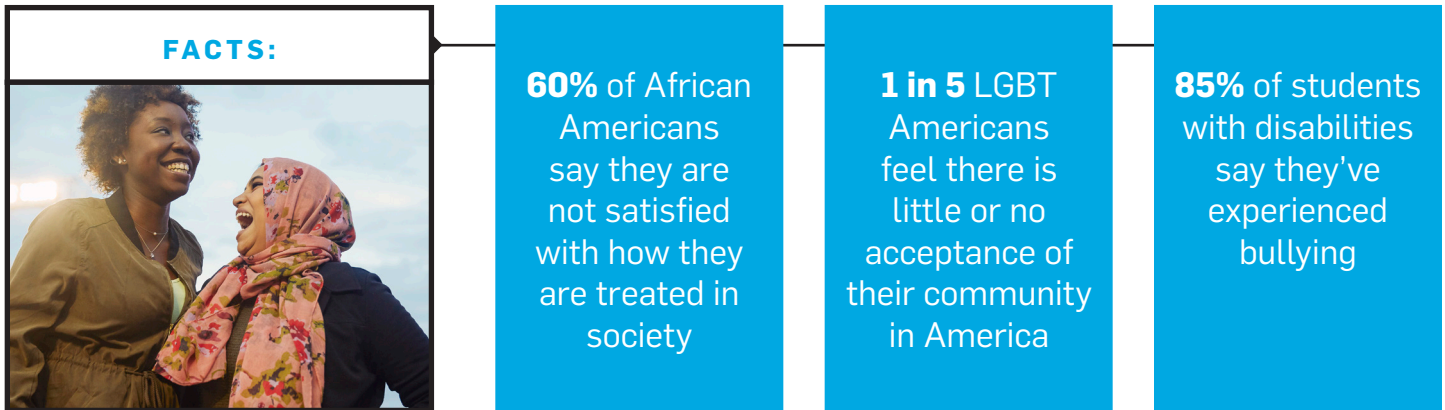


MEET JOHN SMITH: HOW FACEBOOK & THE AD COUNCIL USED ONE OF THE MOST COMMON NAMES IN AMERICA TO CELEBRATE DIVERSITY.



LOVE HAS NO LABELS CASE STUDY.



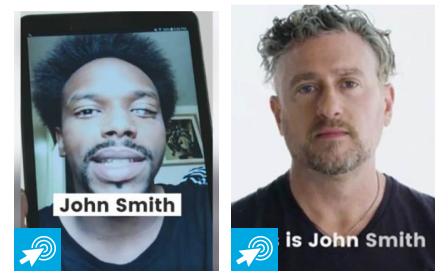
OUR CHALLENGE

Our ethnicity. Our gender. Our sexuality. Our age. Our abilities. Our religion. So many of us have experienced the hurt and isolation from being stereotyped or excluded. And yet, 85% of Americans consider themselves to be unprejudiced. How can we discover our own hidden biases to reduce discrimination and foster inclusion?

OUR SOLUTION

We partnered with Facebook to extend the Love Has No Labels campaign by producing new videos featuring a diverse group of people with the most common name on Facebook in America: John Smith.

By sharing stories of John Smith's from all different backgrounds, we exposed our audience to real-life examples of how it feels to experience bias and the joys of being accepted. These videos, made by Facebook's Creative Shop, challenged viewers to examine their own biases and furthered the message of acceptance and love for all Americans.



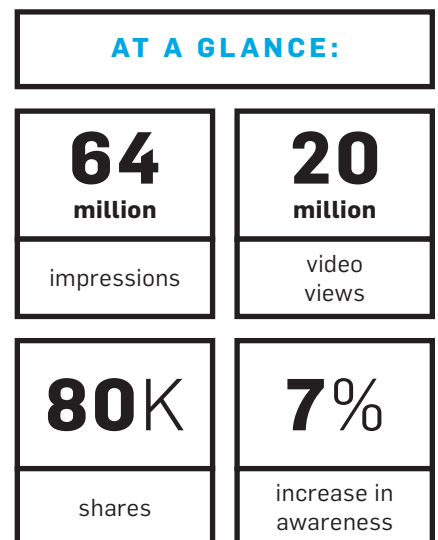
OUR RESULTS

Through the Facebook campaign, "Meet John Smith" garnered 64.3 million impressions and 20 million video views.

Overall, the campaign had 80,000 shares which led to a 7 percentage point increase in those who acknowledge labels can lead to discrimination. We label that a success.

PARTNERSHIP ELEMENTS

- Custom [Videos](#) Produced by Facebook Creative Shop
- Nielsen Brand Effects Study
- Utilized Facebook's new vertical ad format
- Launched our first Video Lab partnership to test different versions of the creative



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