

Unleash.
A Wandering Journal

Strategic Plan

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EXECUTIVE SUMMARY

It has become apparent that the majority of the UAE society is currently overly concerned with materialism. This was evident in the statistics that illustrated the people's university major and career choices, as the criteria that was deemed most important was the highest salary, and not passion, creativity, or self-actualization and fulfillment. This has caused a lack of emphasis on the various arts as study options and career paths, as well as a lack of appreciation for these fields amongst this society. As a result, very few productions of original creative work exist in the UAE, primarily because of the lack of motivation between the talented individuals in this country. Therefore, the movement "Unleash" has been created with the hope that it would start a new twenty-first century renaissance to bring the UAE forward, not through materialistic measures but through the extraordinary creations of its people. The movement is based on sending 1,000 journals across the UAE where every person gets a page to express him/herself in any form they deem more desirable. "Unleash" will start its activities on May, 10, 2009, through distributing the journals to the UAE community, both nationals and expatriates. The movement will not end until all journals have returned to the founders.

The plan is based on the methodology used by Ronald D. Smith in his book "Strategic Planning for Public Relations" 2nd edition. It is based on the following model:

- Phase one: Formative Research (discussed in the section: *Situation Analysis*)
- Phase two: Strategy (discussed in the section: *Recommendations*)
- Phase three: Tactics (discussed in the section: *Recommendations*)
- Phase four: Evaluation (discussed in the section: *Evaluation Plan*)

The budget of "Unleash" movement is around AED 10,000 and will consist of the following tactics: press releases, photos and captions, studio interviews, special events, website creation, and distribution of journals.

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STATEMENT OF PRINCIPLE

An integrated marketing approach will be used in conducting the “Unleash” movement.

SITUATION ANALYSIS

Analyzing the Situation

It has become apparent that the UAE society is currently overly concerned with materialism. As such, people are driven to select majors of study and careers that would provide the highest salaries, rather than those they feel passionate about. This has resulted in a lack of emphasis on the arts, which eventually leads to having limited creative outlets for people. There are also not enough original work created within the UAE.

Secondary research conducted in April 2009, on the Internet showed that job offers in the U.A.E. varied between finance and banking sector, oil and gas, construction, logistics, manufacturing, IT, telecoms, engineering, and human resources, deeming these fields to be the most popular and providing the most vacancies. This is a clear indication of the priorities within the country’s career market, as there were very few, if any, jobs listed in any of the arts fields.

Research also showed that the Bachelor of Art programs being offered at government institutions, which are Zayed University, United Arab Emirates University, and the Higher Colleges of Technology, are driven towards the available careers. As a result, there are very limited programs offered in any of the arts. In fact, many fields such as creative writing and photography have yet to have a major of their own.

Furthermore, even within the only university that offers a fine arts program, which is Zayed University, there is not much interest in the major between the students. The Student Services department at Zayed University was contacted and asked to provide the percentages of students in each of the different programs offered. In the academic year 2006/2007, a total number of 313 students enrolled in the Arts program on both campuses of Zayed University; Abu Dhabi and Dubai. This is in comparison to 690 students who enrolled in the Bachelor of Science in Business Sciences. In 2007/2008, 272 students enrolled in Arts and Design, whereas 766 enrolled in Business Sciences. Finally in 2008/2009, 275 enrollments were recorded for the Bachelor in Arts and Design, compared to 924 enrollments for the Bachelor in Business Sciences.

It is clear that the way the programs are being marketed, students realize they would have more monetary gain if they pursue a degree in business and get a corporate job rather than pursue a career of an artist. It is for this primary problem that a solution is needed, as a society cannot advance without substantial literary and artistic work. It is of the most importance that people get inspired to create original, creative, and unique work that would enhance the culture of the UAE, because when all the towers are struck down and all the money is gone, clearly illustrated by the current economic crisis, it is the extraordinary artistic work that lasts forever, uplifting the human spirit when it is need the most.

