

Publication: Brand Republic
Date: 15.05.08



Oxfam harnesses power of social media to end poverty

by Staff Brand Republic 15-May-08, 09:50

LONDON - Oxfam and Global Call to Action Against Poverty have joined forces and appointed specialist social media agency NixonMcInnes to launch a widget as part of their campaign to end poverty.



Oxfam: digital marketing campaign

The new widget can be installed across multiple websites and in a variety of different languages. Initially it will be installed on a number of [partner websites to Gcap](#) including ActionAid, British Red Cross, Cafod, Care International, Christian Aid, Make Poverty History, Unicef and VSO.

NixonMcInnes said 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 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.

Karina Brisby, interactive campaigning manager at Oxfam, said: "Using this widget allows Oxfam to 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.

"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."

Will McInnes, the managing director of 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."

Gcap is a diverse range of coalitions, community groups, trade unions, individuals, faith groups and campaigners, who are all committed to the fight against poverty. These groups have formed country-based coalitions in more than 100 countries who support and promote Gcap's demands and enable concerned citizens to join with Gcap, to put pressure on their country's leaders and decision makers.