

Nomination: 19435

Korea012 Campaign to Archive Busan's Pride, BUSAN VIBE

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Entry Title Korea012 Campaign to Archive Busan's Pride, BUSAN VIBE
Category J01 - J04 Award for Innovation in Customer Service > J02. Award for Innovation in Customer Service Management, Planning & Practice > Government
Submission Format An Essay of up to 625 Words
Essay <p>1) Background: Successful policy implementation comes from citizen support. Busan Metropolitan City needed an opportunity to breathe vitality into citizens' lives amid the continued spread of COVID-19. The pride of the city was not the same. Labeled with "Elders and the Sea," the young population left the city and the city's concern for an aging society grew. However, Busan knew that the support and encouragement of the citizen is the key to make the city a global hub city that people would choose to live in. To make that possible, the city started a campaign to gather and share the hearts and thoughts of its citizens.</p> <p>2) Key Cases: Gathering and sharing Busan's pride as perceived by citizens for ten years. The goal of the campaign is to archive and share what citizens consider 'pride', thereby enhancing the pride that lies in the citizen's hearts. The campaign, titled "Busan Vibe," with the key message of "Busan becomes pride," was launched to express Busan's identity and pride. The strategy consisted of three stages: 1) to raise awareness giving momentum to the campaign, 2) citizen's participation for archiving, and 3) sharing results and feedback. To make it a long-term campaign, a 4P model (People, Place, Promotion, Product) was developed to annually record the intellectual assets of citizens. The primary target audience is the youth, and the campaign was designed to use user's language to encourage citizen's active participation. The theme in 2022 was "Busan People," and "Busan Products in 2023. The "Godsaeng-lympic" event, held to gather the citizen's pride, saw the birth of new star players. Citizens wrote stories filled with their pride to participate in the campaign by submitting entry forms. A total of 321 participants, 52,179 website visits during the campaign period, 13 million of content views, and more than 90% of satisfaction survey results.. The heartfelt response from citizens was further spread through outdoor advertisements, Instagram, YouTube, TV ads, TV documentary programs, and e-books.</p> <p>3) Key Achievements: The campaign achieved its goals through genuine two-way communication.</p> <ul style="list-style-type: none">① In satisfaction surveys conducted among campaign participants in 2022 and 2023, over 90% of citizens responded "satisfied," leaving comments such as "a campaign that allows us to feel pride living in Busan" and "Busan Metropolitan City is doing well."② A total of 105 media reports, with local broadcaster KNN airing three broadcast campaigns and five special programs to spread the stories of the winners.③ Won the top prize, the "Grand Prize," at the 2022 Korea Public Relations Awards.④ Production of a total of 123 content for campaign promotion, with a total exposure and view of 13,880,000. The votes by the citizens reached 20,000.⑤ Recorded 52,179 website visitors and 94,387 page views: an 89% increase in page views from 2022 to 2023.⑥ The first case in the country of conducting a campaign based on citizen's participation with a theme of citizen's pride. The reason this campaign received such a great response from citizens is that it does not forget the most basic principle of communication with citizens rather than focusing solely on one-way policy promotion.
For this category please provide An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2021, OR a video of up to five (5) minutes in length illustrating the same. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges
Do You Have Supporting Files You Would Like to Upload? Yes
Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4) 200 MB Max per File

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URL 2

https://www.instagram.com/busanvibe_official/ (https://www.instagram.com/busanvibe_official/)

URL 3

<https://www.busanvibe.com/> (<https://www.busanvibe.com/>)

URL 4

<https://book.busan.go.kr/Viewer/K9K6U5SFKCQ9> (<https://book.busan.go.kr/Viewer/K9K6U5SFKCQ9>)

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URL 6

<https://youtu.be/nigUDojMMcA?si=bnrM2L0r4KTSmm31> (<https://youtu.be/nigUDojMMcA?si=bnrM2L0r4KTSmm31>)

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