

# Distributing Gary Yourofsky's speech in Israel

## **The Major steps we took:**

### **Spreading the speech on Facebook.**

The most significant step we took in getting [Gary Yourofsky's speech](#) to the Israeli public was spreading it like crazy on Facebook during the first couple of months of the campaign. Back then, Facebook's interface was different than it is today - it was possible to post a link to the speech in the feed of public pages. Today, such a post will be virtually hidden in a marginal section of the page. We posted this speech on almost any popular page in Israel (singers, soccer teams, TV shows, cats & dogs pages, etc.).

### **Reaching out for celebrities.**

When Facebook changed its interface and spreading the speech over there became a much harder task, we decided to change direction and focus on Celebrities. We started to email hundreds of Israeli celebrities, triggered them to watch the speech with sincere text, and asked for their reactions. The majority of them, obviously, didn't get back to us but a lot of them did and with positive feedbacks (as expected after watching such a powerful speech). Each positive feedback we got became a popular Facebook post and helped to raise awareness among the vegan community about the powerful impact of the speech.

### **Promoting a product without relating it to animal rights and veganism.**

In terms of the campaign, Yourofsky's speech was a product for sale which had very little to do with ethics or compassion. We sold the best speech people will ever see in their lifetime without really telling what the speech was about. For example, [both of the speech trailers](#) didn't mention veganism or animal rights and the viewers could only guess what the speech is about. Of course, this marketing tactic would have failed if not for Yourofsky's unique abilities.

### **Making short teasers for the full speech.**

Along with the campaign, we edited [two trailers](#) and [several attractive short clips from Yourofsky's speech](#) in order to trigger people to watch the entire speech.

### **Conducting the campaign without mockery or ridicule, letting Yourofsky's powerful words do the job.**

Throughout the campaign, we tried to communicate in a respectful and honest manner with both the vegan community and the carnist community. No mockery, no ridicule, no cursing, no anger. Such manners were key in getting cooperation, as Yourofsky's personality and strong message obviously brought a lot of tension to the table. The entire vegan community in Israel supported our campaign and helped in our efforts.

### **Online advertisement.**

Advertisement on YouTube and Facebook was a key part of the campaign, especially after Facebook's page interface was dramatically changed. When starting to invest money in advertising, we already had a very attractive product to hand so advertising was very cheap financially and cost-effective.

### **We had two key campaigns, both Video Campaigns on YouTube:**

1. Video stream - the [two trailers of the speech](#) were running before YouTube videos with an average expense of about US\$0.01 - \$0.02 per view.
2. Video Display/Search - the speech itself was offered on the sidebar while watching a video or on top of the search results when searching for videos. Here the expense was about \$0.02 - \$0.03 per view.

### **Linking to the speech at every possible chance.**

All of our Facebook posts and YouTube Videos lead to the speech. On YouTube we put annotations during and at the end of each video, triggering people to watch the speech. Since we posted many attractive videos on YouTube and each one of them yielded thousands of views (back then Facebook was not as dominant as it is today), this tactic led to a good number of views.

### **Pushing Michael Greger's talk to promote the health benefits of a vegan diet.**

16 months after the campaign was launched, we also started to promote Michael Greger's famous "[uprooting the leading causes of death](#)" talk (we named it "[The Talk that the Ministry of Health has to Watch](#)") in order to promote the health benefits of veganism. This talk also got great feedbacks and for many of the new vegans, it was an important factor in strengthening their new lifestyle choice. Yourfolsky & Greger were a winning combination.

### **Translation and distribution of many other powerful videos.**

Along the way, our translation team translated to Hebrew around 100 videos, including talks, short clips by Mercy for Animals & PETA, and many other videos. With a few of those videos, we launched a mini-campaign that included a special domain/landing-page and graphic designs. You can read about these campaigns on the projects page on our website:

<http://gary-tv.com/projects>

### **Notifying our close circle of collaborators about the great responses the speech had created so they will know their help paid off.**

During the first year of the campaign, we collected powerful and moving reactions of people to the speech and sent those to our circle of collaborators via email once a day or two days. One of the ways to reach for these responses was to explore the people who liked our Facebook page - a lot of them shared the speech on their wall.

### **Not being conservative.**

There was no fear of doing/trying unusual things.

### **Keynotes:**

1. The official website of the campaign - [gary-tv.com](http://gary-tv.com) - had two main purposes:
  - a. Providing an easy and accessible link to watch the speech, especially after the [video of the Speech](#) was age-restricted on YouTube two months after its release (when embedded in an external website, anyone can watch the video).
  - b. Providing required resources for people who decided to go vegan and needed help in their new journey.
2. When the [video of the speech](#) was age-restricted by YouTube in June 2011, we uploaded a "[censored version](#)" where the graphic parts were covered by annotations. Since it is critical that viewers witness the horror, we used other annotations to encourage the viewers to watch the uncensored version.
3. We got tremendous assistance from other animal rights organizations in Israel. These organizations witnessed that the speech was working and provided us the tools and resources they could provide.  
Simultaneously, tens of new and veteran activists worked around the clock in educating the public about the benefits of the vegan lifestyle, helping new vegans in their first steps, and making the vegan lifestyle accessible to the public. In the latter regard, the

new emerging association Vegan Friendly is noteworthy since they worked tirelessly around the clock to put vegan menus in cafes and restaurants around the country, held large social vegan events, and much more.

