparable pursuits 3) the possible benefits for ICANN 4) a very rough presentation about the media and about the kind of campaign that could be used and 5) why O & M should be considered a suitable Agency for this exercise, if O&M is interested.

Sivasubramanian Muthusamy

Preliminary Outline to Y&R (sent sometime during the first week of February 2010, discussions in Progress at their office in Brazil)

Audience or Target : The world of Internet Users, really. For a precise definition, we may suggest, for the initial period, domain OWNERS, website owners and bloggers. I would name bloggers as the first priority. Plus Journalists, consumer groups.

The target is end-consumer and initially not a specific group as 'future registrars' (I think they mean future resellers' or Government.

The might have suggested using Google Adwords or search optimization. These are good ideas actually. I looked for some info and found some case histories, including the following case history pertaining Public Broadcasting Service (PBS) which has a website with 127,000 static pages.

http://www.google.com/enterprise/gsa/pbs.html

ChallengePBS had a legacy freeware search tool that did not work well. When support for the PBS configuration ceased, just as PBS.org's public site hit new traffic highs, it was time for a new approach.
SolutionPBS deployed the Google Search Appliance to enable quality search results throughout PBS.org, the most-visited dot-org in the world.
ProductGoogle Search Appliance (GB-1001)
Benefit"XML/XSL has made this very configurable for us. The way Google Search Appliance is set up is really brilliant. It has absolutely been worth it."
Chris Atienza
Associate Director of Technology
Dave Johnston
Senior Director of Technology
PBS

More cases at http://www.google.com/press/success.html

We need to tell them what we want and what kind of campaign.

Kind of Campaign : Probono links + Various forms of Online advertsising + Creative Strategies such as a YouTube Channel or a facebook group+ Google Adwords + conventional advertising of some kind.

About what we want, we will brainstorm a little.

Shiva

From: <sylvia@internautabrasil.org>
Date: Tue, Feb 9, 2010 at 5:23 AM
Subject: 1 meeting with Y&R
To: Sivasubramanian Muthusamy <isolatedn@gmail.com>
Cc: Priscila Marcos Audi <pliksmarcos@yahoo.com.br>

Dear Siva,
The first meeting was not what I expected. As our audience, advertisers did not know about ICANN and even though I sent the material you sent me were not prepared for the meeting. So another meeting scheduled for Thursday, 11.
As a result of this meeting arose the following questions: 1) Who is the audience we really want to go? For 3 to 5 million may be a large or small amount depending on who is our audience.
2) we want to reach the end consumer and general public or we have some specific groups such as governments and future registrar?
3) they suggested to campaign advertising from major suppliers such as GOOGLE or UOL.Although I told them I did not think that was the road.
In short, I told them that I would speak with you, and they promess me to study about ICANN to

understand more the thing. They asked me exactly what we wanted, what kind of campaign, and I told them they were the ones who had to answer that. It will be an advertising or branding campaign?
Got any answers or ideas?
greetings,
Sylvia

Hello Sylvia

Y&R needs to understand a bit about ICANN and its importance. Tell them about their role in names and numbers, its functions in Intellectual property resolution by UDRP, about its various constitutions, about at-Large, its public participation. They need to understand that ICANN's role is very significant and central to the Internet and the world.

Most of what they need to understand at this stage (History etc) is at the wiki page http://en.wikipedia.org/wiki/ICANN and at the ICANN home pagehttp://icann.org With a quick understanding of ICANN, they should be able to offer the required preliminary advice.

Good Luck.

Sivasubramanian Muthusamy
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On Mon, Feb 8, 2010 at 5:58 PM, <sylvia@internautabrasil.org> wrote:

> Dear Siva,
> I´d like let you know that today I will have the fisrt meeting with Y&R.
> Do you have any advise to tell them?
> I´m going to use the resumé of our Google Doc.
> tks,
> Sylvia

LOVELY, TKS

did some more work. Please scroll down

My response and drafts are in this color - Shiva.
Sylvia color.

<Hello Sylvia, for a start I am copying our conversation on the outreach proposal. We will work on this further here in this collaborative document .

Redrafted from the chat, for a start

Outside of ICANN's circles, most people have never heard of ICANN. Those who hear about ICANN find ICANN's web site, or the available ? brochures confusing. There is a widespread perception that ICANN is little more than a trade association for registrars and registries, which determines the policy. This needs to be changed to improve ICANN's image.
It requires massive outreach efforts that necessarily include Advertising strategies. The average Internet user does not know about ICANN.

Even where possible, ICANN has been careless about publicizing its meetings. It meetings in Europe were not known to all community members in the region, to the at Large structures and locals were not told about this. ICANN has not been making its meetings sufficiently public.