The solution proposed is to start an underground movement called “Unleash” that would inspire and motivate people to unleash the talents and creativity within them. This will be done through distributing 1,000 journals around schools, universities, and other venues. These journals are meant to capture the spirit of the UAE, and document the people who live here in a new and creative way. The people will be instructed to express themselves through any means of art, and when they are done they will be asked to pass the journal to someone else. When the journals are filled out, they will be returned to the founders of the movement. The journals will not only have a venue for creativity, but also a document about UAE society. Because the participants will express themselves within the journals, the collection of work compiled at the end of the project will represent the interests, values and capabilities of the UAE residents and nationals.

Analyzing the Publics

The publics of the “Unleash” Movement will be as follows:

- *Customers* include girls, boys, youth, adults, men, women, and whoever has the desire to contribute and express him/herself
- *Producers* include the founders of “Unleash,” university instructors, service providers such as printing
- *Enablers* include sponsors, media outlets, the UAE community, the UAE literary and artistic community
- *Limiters* include any organization that refuses to cooperate with “Unleash” such as possible sponsors who refuse to provide financial aid, people who degrade the importance of creativity and innovation, and people who will refuse to contribute and participate because they do not believe in the mission and success of the movement.

After due consideration, it was determined that the key public for the “Unleash” movement is the community of the UAE, including both nationals and expatriates. The ages will vary, as the movement aims to target a wide range of people, who can all participate if they so desire. However, the movement will target young adults starting at the age of 15, and those older. Children are the only ones left out as Unleash aims to capture the creative abilities of the society, and the majority of children would not be reliable enough to contribute as the success of the journals depends on the journals being transferred from a person to another. This public is considered a latent public but can quickly become an active one.

Analysis of Key Characteristics in the Key Public:

- *Issue:* The key public will appreciate this campaign because it will provide them with an outlet for their creativity, and enable the community to appreciate their work. It will also inspire them to achieve their self-actualization needs, which would entail them to create original creative work of their own.
- *Organization:* The public ultimately affects the quality and productivity of the movement in terms of their willingness to participate and contribute in the journals. Meanwhile, the movement will enable the public to gain a sense of accomplishment and pride at having created original and creative work.
- *Communication Behavior:* The public get daily information and knowledge from the Internet, TV, radio, press, mobile phones, handheld devices, blogs, as well as word-of-mouth. The key public is not actively seeking information about creative inspiration because they are attentive to other fields of knowledge due to the way schools, universities and the community directs and cultivates their values. Upon hearing and seeing that credible people within this field, such as well known artists and active members in the society, are participating in the movement, their attention will be redirected. Some of these credible sources could be Mohammed Saeed Harib, Rashid and Ahmad Bin Shabib, Reem Al Ghaith, and Latifa Bint Maktoum, all of who are key figures in the UAE society.
- *Personality Preferences:* Because the public is widely diverse, they would prefer various and different means of communication. A large part of the public, who belong to a younger age group, would prefer contemporary methods that would present the message to them in a fun

and appealing way. The older component of the public would prefer factual and logical methods of presenting the idea,

- *Demographics:* The movement aims to target the UAE community, both nationals and expatriates, who are old enough to contribute with a work of substance. The public comes from different economical levels, which include low, middle, and high income. The public consists of both males and females all of whom have middle to high education. Their ages will be 15 and older, which, according to the CIA Factbook 2009, make up a 78.7% of the UAE society.

Benefit Statement: The “Unleash” movement will provide its public with a means of expressing their creativity and talent, as well as increasing the interest in various forms of art within the community.

RECOMMENDATIONS

Strategy

Goals

- Enhance the appreciation of creativity within the UAE society
- Foster the hidden talents of UAE residents and nationals
- Promote the unfiltered image of UAE residents and nationals

Position

The only movement that unleashes the extraordinary creativity within the resident and national of the UAE.

Objectives

- To have an effect on the *awareness* of the UAE society specifically *to increase their understanding* of the movement (15 percent of UAE society during the month of the movement)
- To have an effect on the *acceptance* of the youth in the UAE specifically *to generate their desire* to participate in the movement (9 percent of the UAE society during the month of the movement)

- To have an effect on the *action* of the youth in the UAE specifically *to maximize the number of creative participations* that showcase the youth's talents (2 percent of the UAE society within two months of the movement)

Proactive Strategy

- Create a website to increase and track audience participation in the movement.
- Involve the public in special events such as school and university presentations as well as events in different outlets across the UAE
- Form alliances with schools and universities across the UAE.
- Have sponsorships with organizations that are interested in the concept.
- Use news organizations as a method of reaching the key public.

