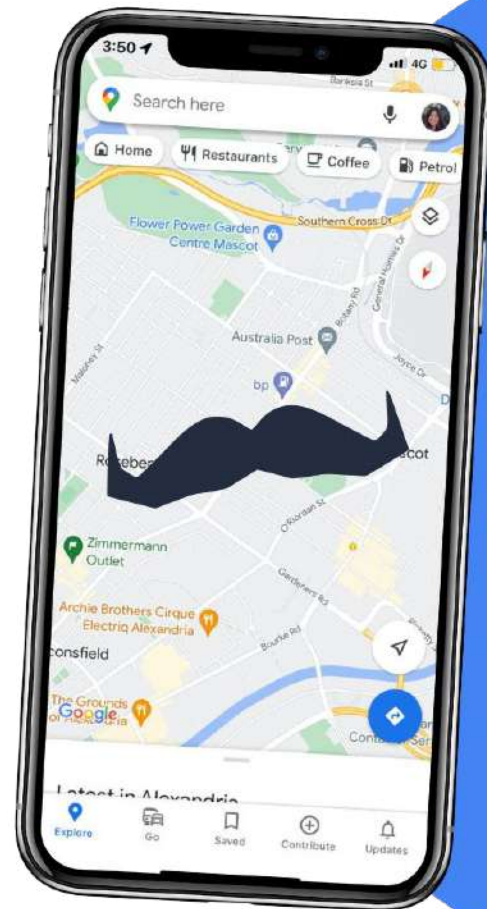
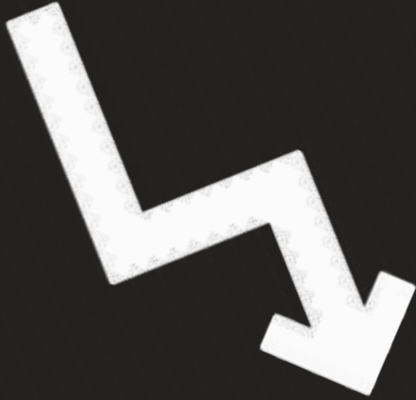


Map your Mo

Support a bro



Problem



Movember's campaign registration numbers have been declining in recent years.

In 2022, Movember needs to break stagnation and go beyond just growing a Mo by developing a more **inclusive** approach to **engage** with more young men.

Insight

Young men want to participate in Movember but **don't feel worthy** of donations if they can't grow a Mo or have already done it before.



Strategy

Evolve Movember to become more inclusive, more fun and more than just 'growing a Mo'.

We need a product that's more fun and more inclusive of all young men.

Amongst an audience that uses memes as social currency, humour is the obvious choice*. It's relevant and it builds social capital with younger audiences, especially young men. And research into 'The Humour Effect' shows that humour not only increases attention and engagement but also makes content more memorable*. In addition to this, gamification is also an effective way to engage young men*.



Source: Millennial Humour: Political Satire & (Dis)Engagement in the Age of Social Media, Corinne Laporte, 2021

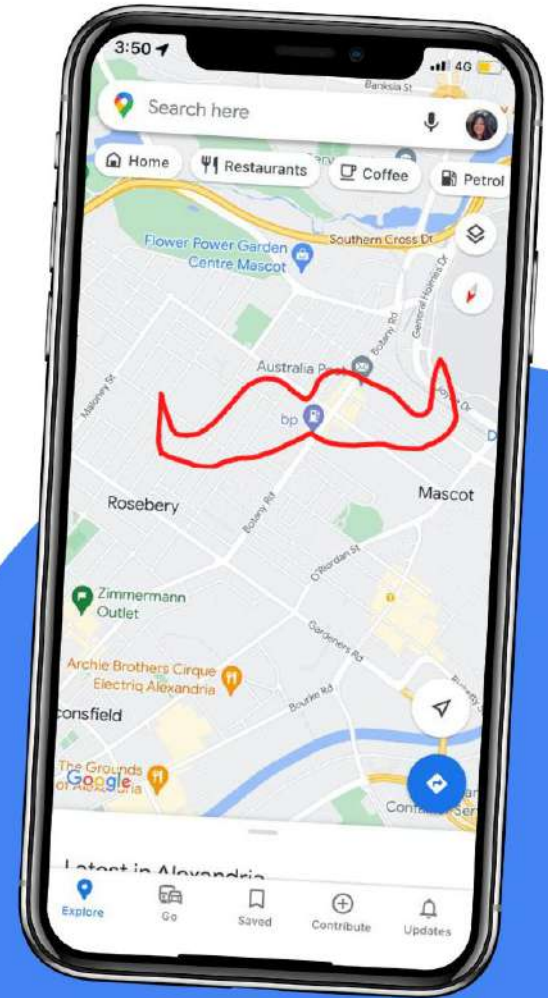
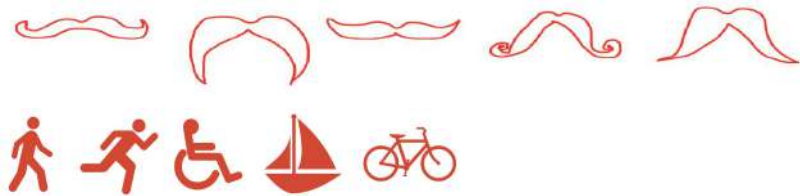
Source: Humor effect: The Behavioural Bias Series, The Behaviours Agency, 2019

