



## 330,000 YOUTUBE VIEWS IN 2 MONTHS THANKS TO goaDIGITAL

What R U Having is a cleverly executed campaign that combines elements of strong creative with the advantages of goa's digital network. The campaign aimed to start a conversation between young couples having children on how they would react if their child was gay. What R U Having focuses on a very relatable moment in any new family's life to highlight the importance of marriage equality to everyone. The campaign's success can be attributed to its clever creative and media execution and resulted in national and global media attention.

### What R U Having?

*What R U Having* was commissioned by Shelley Argent on behalf of Parents, Families and Friends of Lesbians and Gays (PFLAG). It ran across goaDIGITAL billboards in June and July of 2013.

### What were the aims?

Argent stated "I know when our boys were babies, we brought them up believing we live in a free and equal society, but as soon as your child 'comes out', you realise very quickly this is not an equal society for LGBTI" (source: samesame.com.au).

The aim of this campaign was simple, to prompt the general public to think about their personal values – including the acceptance of homosexuality - and matching them with the values of their partners within the context of their own family.

Freelance Creative Director, Steve Minon who created the campaign for PFLAG said that "It is designed to get people thinking, and challenge them a little. We're trying to point out to any family that marriage equality can be your number one priority" (source: news.com.au).

### How were these aims addressed?

*What R U Having* took a unique approach to the message of marriage equality. Rather than taking a political stance or dictating to the audience how they should think or feel about the issue, the campaign's goa billboard and video ads depict a scene which any family could identify with - the joyful moment in which a parent discovers the gender of their unborn child. In this case, however, it's declared to the overjoyed parents that they're having a lesbian.



This challenged the audience to think of homosexuality, not as a learnt trait or even as a genetic predisposition, but as a similar category as gender - a state of being.

Through use of goa’s digital network, as well as a basic website and a YouTube video, the campaign puts forward the concept that the arrival of a new person into a family, whatever the sexual orientation of that person, is a reason for celebration and happiness. For the audience of families with primarily heterosexual members this was less of a ‘challenge’ and more ‘food for thought’.

## Timeline

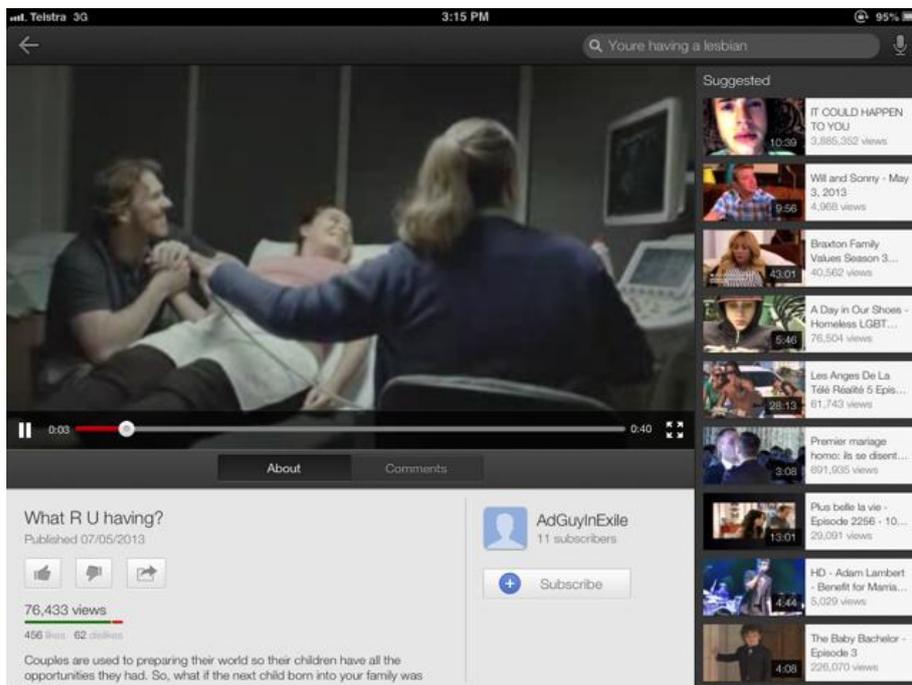
- Thurs 6 June - Media Launch with vendors such as 10 and 9 Network and using goaDigital’s Abbotsford Rd billboard as a backdrop
- The media attention begins - Nine MSN and news.com.au run their first stories
- Friday 7 July - Day 2 and the YouTube video has almost 9,000 views
- Friday 7 July - first complaints received by goa and the ASB
- Tuesday 13 June - couriermail.com.au writes an article
- Thursday 20 June - the video reaches over 115,000 views
- Friday 21 June - the video reaches over 128,000 views
- Sunday 23 June - 151,000 views
- Monday 24 June - Manamia.com runs piece
- Thursday 1 August –336,000 Youtube views



## What were the results?

The campaign was covered by TV programs around Australia, as well as sparking discussion on news websites and blogs from Australia, New Zealand, the United States, Denmark, Germany and Mexico. Just as importantly as media attention, the video sparked discussion across a number of different websites.

