

TAKE
P **POO**
to
L *the* **POO**

The logo features the words 'TAKE POO TO THE POO' in a stylized font. 'TAKE' is in a bold, black, sans-serif font, oriented vertically on the left. 'POO' is repeated twice, once above 'TO' and once below it. The 'P's are large, black, and blocky. The 'O's are also large, black, and circular. The top 'O's contain a yellow, crown-like shape, while the bottom 'O's contain a yellow circle with a black center. 'TO' and 'THE' are written in a smaller, black, cursive font, positioned between the 'P's and 'O's.

WHAT



#Poo2Loo: It is a digitally led, fun, interactive campaign that intends to do more than just create awareness on issue of Open Defecation. It also brings in youth participation by giving them power to put Poo in its right place – the toilet.

WHAT

- Reach primarily urban young people.
- Create an active layer of advocates.
- Collective voice will help stimulate creation of a new social norm where nobody accepts open defecation and everyone uses a toilet.
- Create noise that makes the nation sit up, take notice and join UNICEF in its efforts to make India poo free.

HOW



The best way to help youngsters
help everyone to face the issue is:
**Let All Poo Break Loose On
Them!**

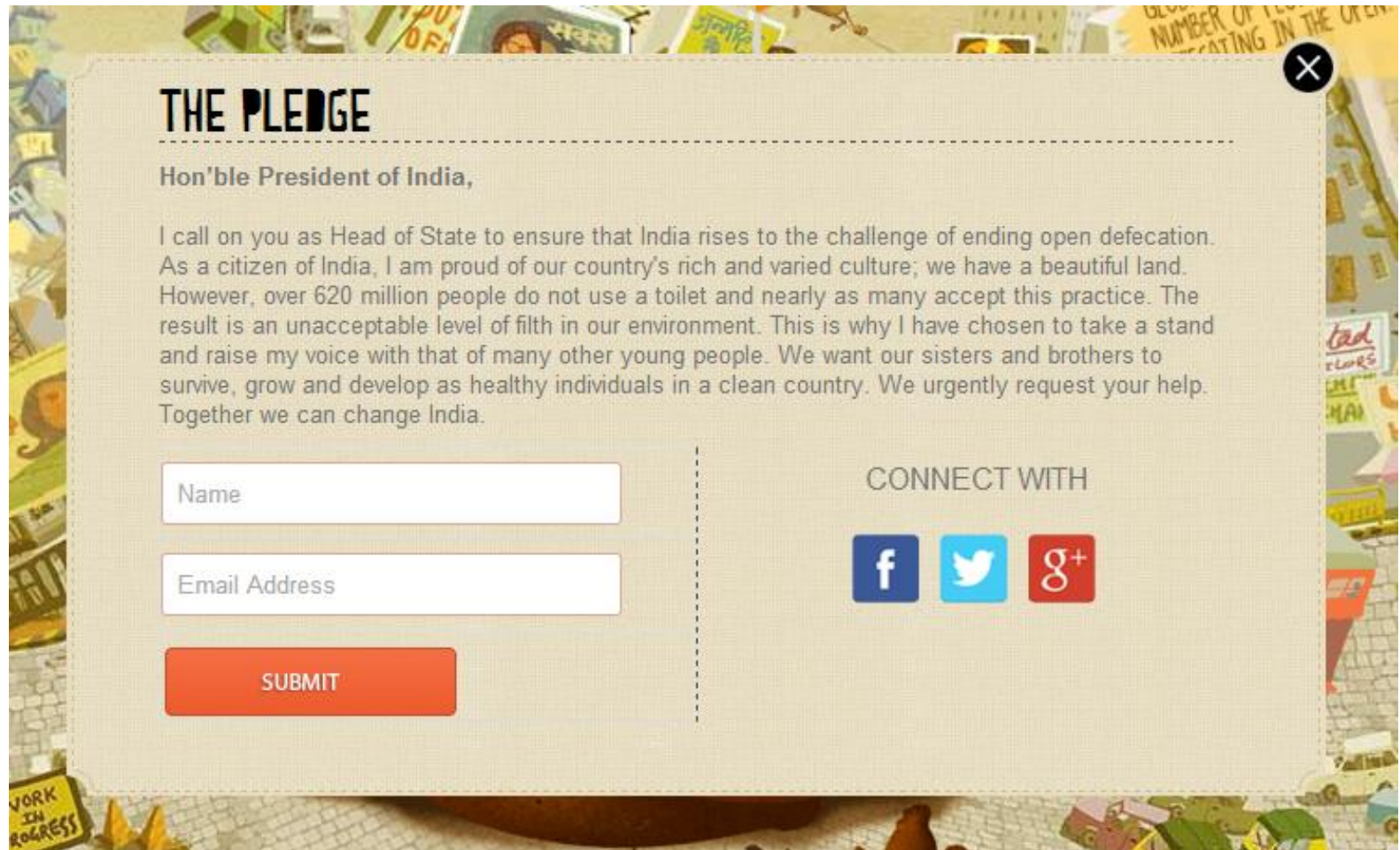
HOW

- **On the ground and online**, young people will encounter the character of Poo: Poo has lost its way in the city and must be shown the way to the Loo.



HOW

- The campaign also offers participants the choice to make a **pledge** against Open Defecation.



THE PLEDGE

Hon'ble President of India,

I call on you as Head of State to ensure that India rises to the challenge of ending open defecation. As a citizen of India, I am proud of our country's rich and varied culture; we have a beautiful land. However, over 620 million people do not use a toilet and nearly as many accept this practice. The result is an unacceptable level of filth in our environment. This is why I have chosen to take a stand and raise my voice with that of many other young people. We want our sisters and brothers to survive, grow and develop as healthy individuals in a clean country. We urgently request your help. Together we can change India.