Reactive Strategy

- The movement is unlikely to generate opposition or criticism due to it being in the best interest of the society and does not conflict with anyone's ideals, beliefs or values. However, it might generate confusion due to it being a new idea, in which case the founders will justify the purpose and the movement.

Message Source and spokesperson

Information model will be used in the communication process of the movement and it will work on spreading awareness of the campaign during its first stages. The use of this model will inform the public of the movement and its goals.

Spokesperson: Khulood Al Atiyat, Public Relations Director of "Unleash."

Khulood Al Atiyat is a good choice because she possesses the required characteristics for a spokesperson and has experience and training in public speaking and dealing with the media. Ms. Al Atiyat is very enthusiastic and passionate about the movement, and has a very charismatic personality, which would appeal to the public.

Message Appeals

The movement will combine rational and emotional appeals in its messages.

Rational Appeals

- A value proposition will be used to emphasize the importance of unleashing creativity as being in the best interest of the UAE, helping advance society and enhancing its culture through creating original work.

Emotional Appeals

- The movement will present appeals to generate positive emotions within the public such as self-respect, pride, and self-worth.

Verbal and Nonverbal Communication

Verbal Communication

- One point of view will be presented: “Unleash” is an outlet for creativity that will help stir inspiration in the society.
- Message clarity will be enhanced by Fog Index level of ninth grade.
- Messages will include power words such as “Unleash,” “twenty-first century renaissance,” and “revolution in creativity.”
- Messages will avoid extensive exaggeration, but will rely on large ideas to inspire people and excite them about the movement.

Nonverbal Communication

- “Unleash” logo will be featured in every message.
- Eye catching colors will be used to grab the public’s attention.
- The journal will have a specific size, design and color that would distinguish it from other notebooks to help people notice it.

Tactics

Pre-campaign

A prototype for the journal will be used to test its efficiency on 15 potential contributors within the target audience. Samples of the journal will be handed out to check if they understand the concept. Any suggestions and mistakes will be duly ratified.

“Unleash” will use the following tactics on the commencement of the movement:

Website

A website will be designed, and a group will be created in Facebook. The “Unleash” movement will use those online venues as means to interact with the public and keep track of the journals sent. The website will be informative, as it would explain about the movement, as well as answer questions that are not very clear such as the method of distribution, and what to do when the journal is complete. People can also request journals from the website if they did not get a copy elsewhere. A tracking system will be created, where people can email the founders and let them know of the location of the journal. The founders will then add the new location to a map created in the website so that everyone can view the progress of the journals. Meanwhile, the Facebook group will enable people to give feedback as well as take photos of the journals whenever they have them and upload the photos. The participants will have the chance to interact with the movement, the mass public can view the photos, and the founders will have another method of tracking the journals and knowing where they are.

Buzz

“Unleash” will create the buzz about the movement during the week that precedes the distribution of the journals through using the website and the Facebook group. Certain members of Facebook will also be asked to change their profile photos to that of the journal’s cover, and their status to “I am Unleashed,” which would act as teasers to generate the buzz within the mass public. Hopefully, within the end of the week, the interest of a large number of people would have been aroused, which would keep them in tune for more information about the movement.

Press Release

Press releases will be sent out to major newspapers in the country to provide publicity for the movement as well as keep the public informed about any progress made. Two press releases will be

sent out. The first one will be about the launch of the movement which will also include a photo of the journal's cover. The second press release will discuss the event held at the end of the movement to retrieve the journals.

Photos and Captions

Photographs and captions will be sent out to newspapers during the movement to remind the people of the journal. It could also act as an awareness strategy to people who have not heard about the "Unleash" movement. The captions will act as a stand-alone story instead of a written press release.

