

Category: Climate Change

Project: Social advertising for birdwatching “How does the bird say?”

What was the challenge?

Birdwatching is the observation of birds in their natural habitat. Birdwatchers observe and record bird migrations in data for a worldwide database. This helps bird conservation on a national and international level and can attract a large number of people to current environmental issues.

Belarus already had a birdwatchers’ organization, which was engaged in bird watching and recording data. The challenge was to involve more people in this topic in order to collect more comprehensive data for the country and also in general to involve people in relevant environmental issues, which were becoming more and more of a concern for environmentalists.

The birdwatchers’ organisation turned to the volunteer initiative of experts “kreaton” for help in finding out-of-the-box solution.

What was the solution?

We have focused on cities and major population centres. And in order to attract people’s attention to the topic of birdwatching, we decided to use social advertising on city billboards and on social media. Such billboards are free for social organisations and fills the space that is not occupied by commercial advertising.

But what to put on billboards to break through the banner blindness? We realized that people most often hear rather than see the birds. Birdwatchers already had an extensive database of recorded bird voices.

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Project Launch Date: 2020, Belarus



Як кажа Берасцянка?

Выйдзі на сувязь з прыродай:

 **БЕРАСЦЯНКА**
+37544 500 66 18
Мабільны | Беларусь

Звонок бесплатный  

Claims on city billboards: “How does the finch say?” Get in touch with nature. Phone number. The call is free



Як кажа Гіль?

Выйдзі на сувязь з прыродай:

 **ГІЛЬ**
+37544 500 66 14
Мабільны | Беларусь

Звонок бесплатный  

Claims: “How does the bullfinch say?” Get in touch with nature.



Як кажа Сініца?

Выйдзі на сувязь з прыродай:

 **СІНЯЯ СІНІЦА**
+37544 500 66 15
Мабільны | Беларусь

Звонок бесплатный  

Claims: “How does the chickadee say?” Get in touch with nature.

So we've created phone numbers for birds. An agreement with a telephone operator was signed to give out 10 numbers for each of the most frequently seen birds in Belarus.

The design mechanics were as follows:

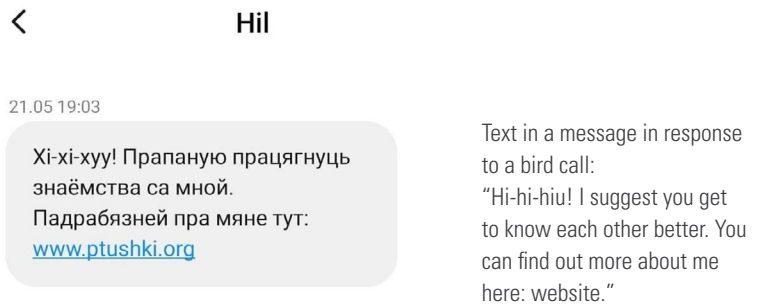
1. A person sees the design in the cities or in social media and wonders what kind of finch number it is. Calls the phone number.
2. The person hears the voice of a finch in reply. It sounds very impressive!
3. And after the person completes the call, he receives a text message from the bird saying, "Hi-hi-hiu! I suggest you get to know each other better. You can find out more about me here: website page"
4. The website had bird's description, information about guides in the parks and about joining Birdwatchers' Club 200.

What was the effect?

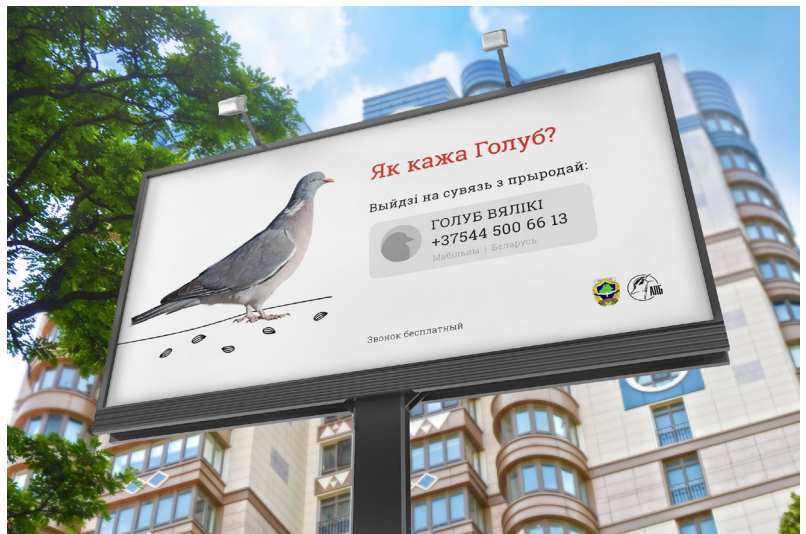
The effect has been amazing for us. More than 10,000 calls were received in the first seven days. Many people called the birds back several times. There were messages on social media asking who had which bird was their favourite. The media picked up this news and there were more than 10 publications in various news portals.

The bird phone numbers were especially popular among children. And children brought their parents on tours of the bird-watching organisation.

This helped to get a significant number of new people involved in the topic of birdwatching, biodiversity protection and ecological problems. The birdwatching organisation managed to involve new subscribers in social medias and new people got involved in the ecological topics through additional events related to urban ecology and biodiversity protection.



Text in a message in response to a bird call: "Hi-hi-hiu! I suggest you get to know each other better. You can find out more about me here: website."



Claims: "How does the goldfinch say?" Get in touch with nature.