Facebook Game Launch Report
March-October 2013
“One of the most ambitious efforts yet to entice a mass audience to social games with the goal of social change.”

- A Game Aims to Draw Attention to Women’s Issues, Elizabeth Jensen, 02/17/2013

“Half the Sky Movement: the Game” is the latest installment of the landmark transmedia project, which includes the #1 New York Times best-selling book *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* and a critically acclaimed primetime PBS television series featuring A-list celebrity advocates America Ferrera, Diane Lane, Eva Mendes, Meg Ryan, Gabrielle Union, Olivia Wilde and George Clooney. The game represents the newest original production of the movement and it was launched on March 4th, right in time for International Women’s Day.

Similar to the book and TV series, the game raises awareness of women and girls living under difficult circumstances all over the globe and invites players to become part of the solution. Players embark on a global empowerment journey, which begins in India, and moves on to Kenya, Vietnam, and Afghanistan, ending in the U.S. Along the way, players meet different characters and take action in a very simple way by unlocking funds, making donations or taking social action.

Games for Change, a non-profit organization established in 2004 is the leading global advocate for digital games for social impact and was invited in 2009 by Pulitzer-Prize winning authors Nicholas Kristof and Sheryl WuDunn to executive produce the game, together with Show of Force. Frima Studio, an award-winning Facebook developer, was selected to build the game.

Over the 3 years of fundraising and production, Games for Change built relationships and partnered with 7 of the world’s leading NGOs on women and girl issues that became the direct beneficiaries of the game. The organizations are: Fistula Foundation, GEMS, Heifer International, ONE, Room to Read, the United Nations Foundation, and World Vision.

With a line-up of blue chip funders and the active support of Zynga.org and Facebook, Games for Change set out to orchestrate what has been arguably the most visible and talked about game launch in the space of games for good, reaching audiences that the gaming industry rarely reaches or targets.

In a very short time, the game was able to reach “beyond the converted” across the globe, with significant impact in awareness and donations, such as free books to needing girls and life-changing fistula surgeries.

This is a story of a groundbreaking effort to engage new audiences, invite real world impact and raise funds – all through gameplay! With the help of our partners and supporters we are confident it is only the beginning of the journey, as the game continues to broaden its fan base and global reach.
Launch Brings Half a Billion Press Impressions

With an unprecedented 547 million press impressions from print, online and televised media, the game launch was covered by many of the leading media outlets around the world, such as The New York Times, The Guardian, Forbes, Huffington Post, TechCrunch, and the Los Angeles Times. The game was also featured by prominent TV shows, including exclusive interviews on the Today Show and CNN’s Piers Morgan.

<table>
<thead>
<tr>
<th>Placements</th>
<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Online</td>
<td>538,172,428</td>
</tr>
<tr>
<td>Print</td>
<td>4,126,990</td>
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<tr>
<td>Broadcast</td>
<td>5,660,132</td>
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<tr>
<td>Total</td>
<td>547,959,550</td>
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“A first of its kind social game that introduces direct virtual-to-real-life translation of giving and awareness.”
— Forbes

“It’s not just a game, you can actually create change by playing this.”
— MSNBC, The Cycle

“Players can unlock part of the $500,000 donation from sponsors after completing levels of the game.”
— The Guardian

“The game keeps things light but meaningful with the potential to engage 2 to 5 million women.”
— LA Times

“The future of advocacy may well be gaming.”
— CNN Piers Morgan Show

“It is a FarmVille for social change ... on Facebook.”
— The Today Show
Half the Sky Movement: The Game is the first Facebook game with direct virtual to real-life translation; the tasks and issues portrayed in the game all have a real-world equivalent in donations and social action opportunities.

For example, players can collect books for young girls in the virtual world to activate a real-life donation to Room to Read supported by the Pearson Foundation (total of $250,000).

Collectively, players also trigger funding from Johnson & Johnson for life-transforming surgeries through the Fistula Foundation (total of $250,000). Players can also choose to make personal donations to any of the game’s non-profit partners at any point throughout the game.

There are more than 2,000 games on Facebook at any given time. In less than two weeks, the game became the #9 emerging game on Facebook, side by side with commercial entertainment titles.
Around 300 million people play Facebook games on a monthly basis.

Unlike other gaming platforms, the average player on Facebook is a 39-year-old woman. The vision of the project was to reach a portion of this group and try to inspire them to spend at least 15 or 30 minutes with the game.

The data supports our prior assumptions, and fans from all over the world have reached out to share stories about their experience playing “a meaningful” game that engages them in a whole new way.

In April, we launched the game in French and translations for the game in Hindi and Swahili are already planned for the future expansion of the game into India and Kenya.
Between March 4th and International Women’s Day on March 8th, game launch efforts focused on high-profile events across the country and in Quebec City (hosted by the local Minister of Labor and Women Affairs).

Star-studded events in LA and New York were accompanied by a panel hosted at Fast Company and a keynote speech by Nick Kristof at the US Institute of Peace in Washington DC.
We’re grateful to our celebrity supporters who helped us bring their fans to try out the game!

Additional endorsements on Facebook and Twitter came from Melinda Gates, Mia Farrow, Sheryl Sandberg, and other influencers.

### What They Shared About the Game

**Ben Affleck**
- 543,259 Followers
- Proud to support the launch of @halfthegame. Play here: bit.ly/WrgFxQ

**Susan Sarandon**
- 43,710 Followers
- Support @heifer and make a real impact for women and girls by playing @halfthegame bit.ly/halfthegame

**Barbra Streisand**
- 251,522 Followers
- Proud to support the launch of @halfthegame. Play here: bit.ly/WrgFxQ

**Maria Shriver**
- 2,141,190 Followers
- Honored to co-host event last night w/@NickKristof & @WuDunn to help launch their @HalftheGame. Extraordinary work. pic.twitter.com/BqlukgUXb9
“Halfathon”: Change the World in 24 Hours

On March 6th, in collaboration with the social media team at Show of Force and the digital agency KBS+, we hosted a “Halfathon” - a 24 hour gameplay and fundraising marathon, aimed to engage players all over the globe and maximize impact in a very short period of time. Halfathon events, from New York to Delhi, brought together more than 10,000 live participants and raised $9,500 in donations through the game.
THANK YOU!

Thank you to all of our funders, sponsors and partners! Without this network of support we could never have reached our goals. This strong public-private partnership has proven to be one of the great assets of this project.

Funders

Production

Matching Contributors

NGO Partners

Launch Partners

Communications, Cross Promotion, Advertising