Source: Using Gamification Techniques to Enable Generation Z's Propensity to Do Good, Ronald, P. Conlin, 2021

Map your Mo

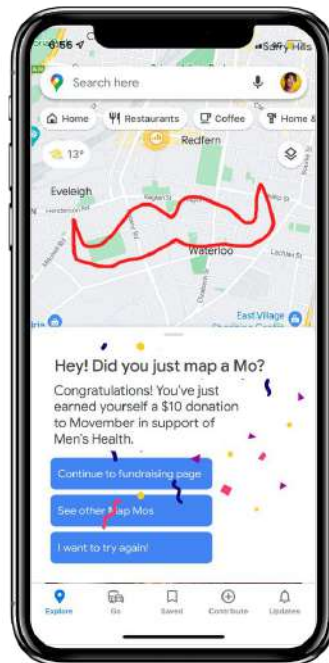
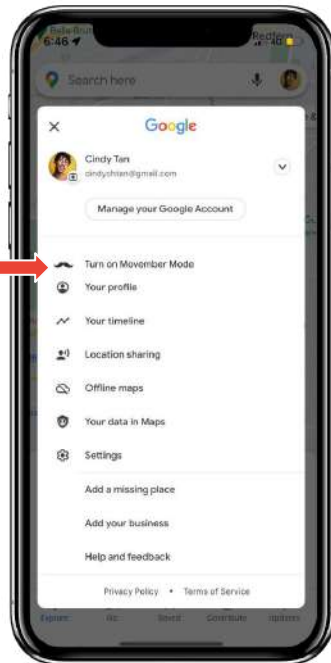
Use the Google Maps app to create GPS art by physically running, walking or cycling (whatever!) a path in the shape of a Mo.

Whatever your mode, whatever your Mo.



Movember Mode

Activate the Movember Mode within your Google Maps app. Create your own GPS artwork in order to unlock a \$10 automatic donation from Google to help kickstart your fundraising.



Engage

Capture attention with humour and Map your Mo.

Take Action

Sign up to raise funds for Movember.

Share with a bro

Share your Mo proudly with the world!



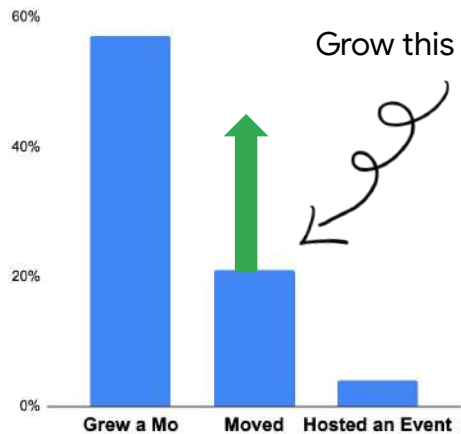
Brand Fit

**NEVER-BORING
CONVENTIONAL DOESN'T
WORK. WE CAN BE FUNNY,
DRAMATIC, SUBVERSIVE—
BUT ALWAYS RELEVANT.**



**Taken from brand presentation from Movember team*

Growth Segments



Grow a new vertical -
MOVE segment



Aware of Movember, but
can't grow a Mo



Past Movember participants
reluctant to ask peers for donations
by growing a Mo again.

Why will this work?



Creative & Global Potential

This idea has the potential to be scaled where Google Maps operates globally. Maps is available in 104 countries and is used by >1bn people every month. This idea can also be extended through other activations during moments such as the Olympics e.g. a track and field event in the shape of a moustache.

Highly shareable

Map your Mos can be shared as a form of creative expression and competitiveness with friends. The shareability will encourage old and new participants to take part.

Inclusive

You can walk, run, wheel - it's your choice how you want to Map Your Mo. Whether you have a thick stash or a few strands, this one is for everyone.

Gamification & Humour

'The Humour Effect' shows that humour not only increases attention and engagement but also makes content more memorable*. In addition to this, gamification is also an effective way to engage young men*.

Map your Mo

Insight

Young men want to participate in Movember but **don't feel worthy** of donations if they can't grow a Mo or have already done it before.

Idea

Movember Mode breaks down this feeling of unworthiness by creating a product that's fun, engaging and more inclusive of all young men.

The Product: Google Maps x Movember

Map your Mo

Use the Google Maps app to create GPS art by physically running, walking or cycling (whatever!) a path in the shape of a Mo.

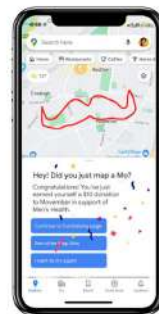
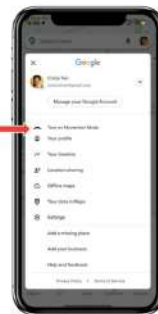
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The Engine

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