Studio Interviews

Studio interviews will be conducted in both Dubai Media Corporation (DMI) and Arab Radio Network (ARN). Interviews with Khulood Al Atiyat, Public Relations Director of "Unleash," will be arranged to discuss the movement and its goals. Interviews will be aired at programs such as *The Nightline Show* with James Piecowye at Dubai Eye (103.8) where people can call and ask questions about the movement.. *Emirates News* in both Arabic and English will also be contacted to cover the event held at the end of the movement.

Special Events

- An event will be arranged at the end of the movement. This event will act as a venue to both return completed journals and retrieve new ones to those who did not manage to participate.
- A presentation will be held in the Shelter to attract people who did not get a chance to hear about the movement. In this event, new journals will be handed out.
- Special presentations will be arranged with schools and universities across the Emirates to further explain about the movement, increase awareness, motivate students to participate, and hand out some journals.

Distribution

All 1000 journals will be numbered to distinguish one from the other. The movement will incorporate three phases within the distribution time frame. During the first phase, journals will be distributed amongst friends and acquaintances, who would then spread them to their own families,

friends, and acquaintances. During the second phase, schools and universities will be contacted, and journals will be sent to them to distribute amongst their students. This phase will also include the presentations that will take place in some of these schools and universities. The final phase of the distribution will constitute of handing out the journal to art galleries, art centers, as well as The Shelter. Within this phase, a presentation will also take place in the Shelter. Distribution was divided to each of the seven Emirates based on the 2005 UAE census. (See figure 1 and 2 in appendix for distribution details)

SCHEDULE¹

The movement will commence on May 10, 2009, and would only end when the last journal is returned.

April 21

- Test prototype

May 3

- Journals go to print
- Launch website
- Start buzz

May 6

- Studio interview on "The Nightline Show"

May 9

- Send press release 1 to news corporations

May 10

- Phase 1 of distribution

May 19

- Studio Interview "Emirates News" on Dubai TV

May 12-May 20

- Phase 2 of distribution

May 21-June 1

- Phase 3 of distribution

¹ Dates are subject to change due to the movement's dependency on outside sources such as printers, as well as various institutions such as schools and universities.

June 3

- Studio interview "Emirates News" on Dubai One
- Send press release 2 to news corporations

June 4

- Final event

BUDGET

Tactic	Cost in AED
<i>Journals</i> <ul style="list-style-type: none">- Design- Printing	<ul style="list-style-type: none">- In-house- 8,000 Dhs²
<i>News Releases</i> <ul style="list-style-type: none">- Personnel Time	No significant operating cost. Two hour average per news release
<i>Websites</i> <ul style="list-style-type: none">- Design- Publishing- Create account on Facebook	<ul style="list-style-type: none">- In house- 100 Dhs- No significant cost
<i>Studio Interviews</i> <ul style="list-style-type: none">- Television (Emirates News, Dubai One)- Television (Emirates News, Dubai TV)- Radio (The Nightline Show)	<ul style="list-style-type: none">- None- None- None
<i>Special Events</i> <ul style="list-style-type: none">- School and university presentations- Shelter presentation- Final event	<ul style="list-style-type: none">- None- None- None
<i>Out of pocket expenses</i>	<ul style="list-style-type: none">- 500
<i>Distribution</i>	<ul style="list-style-type: none">- 1,000
TOTAL	AED 9,600

² This amount is due to change according to the definitive price which will be given by the printers

EVALUATION PLAN

The “Unleash” movement will evaluate its plan according to the following:

1. Placement report tracking the amount of journals that are being distributed and how many are returned to the founders.
2. Placement report tracking media use of press releases and other material disseminated through the public relations department
3. After-study: the amount of traffic on the “Unleash website
4. After-study: the amount of audience participation in school and university presentations
5. After study: the amount of journals that are being requested through the “Unleash” website

A final evaluation report will be written by the “Unleash” founders and later on archived for future reference.

APPENDIX

Figure 1.

	Distribution Figures
City	
Abu Dhabi	200
Al Ain	50
Dubai	530
Sharjah	150
Ajman	25
Um Al Quwain	10
Ras Al Khaima	25
Al Fujeirah	20

Figure 2.

	Distribution in Dubai (530)
Founders	25
Schools	140
Universities	50
Art Galleries	50
Stock*	265

*journals in stock will be distributed through events held by “Unleash” as well as from requests obtained the website.