Name

Email Address

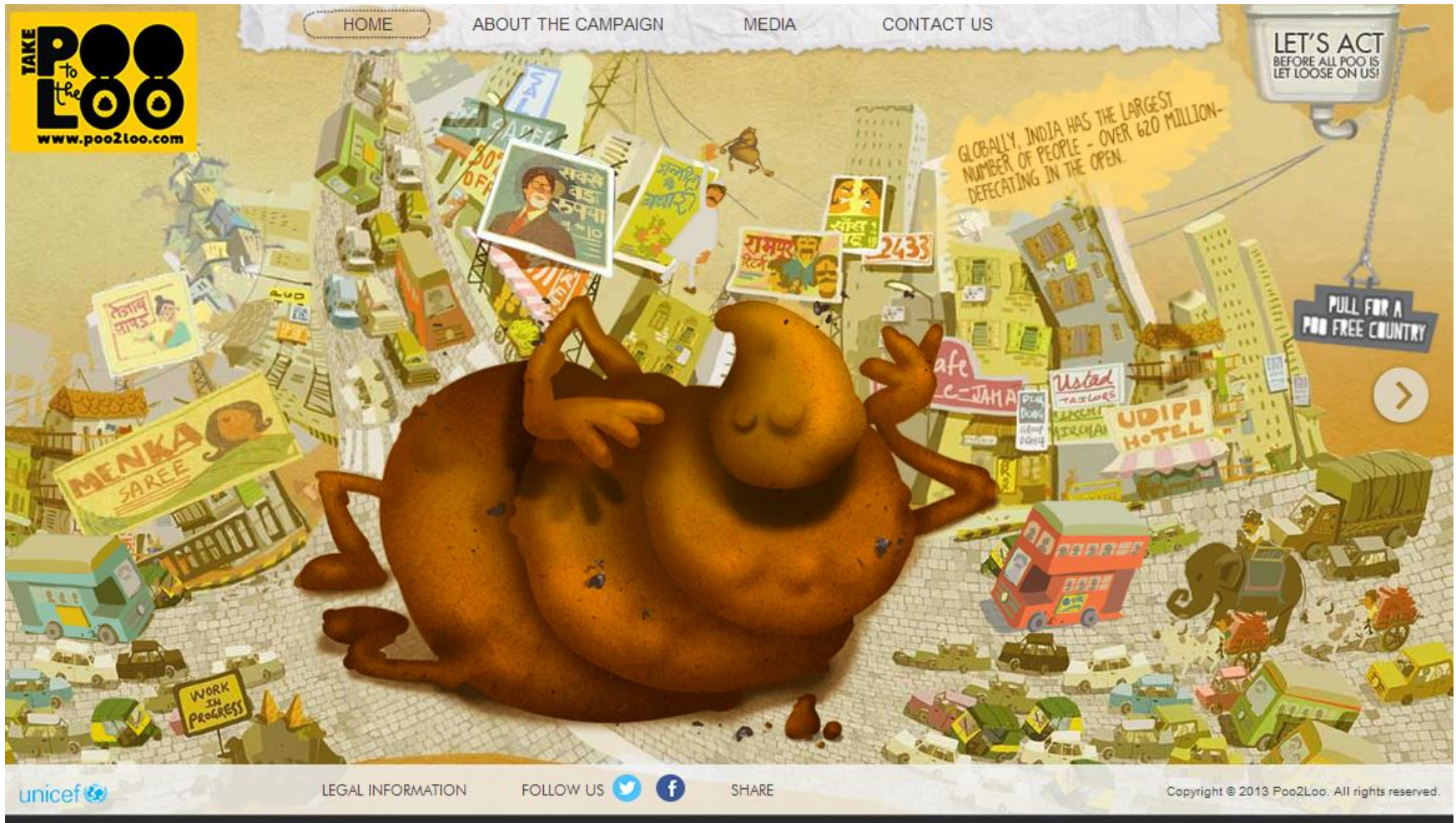
CONNECT WITH

[!\[\]\(59a42914e5dec4e6d718145d372b10b4_img.jpg\)](#) [!\[\]\(5cce0cfabccdd158eac13e22e9d17527_img.jpg\)](#) [!\[\]\(a030a485a3bdcb484f2ad29026262961_img.jpg\)](#)

