

Challenge

In 2007, after Virilion helped UNICEF to achieve broader distribution of UNICEF news video through MySpace and other social network sites, the moment came when *most people saw UNICEF news video on sites other than unicef.org*. It was a watershed moment in recognizing that the MySpace page and, in fact, the entire UNICEF Web presence requires the same level of thought and intentionality as its main Web site.

Our Solution

Virilion redesigned the UNICEF MySpace page to balance the social network aesthetic with a look and feel that met the high standard expected of UNICEF. The redesign process began with a brainstorm with UNICEF to determine their priorities for the redesign.

The first priority was to be intentional about the content and design of the UNICEF MySpace page. We added structure and grouping to what had been a cluttered, haphazard page. The second, related, priority was to create the page as a foundation for future growth in the number of MySpace friends and the number of views of MySpace videos.

Our design worked within the strict limitations of the MySpace platform to include features more commonly seen on standard Web sites:

- Regular, automated blog and podcast updates
- Interactive and up-to-date news video
- Reciprocal promotion with UN Goodwill Ambassadors on MySpace

Results

The new page earned accolades from the MySpace Public Affairs team, UNICEF staff, and, most importantly, the MySpace community. **In four months, the number of friends on the page increased by 40%, to over 26,000, and the number of comments increased by 20%, to over 1,100. In March 2008, the page was awarded a Citation of Excellence by the Washington, DC, Ad Club.**

