



**IRB**  
**BARCELONA**

**INSTITUTE  
FOR RESEARCH  
IN BIOMEDICINE**



Scientists at  
IRB Barcelona dance  
for cancer, Alzheimer's  
and diabetes research

PARI, May 2017

## THE CONTEXT



New kid on the scene



Who do I work for?



Fundraise? For research?

## THE SEARCH FOR A NEW PROJECT THAT WOULD...

- support and promote public awareness about important research on diseases being carried out at IRB Barcelona
- advance our recruitment efforts of talented scientists and students from around the world
- open up new and alternative funding channels for our research





## SOME FACTS ABOUT THE CAMPAIGN

- Launched on YouTube on 13 October, 2014
- 16 months in the making
- 120 researchers and staff participated



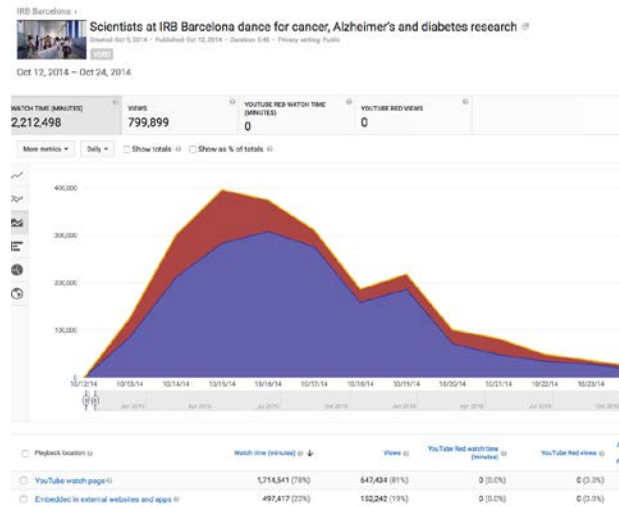
## MORE FACTS ABOUT THE CAMPAIGN

- Involved support of 11 corporate sponsors
- Made at zero cost to IRB Barcelona
- Social media and press strategy in place to maximize chances of video going viral



## KEY RESULTS

- +1,250,000 YouTube views in +200 (YouTube) countries
- +27,000 YouTube likes
- IRB Barcelona Facebook reach increased by 15,000%, website hits increased by 9,000%



### Weekly Page Update

Hi,  
Here are the latest insights about your Facebook Page.

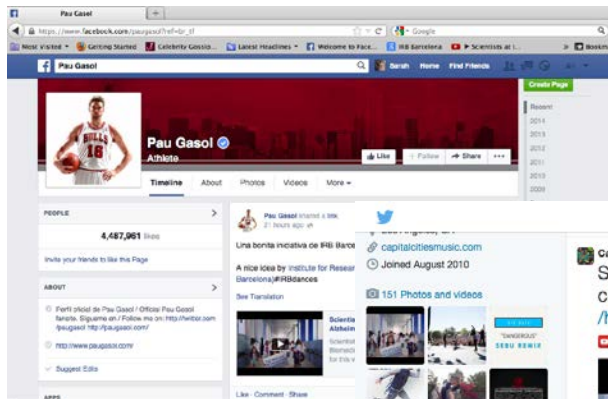
#### Week of Oct 13 - Oct 19

Institute for Research in Biomedicine (IRB Barcelona)	See Insights		
	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	2,421	1,634	48.2%
New Likes	837	9	9,200.0%
Weekly Total Reach	623,712	4,050	15,300.3%
People Engaged	32,035	548	5,745.8%

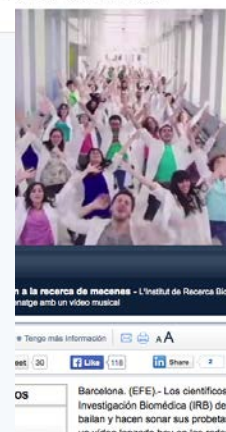
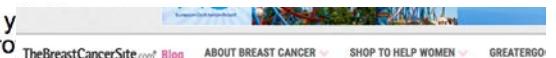
Thanks,  
The Facebook Team

## KEY RESULTS

- +100 media hits in press, tv, radio and online. Estimated audience: 14 million in Spain alone. Appeared on the homepage of *Science* magazine.
- Tweeted by FC Barça players, Pau Gasol, Capital Cities. Reposted on viral websites



Los científicos del IRB cantan y para conseguir fondos para pro  
El director del IRB, Joan Guinovart, también destaca en un video n de bailarín





## KEY RESULTS

- +3,000 donors; funding for projects in diabetes and cancer, and to launch PhD student career
- Prompted individual charity initiatives in support of IRB Barcelona research: donations from school kids, athletic challenges
- Philanthropy officer hired!



## FACTORS FOR SUCCESS

- Unexpected
- Professional production quality
- We did the homework
- Strong, clear, relevant messages
- Genuine and authentic. Passion and commitment.
- A true community effort

## KEY RESULTS

- Recognized with AEFr's 2015 Best Fundraising Campaign and the Jury's Grand Prize
- 2015 Prisma Prize for Science Communication



## KEY RESULTS

And, the beginning of a change in culture...

