

## **Feedback Water Drinking Campaign Summary – The Strategist**

### **1) During the campaign, what worked well in your team? What do you think you achieved to make the campaign a success?**

There was a good idea-flow in the very beginning of the campaign, even before we went online. Moreover it was a great idea to gather all together as a team and have those kinds of debates in our group, enabling us to come up with a lot of ideas.

In general we had a good communication and work with the networkers' group.

Furthermore, we believe that we were more effective at the end, than in the beginning, because we understood how important it was to form schedules and put deadlines.

### **2) What could you have been done better from your team to make the campaign a success?**

We should have put more deadlines, right from the beginning.

Furthermore, all the members of the group did not have the same level of ambition/motivation, as a consequence the results of our campaign were not as good as the one of a real campaign. In a real campaign people would, as a matter of fact, just focus on the campaign, whereas some of us had other priorities for other lectures. This made our group a bit less efficient.

The Missoula group added that they lacked a plausible promise. They said that people didn't have a reason to join their cause other than them saying that bottled water was bad. They believe that they needed to have something attainable, like a drinking fountain, to promise to get more support and effort from our team and from our supporters. On the contrary, we believe that we had a plausible promise, which is the drinking fountain.

### **3) Did you benefit from the exchange with the Missoula or Berlin students in your team? In what way? □**

The first few times during the brainstorming period of our campaigns, it was quite interesting to see the differences between our countries. But as time went on, and the campaigns developed in different ways and took new spins, the cooperation decreased between the Strategists-groups. □ We think the main reason for this decreasing cooperation lies in the differences between both countries and our school systems. And because of these factors we couldn't do the same things during our campaign and the same strategies didn't work in both cities.

So, to sum up, the brainstorming and exchanging of ideas was a great start to our benefit of the exchange but as the campaign went on, took different directions we couldn't benefit as much from our differences as in the beginning. And in the end of the campaign we saw the different outcome.

### **4) How did you like your part of the campaign work? How would you describe what you have been doing? □**

During the campaign we have been trying to find some strategies in order to organize the campaign, improve our communication techniques, target the groups of people. We also have been trying to contact other student integrated pages on Facebook and other social media and even turned to other water campaigns, who have been communicating in different ways.

□ Overall we all enjoyed being strategists, it felt like being part of an effective cog in the campaign. Mostly we contributed by forming schedules and coming up with ideas for content on the facebook page and website that the Networkers ran. Presenting our progression to the other teams was also an exciting part of it all. Without the Strategists, nothing would've been accomplished.

### **5) Did it turn out to be what you had expected in the very beginning?**

People were not involved as much as we wanted them to. We wanted to target a group of people who would be much more involved/engaged in our cause, which would have been the perfect situation BUT, much more people are willing to like than to share and write about our campaign.

The Americans suggested that we might not have had so much success because most of the people in Berlin already drink tap water over bottled water whereas in the US, lots of people still tend towards bottled water.

We all expected more people to be more passionate about the cause and jump on board to help out, but we really had to struggle to get the public enthusiast about our cause.

### **6) Have you got recommendations for people who want to realise a social media campaign of their own?**

Time was a big issue because everything was put into a few weeks that is why it was hard convince people and let the time do its job. If we were having this campaign for a year, people would have had more time to talk with their friends, and probably, on long term, the results would have probably been different. For a real campaign to form it needs proper time to spread. With a longer period of time comes stronger ties and ability to really make a difference.

Other tips would be: to make a plausible promise, organize and plan (attainable) goals ahead of time, and make sure those who are in your campaign are there because they want to be, not because they have to be.