4. Throughout the campaign, our language to the vegan community and our fans was authentic and true to our thoughts and goals. We were not shy of describing the horrific reality as it is and using terms like “holocaust” or “concentration camps”.  
\*Note that our targeted audience was young people in Israel (under 40). With a different audience, using such wording may work differently.

We also obviously pushed strongly the term “veganism” and today this term is much more popular than “vegetarianism” in Israel. We believe that our demeanor helped us to get full support from the vegan community on social networks.

### **Questions that are important for design and would interest international campaigners:**

#### **1. You chose a non-Israeli to front your campaign. Why? How much distance should there be between the audience and presenter?**

We chose to promote Gary Yourofsky's speech because we never witnessed such a powerful voice for animal rights and veganism. The combinations between Yourofsky's charisma, inner pain, rage, eloquence, muscular look, and uncompromising style were beyond anything we have seen before.

English is a second language in Israel so the language barrier was not an issue. The fact that Yourofsky was not a local Israeli lecturer may have helped a little in terms of a required distance between him and the audience but we don't think it was a significant factor.

#### **2. When did television become interested, and was that more important than Facebook? When did they stop being interested?**

Television became interested for three major reasons:

- a. Many people became vegan, among them friends and family of TV personalities and reporters. It was a phenomenon that was hard to overlook.
- b. Celebrities became veg\*an, a phenomenon we emphasized both on the social networks and on our website. The media love celebrities.
- c. After one media entity featured the speech, it started a chain of reports.

The media was an essential part of the campaign but was not more important than Facebook. Facebook is where everyone heard about the speech. The TV reports – even when being [aired on primetime on Israel's most popular channel](#) - didn't yield many views and website visits. There were two waves of [media coverage](#). Two months after the first media coverage started, Yourofsky visited Israel for his first speaking tour out of two here. The first wave of media coverage ended when he left the country. The second wave was before and during Yourofsky's second visit to Israel in December 2013. This visit signaled the end of our campaign. After that visit, Yourofsky was old news.

#### **3. Were people getting information from each other on Facebook about gary-tv, or getting information from you?**

It was a combination. Facebook is the big boss in Israel so most of the passed information was not directly from us but from people sharing the speech with their friends. Our part is specified in detail in the first section of this article.

#### **4. How did you measure interest, and what shape did it follow over time?**

We didn't do too much analysis besides our AdWords and Facebook-Ads campaigns. We occasionally looked on Google Trend's "Interest Over Time" for the Hebrew term of "veganism" (see the image from May 2012 below) but our primary motivation came from the huge amount of feedbacks we witnessed each day. These feedbacks included letters that were sent from Israeli people to Gary Yourofsky. We counted and reviewed these letters each month.



Of course that we also forced interest with our advertising campaigns. During times of media coverage, we increased the budget.

**5. How did you monitor the rates of veganism? 2.5% is much larger than the 0.5% in other countries. (This data is valuable)**

We didn't have an official poll during the major part of the campaign, they came afterward. What happened around us was our main monitor.

**6. Did people stay vegan? Were the new vegans less likely to stay vegan than old vegans? How long did they stay vegan?**

We didn't operate special tools to measure this interesting question and any estimation we will give has no basis whatsoever. Our guess is that at the beginning there was not much of a difference than in other cases where people went vegan, and later on more people stayed vegan since it was easier in terms of the vegan options at restaurants, supermarkets, and so on.

**7. How much did the campaign cost?**

You can contact us to obtain details about the campaign expenses.

**8. What should a campaigner do on day 1, day 2, ..., day 100?**

Assuming your product is a powerful video, besides the common steps taken when launching a campaign (special website/Landing-Page, graphic designs, attempting to obtain media items) the following steps will be helpful:

- A. Make sure the vegan community knows this video is effective in order to attract more volunteers to help to spread the video and its related posts.
- B. Promote the video both on Facebook & YouTube, use the different target options each platform provides and optimize the ads along the way for best results.
- C. If the video is more than 3-4 minutes, make one or more attractive trailers or short teasers.
- D. Try to get a celebrity to be part of the campaign.
- E. Before posting the video on Facebook & YouTube, basic things to make sure of are the following:
  - a. The first few seconds of the video are very attractive. With all the attractions Facebook's feed offers, the first few seconds are essential to captivate viewers' to your post and not keep drilling down the feed.
  - b. The video has a good thumbnail.

- c. Your title and description make the viewers curious about the content of the video and do not spoil what the video is about.
- d. Use the different video features on YouTube & Facebook (annotations, cards, call to action, closed-captions, playlists, etc.) according to your goals.

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