



Vinnie Wishrad
Director Membership & Community





Lost There, Felt Here
Goals




- Design to build Conservation International brand
- Campaign tied to launch of Indiana Jones and Kingdom of the Crystal Skull
- Free placement on Tonight Show, Access Hollywood, variety of web gossip sites
- Designed specifically as a viral campaign
- More than 200,000 YouTube views


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Microsite Decision



Is the campaign going to run long enough?	✓
Do we have funding to support a separate site?	✓
Is the content different from our main site?	✓
Will the features be different?	✓
Will the creative voice be different?	✓
Can we achieve the same engagement results other ways?	✓




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DISCOVER LEARN EXPLORE ACT GIVE

PSA: HARRISON FORD LOSES AN ACRE




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Results



- Generated 50 percent increase in traffic
- Generated 15,000 new subscribers
- Raised \$100,000 in 2 months
- Increased CI's brand presence across variety of mediums

**Lost There. Felt Here.
Results**



Metric	Lost There. Felt Here. Results
Petitions	
New Sign Ups	
Donations	
Pass Alongs	
Media Coverage	Several blog posts