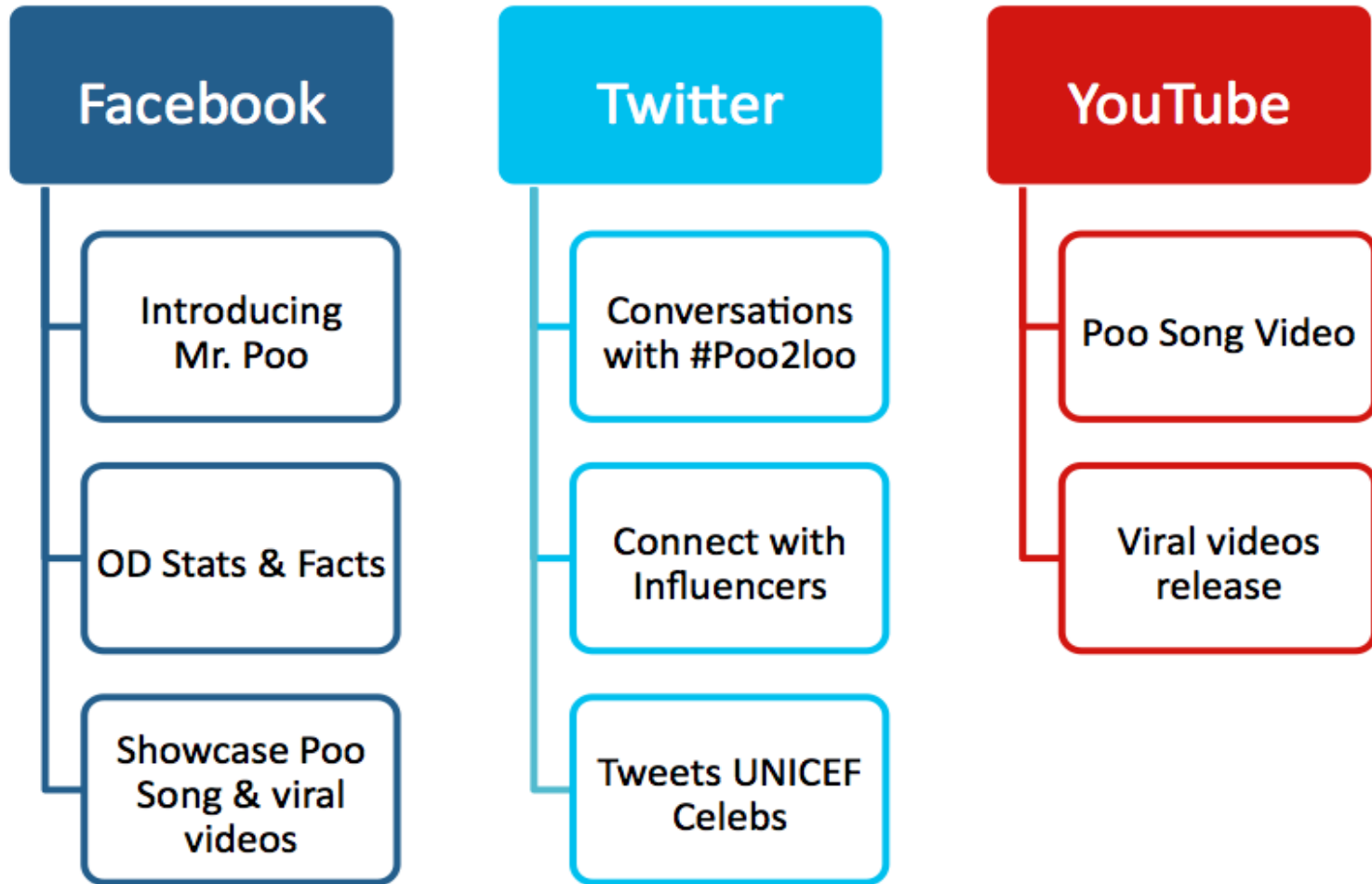
The form is set against a background of a collage of images and text related to open defecation, including a sign that says 'NUMBER OF PEOPLE DEFECATING IN THE OPEN' and another that says 'WORK IN PROGRESS'.

