

Campaign for ‘Beels of Bangladesh’ Film

Background

In July 2014 WLE released a new film, ‘Beels of Bangladesh’, which highlights the efforts of one innovation fund project to increase fish production, incomes and community harmony through improved management practices for floodplain fisheries. In addition to showcasing one WLE success story, the film also serves as a strong example of how WLE is working to engender social equity and ecological resilience. Three versions of the film were published on YouTube: a ten-minute version; a shortened five-minute version; and a version dubbed in Bengali. The WLE communications team undertook a two-week campaign to promote the film. This included a WLE news piece, Ag Eco blog post, social media promotion, and personal emails to specific donors and development partners. WorldFish contributed to the campaign with social media promotion and the WorldFish Bangladesh country director sent out personal emails introducing the film.

Objectives

- 300 views of the film
- 150 blog views
- 3 comments on blog
- Twitter reach of 7,000
- 10 shares on Facebook
- 5 responses to personal emails sent
- 20 comments on LinkedIn groups

Results

YouTube Views

As of August 30, the film had been viewed a total of 838 times. Broken down, this included:

- 689 views of the full-length film (and more than 800 views on the Water Channel)
- 75 views of the shortened version
- 74 views of the Bengali version

WLE News Piece and Ag Eco Blog

‘The Beauty of Small Things’ blog post published on WLE’s Ag Eco blog received 777 page views. Viewers spent an average of 6 minutes and 16 seconds on the page. Of the 777 visitors, 332 were directed to the page from social media, 280 were direct acquisitions, 85 were referrals and 39 came from emails. The blog post received two comments. The blog was also highlighted on the homepage of CGIAR.org.

The WLE news item, ‘Small Fish, Big Benefits’, while not heavily promoted as part of the campaign, was viewed 43 times. Nineteen visitors accessed the page through organic searchers, 13 were referrals and eight were direct.

The Beels of Bangladesh landing page posted on the WorldFish website was visited 53 times.

Social Media

Two WLE Facebook posts for the film and blog received a total of seven likes and one share. Three WorldFish Facebook posts received 71 likes and shares. The video was also promoted through WLE’s and WorldFish’s Twitter accounts. In total, film-related tweets were re-tweeted or favorite 39 times. Two Google+ posts by WorldFish received 7 +1’s and shares.

The WLE KM director promoted the film heavily on LinkedIn. On the Natural Resource Management Professionals group alone, a post received eleven comments. One commenter said: “Always nice to hear a success story - and especially in this case to see an ecosystem-based approach in successful application. Many cases seem to highlight *studies* but less action. Thanks for sharing!”

Upon seeing the film, a senior researcher from the International Institute for Environment and Development shared the video on the online platform, FishNet and with his LinkedIn network.

Personal Feedback

The WLE director and WorldFish Bangladesh country director sent a number of personalized emails to relevant donors and development partners. The film received seven emails with positive feedback. A member of the Delegation of the European Union to Bangladesh requested additional information on actions that can be 'scaled-up and implemented at field level in the whole region'. A staff member of the FAO called the film an 'interesting and encouraging media product' that demonstrated the large potential for change in Bangladesh's floodplains. She also recommended that the film incorporate quantitative figures to demonstrate impact and also that it identify possible constraints for implementation and up-scaling. Finally, an ACIAR researcher praised the film's ability to convey the difficult-to-convey connection between ecosystems and livelihoods.

Lessons Learned

- Coordinating a film launch at both the local/national and global level was challenging. More promotion remains to be done of the Bengali version of the film.
- Scheduling the campaign for the end of July was not ideal as many people were on vacation.
- Personal emails continue to prove to be an effective method of targeted dissemination and also tend to result in more direct/specific feedback from targets.
- When promoting films, make use of opportunities to embed videos on other viewing platforms, such as Water Channel or CGIAR.org.