

# The World Wild Life plays to win in the World Wide Gamming Web

A Public Service Advertiment Campaign via Zynga's  
Social Gaming, with monetization .



## Objective of the campaign:

**WWF** and Zynga unite efforts to create social awareness about the importance of defending animal rights and to raise money to further the **WWF** cause.

## Target of the campaign:

Zynga's current and future players of their games that want to have fun while using the games to promote and/or finance a noble cause.

## Method of the campaign:

We will reach the potential targets by designing an interactive intervention in games such as CityVille, Farmville and any others related games Zynga is developing.

## How the game begins?

- 1- The participants that are already in the games are going to receive the visit of an animal that is running away because his natural habitat has become hostile because of hunting, deforestation, fishing, etc.
- 2- The participants that decided to join the **WWF** cause can encourage their friends to join this effort too and win rewards for this.
- 3- An “Adopt a Panda” invitation during the “panda day” and so on during different days with the different animals, for the people that are already playing a game. This could generate extra PR on the media.
- 4- We can also take advantage of the almost half a million people that already “Like” the **WWF** in facebook to invited them to play and this could be an interesting exchange with Zynga.



## Then player gets options on how to proceed:

1- Adopt the virtual animal in danger with the option to adopt a real one.

2- Once he adopts the animal he can:

Give shelter to the animal.

Build his own zoo or sanctuary by adopting new animals of other endanger species.

Take the animal to the **WWF** farm or building.

Help the efforts to release the animal back into a safe place in the wilderness.

In both cases the player will receive educative information about the animal.

## Why keep playing? 1

Saving an animal life makes you feel good;  
keeping him alive makes you feel better.  
If the animal is real; even better.

Feel part of something big.

This is a new opportunity for PR for **WWF** and Zynga. Specially if we get someone famous to play it (Even the Queen of England is on Facebook)

Special Occasions. During the “Panda day”, “Tiger week”, etc. We can take advantage of the PR that already exist and release that special animal for “Adoption” edition on the games wall / news. Again, virtual and real. On the other side the gamer can be rewarded as they usually do in the game, with coins, etc. The plaque for the facebook wall can say something like this: “Whitney is the proud adopted mother of a Panda”

## Why keep playing? 2

We can turn it into a competition.

The player that save more animals get's the title "Crusader by Nature" "Species Champion" "Species Defender" or some other name we decide.

Also a virtual plaque, to tag on the facebook wall, or real one. Also see "New memorabilia" ahead. There will be a top 10 and a top 100 by region and worldwide.

It can go viral.

The player can invite his/her friends to participate and gain rewards with that. Send or receive virtual or real memorabilia.



## Why keep playing? 3

How many can you invite to join this cause in the game?  
Get rewards for recruit and for being the best recruiter!

Once you adopt an animal you can see it grow even in his natural habitat, in a sanctuary or in your zoo. And learn what that particular specie needs.

Players can participate in the naming of the animal with the other players. Parents are encouraged to let their children participate in the selection of the animal and the name of the adopted animal.

The **WWF** message gets into the family.

Each time you take care of your animal you will be rewarded with coins. Plus a if you keep your animals happy they reproduce and you can paste that also on your facebook wall.

## Different games same objectives

### On CityVille:

You can build the city **WWF** building and get rewards (You gain hearts)

Get a virtual representation to paste on your facebook wall of the virtual or a real animal.

The most advanced players can build a virtual zoo/sanctuary with all the virtual animals adopted. And invited their friends to see it on their walls.

A monthly competition about the best zoo. Not defined by the number of animals but for how happy the animals are in there. Also if the animals are happy in the zoo they reproduce so the player get extra rewards and a plaque.

Or even you can join the virtual trip to return the animal to his natural habitat. (Here is a chance to play real videos of animals being released back into the wilderness.)

## Different games same objectives

### On Farmville:

We can open the **WWF** farm and also send visitors and advisors on how to integrate the wilderness with the farm life once they adopt the endanger animal.

The player can become the neighbor of the **WWF** farm.