WEBSITE

Every element of the campaign directs young people to a microsite that engages and educates around the issue of Open Defecation.



OTHER PLATFORMS



FACEBOOK

facebook Search for people, places and things john Murphy Find Friends Home

unicef

THAT'S A WHOLE LOAD OF CRAP.

TAKE POO TO THE LOO
www.poo2loo.com

TOTAL WEIGHT OF EXCRETA BEING OPEN DEFECATED DAILY IN INDIA IS 65 MILLION KG.

TAKE POO TO THE LOO
2,581,521 likes · 45,854 talking about this · 17,655 were here

Organization · Professional Services · Add A Category
UNICEF is the driving force that helps build a world where the rights of every child are realized.

About · Support an Edit

Photos Likes Become a Champion Instagram feed

2.5m

unicef Champions

Instagram

Post

Write something...

Recommendations See All

What do you like about this place?

Katana Bitch Pib

TWITTER

The image shows a Twitter profile for Poo2Loo (@poo2loo) with a background illustration of a city where poop characters are the main focus. The profile includes navigation links, a bio, statistics, and a list of tweets.

Navigation: Home, @ Connect, # Discover, Me, Search, Settings, Compose

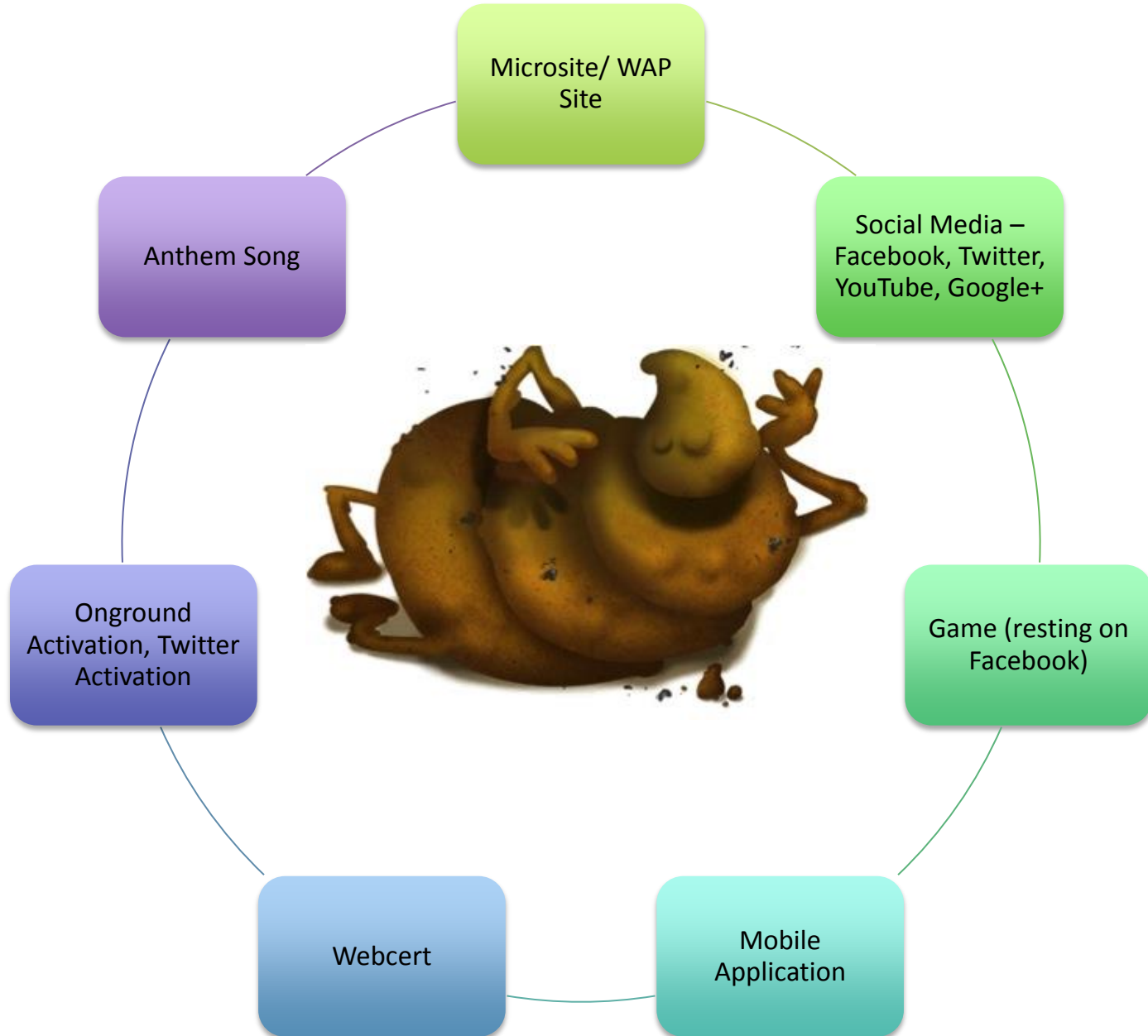
Profile: unicef, Poo2Loo (@poo2loo), 177 TWEETS, 18 FOLLOWING, 1,888 FOLLOWERS

Tweets:

- Benny @benny2loo** 22 Apr: All Everyday Things You're Probably Doing the Hard Way Help Kill Wildlife [@benny2loo](#)
- William @william2loo** 2h: The secret technique of handling cognitive abilities [@william2loo](#)
- William @william2loo** 2h: His love of being online and this is a great way to talk a children with a message [@william2loo](#)
- Dev @dev2loo** 2h: A 10000 to create a perfect world [@dev2loo](#)

Illustration: A cityscape with buildings, a crane, and a sign that says "CONTACT 118943618". In the foreground, there are large, anthropomorphic poop characters. One is jumping, another is sitting on a pile. In the background, a sign says "THE TOTAL WEIGHT OF EXCRETA BEING OPEN DEFECATED DAILY IN INDIA IS 65 MILLION KG PER DAY. THAT'S A WHOLE LOAD OF CRAP!".

CAMPAIGN ELEMENTS



POSTERS AND BANNERS



POSTERS AND BANNERS



Let's Tweet that Poo

An integrated twitter activation that plants poo man in popular locations and gives youngsters the power to control his movement through tweets.





