**Anniversaries\_Woods\_v5b**

**Slide 1**

**<Title> Anniversaries Proposal**

**Slide 2**

**Goals**

-Celebrate the Web's 25th anniversary and W3C's 20th anniversary in 2014

-Drive stronger association between W3C and the success of the Web

-Gain traction of W3C’s newly deployed, refreshed brand promise

-Raise awareness about the value and role of the Open Web Platform as premier platform for innovation

-Increase engagement and interaction with W3C among new target audiences

**Slide 3**

**Objectives**

-Leverage and measure the effects of launching W3C’s refreshed brand in anniversary promotions and activities (e.g. conduct post-2014 research and compare to 2013 research; track and analyze impacts on earned media and social media, etc.)

-Integrate anniversary theme into all 2014 activities to increase engagement opportunities. Create a toolkit for W3C and partners to serve as a guide.

**Slide 4**

**Challenges**

-Building momentum

-Synchronizing objectives/goals across orgs

\*Web Foundation, CERN, and Google have own objectives/ideas that not always match W3C’s

-Identifying a date/event to focus sponsorship

\*Specific anniversary date as well as year-long celebration?

\*Identify open/close celebration dates?

-Lack of funds/champions

\*how to scope a campaign without funding parameters

\*chicken and egg scenarios

**Slide 5**

**Task Force Topics**

-W3C brand research

-Task force coordination

* “One Web for All” or “This is for Everyone” universal theme
* Logo/Identity design and promotion
* Anniversary Web landing page

-Bottom-up v. top-down implementation

-Google, Coca-Cola as potential high visibility partners

**Slide 6**

**Recommendations**

* Create a common anniversary theme that each organization can leverage for own purposes
* Create identities for Web@25 and W3C@20 for W3C, its Members and partners to use
* Promote the anniversaries through late 2013 soft launch and 2014 hard launches, includes W3C hosts, offices, members, partners
* Do not organize a gala dinner, however many regional events will be generated by W3C Offices.
* Do not organize a specific online activity

**Slide 7**

**Deliverables** @@slide will condense the info

-Anniversary logos (Web and W3C) that work separately and combined.

-Web@25 anniversary landing page on w3.org (anniversary logos on the Web will link to this page)

-The Web@25 page would link to a W3C@20 anniversary page and any other anniversary pages of our partners.

-Infographic showing milestone timeline of Web and W3C. Distribute print version at 2014 events.

-Stickers of anniversary logos

-A new online anniversaries ‘toolkit’ for W3C and its partners which explains the anniversaries and ways to use the collateral.

-W3C press release with testimonials from W3C members

-W3C anniversary ppt/slidy template

-Media outreach (earned, social, etc.)

-Other activities (TBD)

**Slide 8**

**Prep and Launch Timeline** @@Marilyn wonders how to make this into succinct slide! Perhaps need 2.

2013:

July/August: fund the budget, identify/contract designers, draft/approve logos and Web design briefs

August/Sept: design production begins, iterate/approve final designs, draft anniversaries Web page content; draft/approve design briefs for IntlCES, MWC, and the infographic.

Oct/Nov: design/produce first batch of stickers and infographic; create W3C anniversaries ppt/slidy templates; design/create IntlCES signage and MWC exhibit; create online toolkit; reveal progress at TPAC/China meeting.

Dec: Web Foundation may want a soft launch if TimBL agrees to do Geneva keynote on Dec 5 for Human Rights Day; seek opp for W3C-specific soft launch in Dec too; finalize content and launch Web@25 landing page and W3C@20 page; distribute/post toolkit; draft/approve W3C press release.

Jan 2014: W3C hard launch includes distribution of press release and some stickers (select locations, others can order/fund their own); use of ppt/slidy template for IntlCES speaker talks.

More deadlines to be added over time….

**Slide 9**

**Budget**

**Slide 10**

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