Of course there was some staunch opposition against the campaign, however, there was also a lot of constructive debate about the nature of sexual orientation and equality. But primarily, there was positive feedback about the ad and a lot of inspiring stories.



## 49 Responses to this article

K.bites  
July 12, 2013

Reply

Great campaign. Everything about a yet to arrive baby is new, exciting, nerve wracking and unknown. This is just one more natural possibility to throw into the mix.

mantari  
July 12, 2013

Reply

I am sympathetic to the aims of the campaign, but am a little uncomfortable with the idea of labelling babies before letting their personalities emerge. A 'football player'? An 'embroiderer'? They are all just a small part of the whole person. You can understand those couples who have hidden the gender of their baby to avoid stereotypes!

Bel  
July 12, 2013

Reply

mantari, you are missing the point. A person becomes an embroiderer or football player by choice, supported by a combination of natural aptitude and learned behaviours. Sexual orientation is none of these things. It is inherent in a person from birth. There is no choice.

Carolyn  
July 12, 2013

Reply

I think it's lovely, their reactions are fabulous. People are ridiculous.

koalaburger  
July 12, 2013

Reply

For those who think religion is benign in our society, the gay issue proves otherwise. Scratch an anti-gay and I guarantee you will find an old religious book in there somewhere.

Rhoda  
July 12, 2013

Reply

A powerful message. Hope it sinks in.

m mundy  
July 12, 2013

Reply

Ask a straight a person when they chose to be straight and see their expressions as if you asked them something ridiculous. We are just who we are and should be accepted without judgement.

Lyn  
July 12, 2013

Reply

And I didn't even know I was pregnant. As long as my children are happy I don't care whether they're gay or not.



## Why did this ad work?

### Why digital made the difference

In an awareness campaign like *What R U Having* there are a number of advantages of using digital billboards. For example, they're proven to increase message recall by being more 'noticeable' and 'interesting'. In short, goaDIGITAL billboards are able to gain and keep audiences' attention for longer, a pivotal point for campaigns that aim to plant new ideas and attitudes (source: Canon Study, June 2013).

In addition, there was a certain synergy between goaDIGITAL's modern and innovative design and delivery and *What R U Having's* progressive message. When these elements came together, it meant that goa was able to help elevate the campaign to a level that ensured it would get noticed and generate some serious 'talkability'.

### The importance of great creative

It is no secret that a great creative can be the deciding factor in a successful campaign. The Canon and Alberta studies demonstrate how a clever, intriguing and engaging creative can generate impressive results. The Alberta Study reaffirms that a clever and well thought out creative can leave its impressions in



the minds of consumers. *What R U Having* is an advertisement that used the best elements of creative thinking.

The same imagery with different headlines was used throughout all the media formats. By not being too literal and to the point, the creative encouraged people to watch it for longer and go to the YouTube video to further understand. The creative evoked emotion within the viewer, targeting primal, nurturing instincts and related to special family moments. This aimed at having them relate the issue to their own personal experiences.

\*The Canon and Ablerta studies are available at - <http://www.goa.com.au/insights/>

### **Why goa took the campaign**

goa took on this campaign for many reasons, to demonstrate how digital billboards can drive a campaign, in support of marriage equality, but most of all, to encourage young couples having children to open a dialogue on how they would react if their child was gay. A lot of families find out too late that their partners are strongly against homosexuality and this subsequently tears a family apart. One parent is accepting of the child's life decisions, the other against. Through this campaign goa and PFLAG encouraged young families to start this conversation and prevent the possibility of heartbreak and pain in the future.

### **Summary**

Gaining 330,000 YouTube views in two months and achieving global recognition demonstrates that this campaign achieved the aims that creator, Steve Minon and commissioner Shelley Argent set. The cleverly thought out creative provoked thought, discussion and debate. This, matched with the technology of goa's digital billboards was able to create power across all mediums such as social network, TV, broadcast and print.

While the campaign's objectives were well achieved, there is the sense of a lost opportunity because the power created by the campaign did not end with a 'Call to Action' response. If there was something at the end of the campaign for people to take part in; a petition, event or even demonstration, could the force behind the campaign be transferred into action? Food for thought for future advertisers.

This campaign was a compelling argument for gay equality and acceptance in Australia. The amount of positive support was a reassuring pat on the back that we, as a country, are evolving in our way of thinking. There may be many more people to reach and educate but with campaigns like *What R U Having* there is real potential for positive change.