ICANN needs to undertake an outreach campaign that incoludes scientific Advertising to make itslef known. And it has a responsibility to become known due to its huge role in the management of critical internet resources. This task of ICANN outreach could be effectively facilitated by At-Large as the at Large structures have an awareness of regional issues and concern that may not be apparent in Marina del Ray. Marina del Rey

Reaching out through at-Large would not only make ICANN known but also at-Large. As more people come to know about at-Large there would be greater divbersity of participation which would bring in more participants for the ICANN process while this exercise makes ICANN better known. It can't be an ALS by ALS program, it has to be a centrally coordinated, strategically planned program. The central co-ordination from ICANN will stem from improving accessibility and dissemination of documentation. LOVELY.
So, we can present this resume about the motive we think we need an outreach global program and some briefly agencies to start the discusion.

{ ~~at least one ALS in each country~~" THIS COULD BE OUR MOTTO.
After read the doc I´ve changed my mind. As you told me we are preparing an outreach programm for ICANN and not for ALAC. ! is good } **The suggestion of at least one ALS in each country has to be a part of the implementation strategy for ICANN outreach, so it is to be stated separately in a relevant section of the document. ok, understood.**

 people who just looked at me strangely when I mentioned ICANN. though I feel that it's the impression of many Internet governance and civil society folks.

if ALSes can't inform themselves on policy work and ICANN, they are likely not to be able to do outreach to internet end users

talking about outreach in the LACRALO, some ALSs from Brazil are trying to do the panflet in portuguese and not only in Spanish and English, since in Brazil we have more than 34% users of the region, but the staff said that they thinking to print only in English and Spanish, so where is the outreach? How they want we do that?

 it requires massive outreach efforts that necessarily include Advertising strategies"

if the others ALSs dont know about policy, they can not do outreach, that´s why the important of the Summit
Sylvia Herlein Leite

outreach as a program not for at-Large, but for ICANN - through at-Large. The idea is to do outrach for ICANN, and in the process gain exposure to at-Large

 we can combain the 2 things , that automatically happens

but we need budget for that!!

 we need a planification program

[

we are not asking money for at-Large outreach. We are merely offering to do the outreach for ICANN and offer to co-ordinate local advertising for ICANN. In the process, at-Large becomes better known.

This idea came up in the contexty of a dicussion on the extent to which ICANN is known[1/16/2010 12:44:04 AM] Sylvia Herlein Leite: ok, understood

ICANN is not well known, it needs to make itself known worldwidde among Internet users

it will be hard to do, a lot of voluntiers working togther[1/16/2010 12:47:49 AM] Sivasubramanian Muthusamy: This task needs to be professinally handled with budgets in the order of $3 to $5 million per year for the next few years

It is not an exercise of distributing outreach pamphlets

rather a comprehensive exercise, strategically planned, and professionally executed

I agree with you that a job should be professionally planned and managed, but tell me something ... have any idea how to make ICANN allocate 3 to 5 million per year for the AT-LARGE?

the idea is to point out to ICANN that ICANN needs to work on reaching out to users and this would require ICANN to think of an outreach strategy which would include Advertising. This should be about $3 - 5 million a year which would be 5 to 7% of ICANN's annual revenues, which would come down to about 2% of its revenuies on year 3

ICANN then could decide to reach out to the users through at-Large and involve at-Large in managing this program

So, which is the next step? Do you think we can ask for a advertising company to make a proposal? I know one, here in Brazil which is internetional, Young & Rubican.

At this point of time we can ask Young & Rubican and one or two other agencies such as Ogilvy & Mather to briefly tell us how they would handle the outreach tasks if the budget is US $ 3 - 5 million a year, reducing with the passage of time.They don't have to make a detailed proposal at this stage, but we can ask them to do, after getting an initial response from ICANN. Perfect. Do you know someone from Ogilvy? I don´t but there is an Ogilvy agencie near my house... I wil start with Y&R.

NO I don't. But I have a good impression of O&M as an agency that has a culture of well researched advertising as championed by its founder David Ogilvy.

(I was one of O&M's (very small) clients in 1988, this was 20 years ago, and I don't particularly have an impression from how they handled my produt)

Here is something that I found now:

http://www.ogilvy.com/#/News/Articles/Hopenhagen_YouTube_Messages-of-Hope.aspx/

http://www.ogilvy.com/#/The-Work/Galleries/best_of_ogilvy_2009_film_gallery_one.aspx/more_button/

What we need at this stage is a rough outline from one Agency. We need to get one Agency to tell us (ICANN) very briefly how Advertising could help reach ICANN to average users, and how it will improve public participation etc If Y&R or O&M or Satchi and Satchi or any one of the top agencies in the world

http://en.wikipedia.org/wiki/List_of_advertising_agencies

http://www.makefive.com/categories/news-business/business/top-5-ad-agencies-in-the-world.

We don't have to worry about the choice of Advertising Agency at all, at this stage. What we need is a non-committal, very broad general presentation from one Agency. If you have a working relationship with Y&R, it is fine.

How can we call our project? What about: **Global Outreach ICANN Program**

ICANN Global Outreach Program - Yes. hahaha, ok (my poor English)

Thanks (Global Outreach Icann Program is right, but ICANN Global Outreach Program sounds just a little better.)