

UNDP Global Campaign: Don't Choose Extinction

UNDP's first global advocacy campaign launched on 27th October 2021, combining the corporate external engagement themes of climate and inequality, and quickly becoming our most successful campaign ever on social media in terms of engagement, impressions and video views. It is also UNDP's most broadly covered media story of recent years.



Launched just ahead of COP26, the campaign enabled UNDP to insert itself into global conversations on the climate emergency, utilizing new data and recommendations from our policy reports, and provided a platform for spokespeople to advocate for an equitable and green recovery from the COVID-19 crisis.

Critically, it also engaged billions of people around the globe in the complex issue of fossil fuel subsidy reform, created space to cultivate new and existing partnerships, and unified the communications and outreach of UNDP country offices and regional bureaus with a simple, impactful message: ***Don't Choose Extinction.***

Topline Results

- **800 million views** of the film across all platforms and in multiple languages
- **340 million views of the film in China alone**, with it also going viral in locations across the globe including, Brazil, Saudi Arabia, Kenya, and Israel
- **53 UNDP Country Offices** adapted the film for their local contexts and voice-over recordings were produced in **38 languages**
- **Over 3,000 media mentions** secured with a potential reach of **4.7 billion**
- **Media in 98 countries covered the campaign** across Africa, Asia, the Arab States, Latin America, Europe, the US and Canada
- **1.47 billion impressions** recorded on social media
- **Over 485 million people reached** through UNDP Goodwill Ambassadors and celebrities
- **Over half a billion people reached** thanks to media broadcast partnerships including Deutsche Welle, CNBC, Al Arabiya, ITN and Multichoice
- **Over 6,000 people across 127 countries** engaged with Mindpool surveys and **915,362 interactions with content** on the *Don't Choose Extinction* website
- **Unprecedented levels of engagement** from donors and missions, UN agencies and agency heads on social media and **over six million views of the campaign film** from UN and UNDP social media posts alone.

Media Coverage: The campaign, and the fossil fuel subsidy reports, secured over 3,000 media mentions and a potential reach of 4.7 billion unique readers and viewers. The breakdown of this media coverage reflects the global impact of the campaign, with coverage appearing in 98 countries in Africa, Asia, the Arab States, Latin America, Europe, the US and Canada.

UNDP spokespeople also featured heavily in the media coverage, enabling UNDP to position itself on the issue of fossil fuel subsidy reform, and more broadly climate and inequality, and drive the main messages of the campaign. Examples include UNDP Administrator Achim Steiner appearance on CNBC (US), and his interview with Colombian El Tiempo which was distributed by five major newspaper titles in the RBLAC region.

The campaign launch was also a prominent news story within the UN system, with Administrator Steiner, UNDP Goodwill Ambassador Nikolaj Coster-Waldau, French actor Aissa Maiga and UNDP Director of Communications Anjali Kwatra participating in a launch press conference at the UN, broadcast by UN WEB TV. UN News also featured the campaign as the main story of the day and published in multiple languages.

“UNDP's Frankie Dino campaign hit the nail on the head. It's witty, direct and relatable in every language and culture. An example to be followed by other UN entities.”

Stephen Dujarric, UN Secretary General Spokesperson

Country Offices also organised campaign launches with their local media, with messages adapted for local contexts. For example, a High-level launch event in Stockholm was held with speakers including the Swedish Minister for International Development Cooperation. In Kenya, Mandisa Mashologu, the Deputy RR was interviewed on two national television sessions that broadcast across East Africa and NTV broadcast the film every day during COP26. In El Salvador, to mark the launch of the campaign the Country Office organised a workshop on UNDP's Climate Promise with 14 top journalists with a special viewing of the film. Globally, there was high level of engagement across UNDP. The campaign film was adapted by 53 Country Offices and alternative voice over recordings have been produced in 38 languages to date, including Swahili, Portuguese, Chinese and many more.

“My dear, dear friends. We have run out of excuses. It is time to do the right thing. In the words of Frankie the dinosaur, who addressed the General Assembly, let us not choose EXTINCTION.”

From the opening remarks of the President of the General Assembly, H.E. Mr. Abdulla Shahid, at COP26.

Digital and Social Media: *Don't Choose Extinction* is UNDP's most successful campaign ever on social media in terms of engagement, impressions and video views. To date the campaign has garnered 1.47 billion social media impressions, through an integrated social media campaign carried out across multiple platforms and languages, featuring a calendar of new and promotional posts utilizing images which posted people to either the campaign landing page, or specific action pages within the website. Over 120,000 people have visited the *Don't Choose Extinction* site created and there have been 248,350 views – so users are returning and engaging multiple times. There have also been 915,362 interactions with content. The campaign also generated unprecedented levels of engagement from donors and missions, UN agencies and agency heads. Social posts from the UN and UNDP alone, resulted in over six million views of the film. A dedicated twitter handle for Frankie has also proved successful, securing over 7.6k followers in the first two months of the campaign and enabling continued engagement on the key policy issues arising during COP and beyond.

Campaign Partners: UNDP's partnership with Mindpool was officially launched with a well-attended event at the Web Summit in Lisbon, a global tech summit that brings together over 40,000 people. Already the Global Mindpool site has had 91,934 page views with 6,814 people answering one or more surveys, across 127 countries. Merchandise partners BottleTop, a luxury sustainable fashion brand, came together with Brazilian urban artis Speto to create t-shirts, phone cases and water bottles with Speto's image of Frankie, to raise funds for UNDP's climate and inequality work.