Also when the Farmville player visit his/her friends farms and find that it has being abandoned or neglected he can rescue those animals and take them to the **WWF** farm.

In case of Farmville the player can choose what kind of seed you have to plant to feed your adopted animal. For instance: Bamboo for the panda.

## From the virtual game to the real world 1:

We can create collective **WWF** missions using the games as virtual interfaces for the real world.

For example to adopt a real panda for the zoo of your town.

How many friends can you invite to join this cause?

In this case the kids are going to be really eager to join what until now was maybe only their “mothers” game. (important also for Zynga)

If they get the animal for their zoo all the participants get memorabilia and are invited to the ceremony of the arrival. We can get all the kids together to create a debate about the name of the new animal for the zoo. We can also transmit the moment on virtual TV via Internet or the traditional media.

## From the virtual game to the real society 2:

To gather funds to release a real animal back into the wilderness.  
A new event to see in a designated area of the town “Live” The moment of the release of the animal. We can also transmit the moment on virtual TV via Internet or the regular media.

There could be also real gift cards to invite friends to join the cause and an endless list of memorabilia (beside what already exist).

“I send a gift for The Panda cause and I invite you to send gifts to your friends.” The positive side of 6 degrees of separation in society.

New memorabilia:

- WWF real and virtual plaques for each special occasion.
- T-Shirts: “Proud adopted father of a Panda” “I have Real Tiger Staying at Home” (We can use WWF and Zynga logos here) Stickers for the car.
- T-shirts supporting temporary efforts:  
“PROUD OF WORKING FOR A BUNCH OF MONKEYS” (Monkey week)

The possibilities are endless but they all start when you become friendly with the idea of saving / adopting / sheltering / releasing a particular animal from an endanger specie online. And you are actually able to have fun while you do that.



## Benefits for the WWF

A new, modern, interactive, warm, and entertaining way to carry the **WWF** message and Brand.

A new monetization route for the **WWF**.

A new way to build a world wide database for the **WWF** by region.

A new way to get the people close to a problem that some times seems far away.

The personalization has a lot to do: Is different to get involved into saving a specie than a particular animal that you adopt and give a name.

This is the main door to real adoption for real animals in their natural habitats or a new way to act locally at the community level trough the different cities Zoos and Schools. Also a new way to relocate animals to their natural habitats if that is the case.

## Benefits to Zynga:

Their brand gets associated with a noble cause / brand.

They go from entertaining game to a vehicle to generate awareness and raise money for one of the main issues in the media agenda around the world.

New and more “relevant” content for the game.

The monetization of this Advertiment campaign.



## Benefits to the player:

Once the player adopt a virtual / real animal. He turns a simply game, a “guilty pleasure” into something with “real meaning.”

Also into a way to connect with his friends in a different level for a different reason.

He can also get memorabilia to express that attitude.  
Virtual or real demonstrations that he cares.

He/she can be recognized for how appropriately treats the rescued animals, in his own zoo / sanctuary. Again, only when the animals are happy they reproduce and that can be posted on his wall or get specific memorabilia.

He/she can also interact with the animal teaching them specific tricks.  
(Obviously in the cases were the animal allows you)

**Final note, or since we are talking about games let's call it  
"EXTRA BONUS"**

This is just the beginning.

Considering the size of **WWF** mission. We can create a thematic game related to it. "Ecosystem" could be the name and the objective could be to protect and help the Wild Life in the chosen region.

The chosen regions could be the ones named on the **WWF** website under the title of "Places" Amazon, Arctic, Borneo & Sumatra, Coastal East Africa, Congo Basin, Coral triangle, Eastern Himalayas, Galapagos, Namibia, Northern Great Plains.

## Timing:

If an internal consensus is reached in **WWF** we suggest to start the presentation to Zynga as soon as possible due to the need of integration of the different WWF offices around the globe.

Also because the best day to launch this effort seems to be “The Endanger Species Day” on May the 21st.  
This special day was declared by the U.S. senate.