

MOONWALK RED IN A FLASH

Concept:

The best mission impossible agency teams up with Red Cross committed to bring Red Cross growth portfolio of value minimum NOK1.6 billion (USD280M) in annual secure income. These solutions are made by the society and business talents recruited through a campaign. A total of 30 positions are filled. 28 of which through recruitment and for a fee (they pay for the process Red Cross gets the effect out of). Two candidates are Wildcards, recruited through Facebook (who gets most likes). Some are Red Cross internals (4). Plus 2 from each partner organization (McCann, Adecco). All qualified by Adecco select. Participants selected join a 9 month innovation process, meeting once a month (1 to 1,5 days at a time). These sessions are orchestrated by MoonWalk and carves out all possible growth options for Red Cross Norway (including business cases, new alliances and more). All dates and final deliverables date are known in advance. Final delivery date is a public event and General Secretary of Red Cross has committed the organization that they WILL in fact go ahead with the solutions (growth projects) brought to the table.

What do we have at the end date?

Society + business made the BEST solutions possible for the Red Cross. Every stone was turned, only viable and tested options left. And those who can make it happen (implement solutions and finance them) were part of making the solutions (society/business community).

Rights owner:

MoonWalk

Mission owner:

Red Cross (could be any good cause).

Mission name and theme:

Moonwalk RED - *Norway's most important innovation journey.*

The theme is astronauts on an important mission for the Red Cross and the planet (you have to travel far from the earth to see the solutions for the planet earth).

Partners - Norway:

MoonWalk by CEO Kenneth Winther

Red Cross by Secretary General Børge Brende (former World Economic Forum)

Adecco by CEO Norway Anders Øwre-Johnsen (650M USD turnover market leader of HR/personnel provider)

McCann Norway by Director of Northern Europe Thomas Høgebøl (former director of TV2)

Adecco's role is to recruit and qualify talents + run the alumni forum for talents, project participants and the CEOs of the talents' organizations.

McCann's role is to make the profile, web, communication strategy, pr and advertising.

Red Cross is the credibility and the owner of the results.

Core elements:

A recruitment campaign formulated as "job application" through all major channels (DN, e24, Dagbladet, Step Stone, etc...)

A "trainee program" in the form of a "live" State-of-The-Art innovation process.

A platform for interaction (informational and social) through web, Facebook, Twitter.

PR and advertising (newspapers, events and posters/folders/infomercials).

An alumni program to keep the network alive and fuse with other campaigns (geographically and/or in time).