



gary-tv.com

2014 Activity

Top Campaigns:

1. A Mother's Testimony - a viral campaign featuring Rotem Sela, the Israeli supermodel.

In March, together with the *Vegan Friendly* organization, we launched an online campaign featuring the Israeli supermodel, Rotem Sela.

The campaign included a special website (www.mother.org.il) and reached hundreds of thousands of Israelis both [on Facebook](#) (20K+ Likes) and [on YouTube](#) (900K Views) and moved many to change their eating habits.



2. Helping Tal Gilboa win The Big Brother show

From May to August, we concentrated our efforts on promoting Tal Gilboa, the vegan animal rights activist contender, and helped her win the most popular TV show in Israel. Together with **Vegan Friendly**, we recorded, edited and distributed many clips from the show, encouraging the vegan community to vote for Gilboa, who eventually won. An outstanding achievement for the animal rights movement in Israel. It safe to say that her appearance on the show, which got an incredible amount of screen time on mainstream prime time media, not only exposed the AR topic as never before, but also got people to make deep changes in their lives.

Clips in English: [1](#) & [2](#).



3. Screenings for the film “Life according to Ohad” as part of the International Documentary Festival Docaviv - The film, which was completed in May 2014, won the festival’s [Special Jury Mention](#) award and received excellent reviews. Currently the film is broadcasted on the Israeli satellite TV and is a nominee at film festivals around the world (recently it qualified to [Santa Barbara International Film Festival](#)). The film was shot over three and a half years and 80 minutes long. It tells the story of an animal rights activist and his life dealing with his non-vegan family ([short promo](#)).



4. Publicized speaking tour of Gary Yourofsky - Tour was booked out.

In December 2013, our team and *Vegan Friendly* organized Gary Yourofsky's second speaking tour in Israel, a visit which created a huge buzz and drew full houses. In two of the events, Yourofsky joined one of Israel's most renowned professors, [Dr. Yuval Noah Harari](#).



5. Efficacy of Online Videos - Which vegan videos are most effective on youth?

At the beginning of September 2014, we started to test which of ~10 successful videos in Israel, are most effective in motivating youth to sign up to the 22-day vegan challenge (a project run by *Anonymous*). The test is being conducted on Facebook, using Website-Conversion ads. At first, we mainly studied audience between the ages of 13-18. Some of the videos we used were: A 4-minutes version of *Farm to Fridge*, *Standard Practice* and *Normal & Natural*. So far, the videos which seem to work best are these three: [Today is your Day to Choose](#) & [Time To Decide](#) (in their Hebrew version), and an Israeli video originally called [Joking around in Master Chef](#), which combines footage of the successful TV show with animal slaughter.



Other notable work:

- Translation and screening of the French film A.L.F in two major theaters in Israel - Tel Aviv Cinematheque and the Jerusalem Cinematheque (December 2013).



- Managing online video campaigns of other organizations, on both Facebook and YouTube.
- Translation and distribution of Michael Greger's 2013 annual presentation - *More than an*

Apple a Day: https://www.youtube.com/watch?v=NHDM6_j9XrM



- Creating a comical-satirical video featuring 3 popular figures in Israel, a famous radio broadcaster and two muppets, criticising the fear of letting animal rights activists speaking in highschools: <https://www.youtube.com/watch?v=Ks6vk8XQhdU>



- Filming lectures by academic Israeli vegans in various fields: <https://www.youtube.com/playlist?list=PLtc3iQTP5EZ-znfr2k8NwKztxyHL9ZtUB>
- Promoting our [Facebook page](#), turning it into a more powerful influencer, with more than 30,000 followers and a record of more than 50 million people reached during October (all organic).

Translation and distribution of other notable videos:

[The Secrets of Food Marketing](#)

[Jim Morris: Lifelong Fitness Trailer](#)

[Debunking the paleo diet: Christina Warinner](#)

[Tales from the Trenches by undercover investigator TJ Tumasse](#)

Future work:

- Continue our testing project - Effectiveness of online AR videos.
- Continued promotion of the film "Life According to Ohad" in international film festival.
- Producing and filming a AR street prank.
- Continuing documentation on factory farms and distributing online videos and films.