

*swyft*

# #PopelsHope Case Study



# THE CHALLENGE

The Catholic Church's most powerful figure is Pope Francis—adored by Catholics and non-Catholics alike, and a social-media star whose 22 million Twitter followers (in nine languages) retweet his near daily 140-character-count aphorisms.

Until recently, however, there has been no significant event that would capitalize on the pontiff's popularity and dramatically leverage



---

**Swyft Media was tasked with building a campaign that would showcase the digitally savvy, sports-loving, and approachable Pope.**

digital media to reach and inspire a millennial audience. Pope Francis's historic visit to the United States in September 2015 presented the perfect opportunity to get the word out to young Catholics and non-Catholics, and to showcase the digitally savvy, sports-loving, and approachable Pope.

Recognizing Swyft Media as a leader in the realm of creating cool, creative, and sharable branded content, Aleteia, the Vatican's communication network, tapped Swyft Media to come up with a unique way to digitally generate and express excitement for Pope Francis' visit through their multi-channel #PopelsHope campaign.

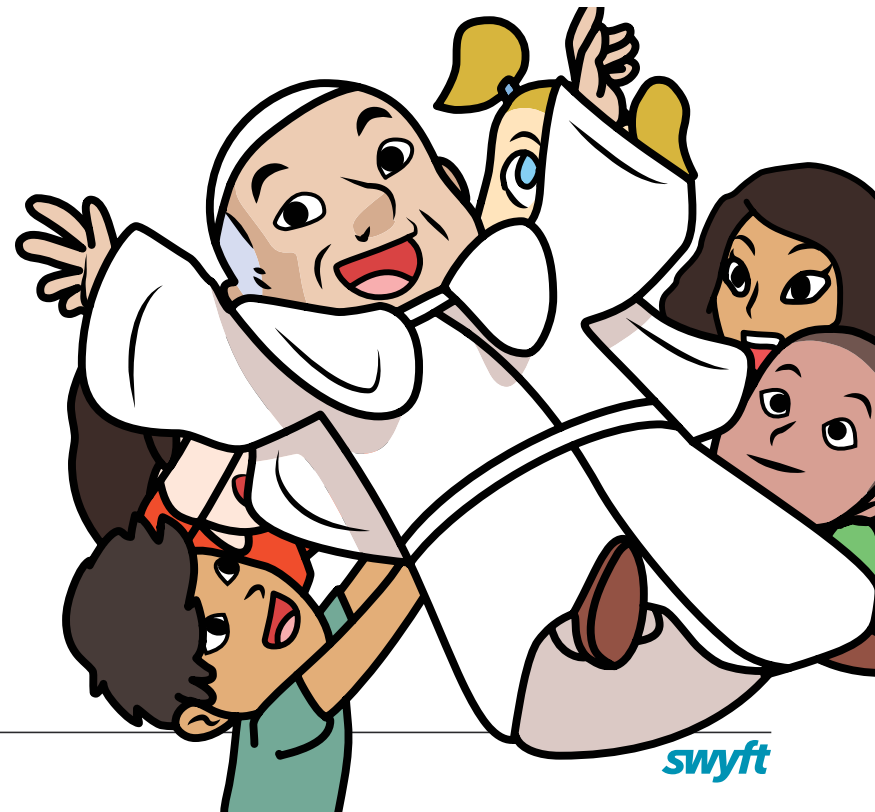
# THE SOLUTION

As part of Aleteia's "Good is Winning" initiative, Swyft Media leveraged their new-age ad units, specifically, customized stickers and GIFs to celebrate the pontiff's visit and capture his sense of humor and whimsical personality. These branded stickers and GIFs included Pope Francis waving from a New York City cab, heading a soccer ball, and waving from his famous Popemobile.

The branded #PopelsHope digital content, including the "Popemoji" emoji keyboard, is available for both iOS and Android and can be used in many of the world's most popular messaging apps, including WhatsApp, Facebook Messenger, LINE, or WeChat.

Swyft Media's mobile brand integration allows mobile users to share the Pope-branded stickers with their friends, family, and social networks directly within their messaging conversation, creating a ripple effect of shares, retweets, and content downloads.

In developing creative branded content and the technology to deploy an innovative mobile engagement campaign for this project, Swyft Media helped the Catholic Church not only engage with millennials, but initiate new conversations about the Pope. Equally important, this campaign created the kind of traction that will keep the Catholic community involved in a long-term dialogue.



# CAMPAIGN RESULTS

27.3 Million  
—  
Impressions

134,000  
—  
Downloads

1.1 Million  
—  
Shares



“By engaging millennials, we’ll enable new conversations throughout Pope Francis’ visit to the U.S., with the goal of keeping that community involved in a dialogue over the long term. Swyft Media is a leader in this space and its successes in these mediums with cool and creative branded content made them a natural partner for us in this once-in-a-lifetime project”

– Kathleen HSSERT, founder of Sports Media Challenge, the company overseeing Aleteia.org’s efforts

Questions, comments, feedback?  
Send your thoughts to [info@swyftmedia.com](mailto:info@swyftmedia.com)