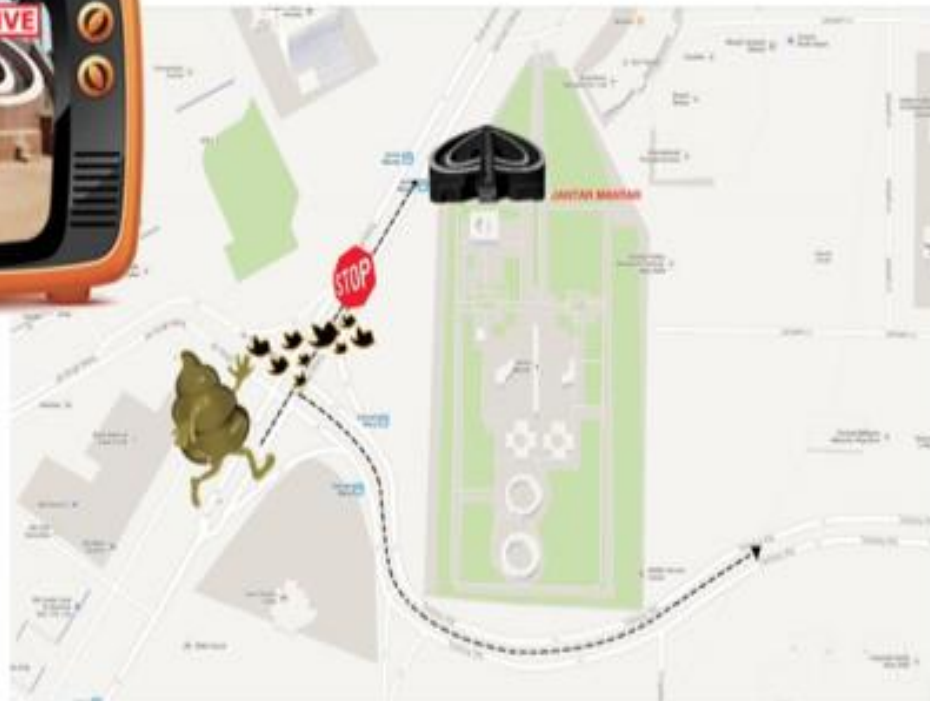
multiple online ads



real Poo on ground



live online Mr Poo



Tweet Poo to the Loo: In this multi city social media activation, Poo is headed to a popular monument or spot in the city. To stop him from reaching the actual location in person, **tweet #pootoloo to make Poo, on ground, take a step towards the nearest loo.** The campaign gives youth the power to control the movement of poo on ground, with tweets online.



POO2LOO GAME



MOBILE APPLICATION

Plant a Poo Road-sign

Hundreds of road signs in india. No sign board for Poo! Why not create a Poo Road-sign and ask youth to identify open defecation spots around them, so government can take notice



MOBILE APPLICATION

POO TO THE LOO

FIGHT AGAINST OPEN DEFECACTION

Time since active: **15d 35h 28m**
2,30,400 people supporting

HOW THIS WORKS
HELP US HELP THEM
If you know a place where people practice open defecation, daily then simply mark the area using the map. Fully support from friends, family or neighbors which acts as a signal system that we will send to the government. You can also donate money or your time to help clean up the country today.

DEVOTE TIME
You can devote your time by writing blogs, spreading awareness and joining NGO workers.

GET STARTED | DONATE | BEGIN TODAY

unicef

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POO SONG

During the first phase of the campaign a song will be released.



First thing in the morning
what do I see
a pile of shit staring at me
I close my eyes
I step away
No matter where I go
there's no getting away (...)

VIDEOS



WEBCERT

*an online concert where youth bands will be performing
the poo song.*



MEDIA OUTREACH/ STATE INVOLVEMENT

- 11 November: Roundtable.
- 11-19 November: In depth interviews.
- 19 November: OPed on Open Defecation.
- Partnership with radio stations.
- Ongoing media engagement throughout the campaign period.
- Link to existing partnerships: Art of Living.
- Bootcamps to be organized at state level to engage key influencers.
- Celebrity engagement.

PARTNERSHIPS

We're partnering with Private Sector companies and civil society organizations to help us spread the word



