

**CLIENT NAME.**

Ashoka Changemakers // National Geographic  
<http://www.changemakers.com>



**BUSINESS DESCRIPTION.**

Changemakers is building the first online community committed to social change through global collaborative skills. Online Challenge starts each presenting a conceptual framework that explores the principles of successful social innovation around the world.

**PROJECT SUMMARY.**

National Geographic and Ashoka's Changemakers have a joint online project called "The Geotourism Challenge," which seeks to publicize innovations through tourism maintain, enhance and preserve local culture and environment. This challenge aims to identify people and organizations that use innovative practices  
<http://geotourism.changemakers.com/es/geoturismo>

**REFERENCES.**

The campaign lasted 6 months, which was implemented in the work of 2 people with an FTE of 6 hours daily.

**OBJECTIVES AND CRITICAL CLIENT ISSUES.**

The Geotourism Challenge 2008 results were not expected, the client had a difficult penetration of users interested in participating. The region of South America represent 20% of total competition. Geotourism Challenge for 2009, decided to invest more resources in nontraditional media, thereby increasing penetration of users in Latin America, especially those located in rural areas.

**OUR APPROACH.**

For best results in penetration, it was suggested to the client, make a campaign blogging and links, with emphasis on major social networks in Latin America. In addition, we also made some public relations work, media, market research and the compilation of a database to locate those endeavors consistent with the profile sought by Ashoka / National Geographic competition "Geotourism Challenge 2009".

**DELIVERABLES.**

The customer is left with the rights of a database with 700 rural enterprises and potential participants from throughout Latin America, plus another list of 150 blogs specialized in the item and more than 200 potential partners. Profiles on Facebook, Flickr and YouTube (with their groups and fan pages) and templates for communication rights, media materials and specialized content.

**RESULTS / BENEFITS TO CLIENT**

The region of Latin America accounted for 50% (303 enterprises) on the number of registered Geotourism Challenge 2009, the first region in number of registered participants and 30% more users than the previous year. The increase is due to the strategy employed, this being a competition online, then the strategy had to have as its main focus the user online.

Facebook (1352 friends), group Geotourism Challenge 2009 (747 members). Flickr (300 friends), wall (800 photos and 147 members). Campaign Links: 352 links. Campaign news: more than 80 specialized blogs raised by creating a note of mouth spread.