



## UNITED NATIONS CASE STUDY



### Objectives

Revel Interactive supported brand building partner, Main+Rose to conduct an intense, research-driven analysis of current SDG programs. We selected strategic media trends and focused our efforts on the most receptive segments of the target demographic – Gen Z.

### THE RESULTS

**81 Million** impressions

**2 Million** engagements

**280%** return on investment



### Challenges

To reach the UN Agenda 2030 and its 17 Sustainable Development Goals (SDGs), the United Nations needed to mobilize a new force of activists to achieve this unprecedented action plan for global change. Revel's goal was to support these efforts in a digital capacity.



### Revel Gameplan

Revel ran point on paid media strategy and execution, advertising the #ItStartsWithUs campaign.

The evergreen, youth-oriented social activism campaign became the global youth gathering point of entry and action, and was launched at the UN General Assembly in NYC.

This simple, shareable grassroots rallying cry leveraged social, digital and live events across numerous countries, engaged genuine activist influencers, and championed and amplified youth efforts globally.