



NixonMcInnes

Anti-poverty campaign ahead of the game with new online campaign tool

NixonMcInnes Creates Multi Platform Widget for Oxfam on behalf of the Global Call to Action Against Poverty

London April: Specialist social media agency NixonMcInnes has designed and delivered a campaigning widget to allow the Global Call to Action Against Poverty (GCAP) and Oxfam unite messages from millions of people all over the world.

GCAP and Oxfam are working together to break new ground in the Third Sector by using social media to resolve the challenge around harnessing the energy of a major global campaign. They are demanding that world leaders act to end poverty and inequality.

The new widget can be installed across multiple websites and in a variety of different languages to ensure a simpler, more powerful way to reach their campaign targets. Campaigners will feel more connected with fellow activists around the world as they see messages come in from dozens of countries, and the number of people who have taken action grow.

Non-Governmental Organisations (NGOs) are increasingly using social media to help spread their messages virally across the web, raise awareness and recruiting new supporters to the cause in the process.

NixonMcInnes, Oxfam and GCAP believe that in today's world there are enough resources, knowledge and technology to eradicate poverty and hope this new space will be a step forward

“Using this widget allows Oxfam reach out to a wide audience of people who want to make a difference, but might not necessarily be aware that they can do this by visiting our website. If we put this widget on our site and other online spaces we can capture the energy of all who take part, no matter where or when they take the action,” said Karina Brisby, Interactive Campaigning Manager at Oxfam. “In the end it means that we are more effective at putting pressure on those in power to put an end to extreme poverty and suffering.”

“People all over the world are demanding that world leaders act urgently to end poverty and inequality,” said Glen Tarman from the Global to Action Against Poverty.



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“We are very excited one online tool will enable people using the 75 GCAP white band web sites around the world to take action together. As a global movement, it is becoming more and more vital to explore innovative campaigning methods to combine the voices of millions so politicians make the right decisions on injustice both nationally and internationally.”

Will McInnes, MD NixonMcInnes said, "In harnessing the power of widgets GCAP and Oxfam have not only created a smart digital marketing campaign but also laid down the gauntlet to the majority of so-called fast-moving business brands who are still using the same tired and increasingly ineffective advertising-based marketing formulae. This is a win for the so-called 'sleepy Third Sector'."