“The Don't Choose Extinction campaign has somehow managed to address the most challenging subject areas around climate and inequality in the most creative and inclusive ways imaginable. We are so proud to have partnered with UNDP on this critical, timely campaign.”

Cameron Saul, CEO and Founder of BottleTop – Campaign merchandise partner

Public Foundation and Earth X came on board as Strategic Media Partner to support outreach that resulted in Frankie appearing on billboards in Times Sq. in New York and across the US, a TV spot on Hulu TV and an audio spot that is running in over 1000 radio stations in the US.

Activations: In addition to local launches and campaign materials being adapted for audiences around the world, UNDP Country Offices also took ownership of the campaign and organised a variety of creative activations to mark the launch in their respective countries. Examples include public screenings of the film in Finland and at the Stockholm Film festival, projections of Frankie the dinosaur in airports in Bangkok, Brussels and Geneva, a song by former Eurovision contest winner and Turkish pop star Sertab Erener, and cinema and outdoor screenings in Kazakhstan, Thailand and Nepal. Frankie the dinosaur has also been projected onto key cultural landmarks including the ING Belgique building and the UN Palace & Natural History Museum in Geneva. The campaign presented COs with a great opportunity to mobilize local networks and create new partnerships that are expected to roll over into 2022 and the next phase of the campaign.

“The Don’t Choose Extinction Campaign has proven to be incredibly efficient. It carries the all characteristics behind serious breakthrough communication: It addresses a specific and actionable issue relevant to our times, It is fact-based & educational, it is sent by a credible source (UNDP) and finally it is conveyed with humor.”

Ingmar Rentzhog, Climate Change Activist and Founder of We Don’t Have Time – Campaign outreach strategic partner

UNDP Goodwill Ambassadors and celebrities: Celebrities played an essential role in the campaign, including starring in the hero film as the voiceover for Frankie the dino, recording an audiobook for the campaign, speaking at events and press conferences, doing broadcast media appearances, and promoting the campaign on social media. The participation of UNDP Goodwill Ambassadors and other A-list celebrities contributed enormously to the success of the campaign. In addition to actors Jack Black, Eiza Gonzalez and Aissa Maiga voicing the dinosaur in the English, Spanish and French versions of the film, a host of other A-list stars and high-profile advocates posted their support to their millions of followers on social media, including Greta Thunberg, Whoopie Goldberg, Antonio Banderas, Billie Eilish, Padma Lakshmi, Michelle Yeoh, Cody Simpson, Ellie Goulding, Dave Matthews, Rosario Dawson, Aidan Gallagher, and many others. The estimated reach of these social media posts is over 118million people, with more still coming in as celebrities continue to engage in further campaign activations.

Celebrities also participated in the campaign’s launch events in person and virtually. For example, the press launch featuring campaign stars Nikolaj Coster-Waldau and Aissa Maiga together with the UNDP Administrator was covered by the Associated Press and other global outlets. In addition, Coster-Waldau spoke at a campaign launch event at the Web Summit in Lisbon, Portugal, before a live audience of 18,000, as well as held a press conference and participated in one-on-one interviews with media outlets such as *Forbes*, to promote the campaign and UNDP. Coster-Waldau helped us reach an additional target audience of 367 million through appearances on top-tier broadcast media outlets, including *CNN International*, *ABC’s Good Morning America*, *CBS Sunday Morning* and *NBC Sports’ Men in Blazers*.

Aside from strengthening UNDP’s engagement with our existing celebrity advocates, new partnerships have also been developed with the entertainment industry as a result of the campaign, enabling UNDP to recruit new celebrity support and strengthening our roster of Goodwill Ambassadors and advocates. For example, thanks to the A-list celebrity engagement in the campaign, we were able to secure a pro-bono full-page ad in *Variety* magazine, which is an influential publication that covers the

entertainment industry and is read by both industry insiders and public at large. What's more, the leading and longest running talent agency, WME, which lent three of its star clients to the campaign (Jack Black, Eiza Gonzalez and Nikolaj Coster-Waldau) was very impressed by the campaign's reach, impact and publicity value and, as a result, is interested in collaborating with UNDP in the future. This will see UNDP benefit from WME's global access to top artists across music, film, TV, comedy, sport, literature and entertainment.

Partnerships: PPG organized a series of one-on-one briefings with IFIs on campaign, focusing on the WB, IsDB and EIB. EIB publicly supported the campaign through all of its corporate social media platforms (Twitter, Facebook, LinkedIn). The campaign also benefitted from strong endorsement from our Member States including the Friends of Fossil Fuel Subsidy Reform. The Friends group was formed in June 2010 to support G20 and APEC leaders' commitments to phase out inefficient fossil fuel subsidies. The Friends encourage the G20 and APEC to implement their initiative as soon as possible, with maximum ambition and transparency. Member states include New Zealand as Chair and Denmark, Ethiopia, Finland, Costa Rica, Norway, Sweden, Switzerland, Uruguay and Netherlands.

"Using a dinosaur in a conference room to warn us about extinction. Brilliant. A bold campaign that picks away at each of our excuses for inaction with concrete action."

Tina Zournatzi, Head
of Strategic
Communication, European
Commission

Next steps: AMCG is now finalizing the workplan for the continuation of the campaign into 2022, with a series of events, activations, policy analysis and thought leadership which will help us keep up the momentum as we move towards COP27. This will include a focus on the UNDP organization-wide Service Line on FFSR which will support our Country Offices in advising Member States to identify ways to repurpose fossil fuel subsidies in a way that is progressive, not poverty-increasing, socially just, and economically fair.