



UNITED NATIONS

15.2

Million people
reached worldwide

5.5

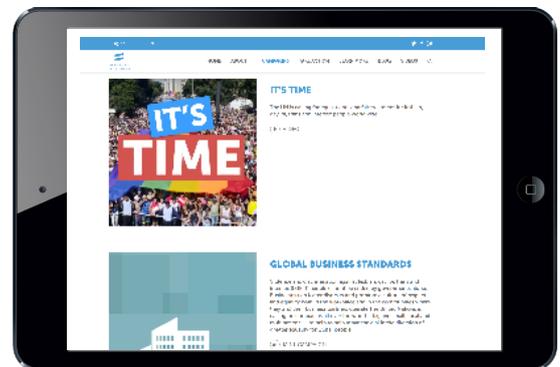
Million video views

64

Countries targeted

The United Nations

UN Free & Equal is a global campaign against homophobia and transphobia. Hallam's Facebook advertising and YouTube campaign reached more than 15 million targeted individuals worldwide.

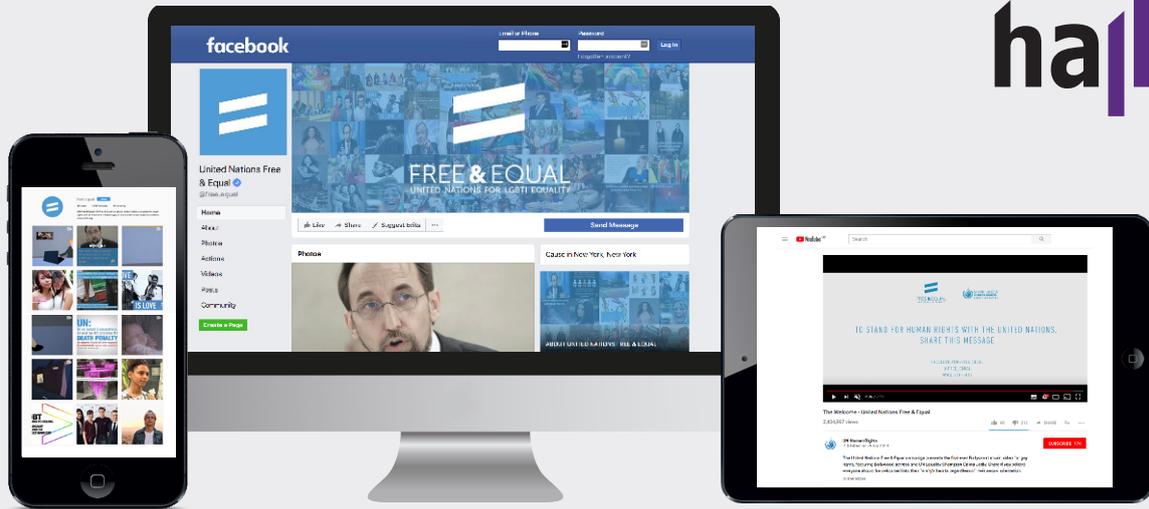


Hallam has been an invaluable member of our campaign team. They have delivered above and beyond what we expected, and are an absolute joy to work with.

Rikke Hennum, Campaign Coordinator, United Nations Free & Equal Campaign



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How did the United Nations come to work with Hallam?

The UN Free & Equal campaign team needed an ethical digital marketing partner to design and deliver Facebook advertising and YouTube campaigns to increase the reach to their key target audiences.

Hallam's Google Analytics data reveals the UN discovered our agency on LinkedIn.

The UN procurement team then visited our website and completed our standard enquiry form with details of their new social media advertising project.

In response, we designed a social media campaign to meet the specific requirements outlined in the competitive tender. After a process of due diligence, we were awarded the contract and we are now an approved UN supplier.

How do Hallam and the UN work together?

Hallam's team in the UK has developed a close working relationship with the UN campaign team based in New York. Managing the time difference requires good organisational and project management skills.

This is facilitated by our client extranet which makes collaboration easy. We work as a tight-knit team and have developed a good understanding of each other's preferred methods of working.

Our flexible and responsive approach to working has been key to the success of the UN Free & Equal campaign. We have designed and adapted social media campaigns on demand, launched campaigns quickly, and delivered strong KPIs within tight budgets.

What is the nature of the project?

The Office of the United Nations High Commission for Human Rights (OHCHR) UN Free & Equal is an unprecedented global UN public information campaign which promotes equal rights and the fair treatment of LGBTI people.

By creating a social media strategy which centred around selective audience targeting on Facebook and YouTube, we enabled the UN Free & Equal campaign to reach receptive and engaged individuals.

Results

We exceeded the marketing target by reaching over 15 million users worldwide. The video campaign was viewed by 5.5 million users on Facebook and YouTube and helped raise the awareness of LGBT rights globally.

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