



ANZAC LIVE

#AnzacLive

News Corp Australia

DESIGN



Three months in the making. AnzacLive: a social media sensation, a flagship product for News Corp Australia - and an exciting, original user experience that relied enormously on striking visuals, and an effective brand strategy on all platforms for its success. An original, innovative product needed original, innovative design: to make the posts and brand modern, vibrant colourful, engaging and relevant.

GO TO WEBSITE

WATCH VIDEO



   #AnzacLive

www.anzaclive.com.au



THE CHARACTERS BROUGHT TO LIFE

Now and Then.

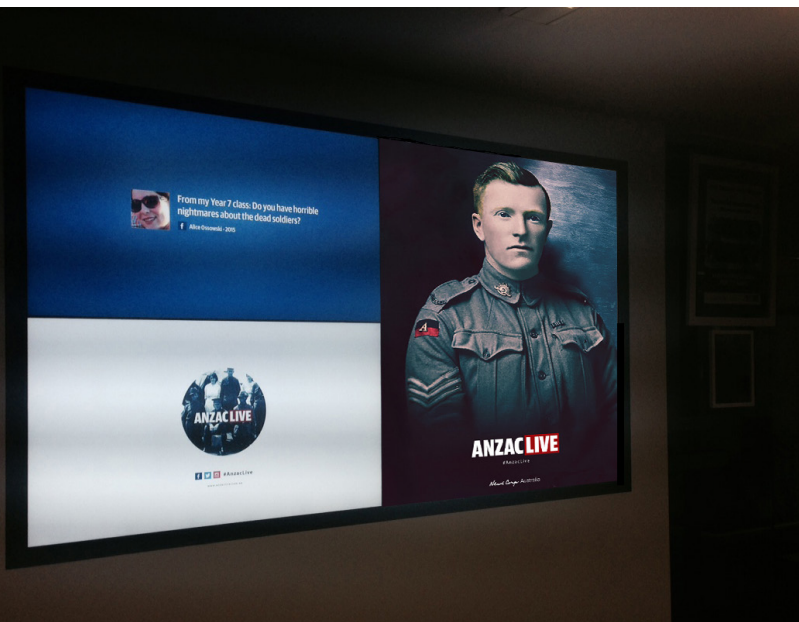
We used colour enhancement to bring old black-and-white photos to life, lifting them to look as if they'd been taken only yesterday.

We also had to overcome the challenge of poor-quality photos and a general scarcity of images of our characters.

Readers helped by sending us their own pictures - in some cases enhanced and colourised.



ANZAC LIVE



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www.anzalive.com.au

IDENTITY

We wanted the logo to be simple, recognizable, memorable, contemporary, powerful and relevant.

BEYOND SOCIAL MEDIA

A successful brand also relies on its visibility across all available media platforms. Our designs carried the AnzacLive brand way beyond our social media pages.





THE FB POSTS

Social media is a very visual forum; words alone struggle to grab attention in a busy space. Serving them up with endless mono and sepia period pictures - the traditional visual fare of WW1 coverage - would not bring the words to life convincingly. Therefore we had to be innovative, creative, fast and bold to make it more engaging for the users.

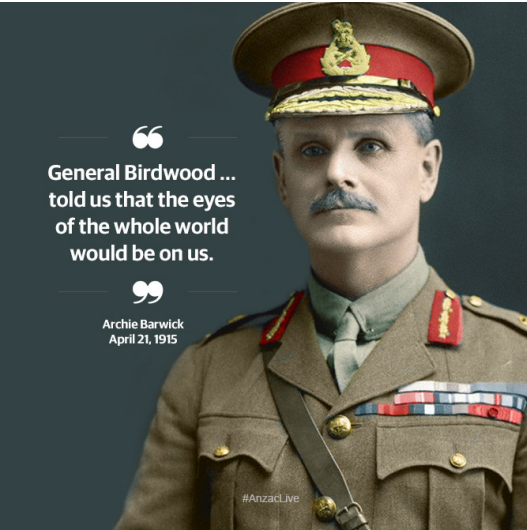
DESIGN SOLUTION:

Colourising old and sometimes low-res images; "then and now" images blending past and present; "memes" featuring AnzacLive characters' quotes; new studio photo shoots of real objects that relate to characters; creating new pictures in a period style; graphic data visualisations; and short motion graphics video clips. The Art Lead also created DIY design templates to be used amongst the custodian teams.

Photos we used for FB profiles.

This is a suitcase of memories and clothes, bullets and equipment brought home from the war a century ago by one of our characters, Bert Reynolds. His descendants sent it to us.





THE NZ IN ANZAC

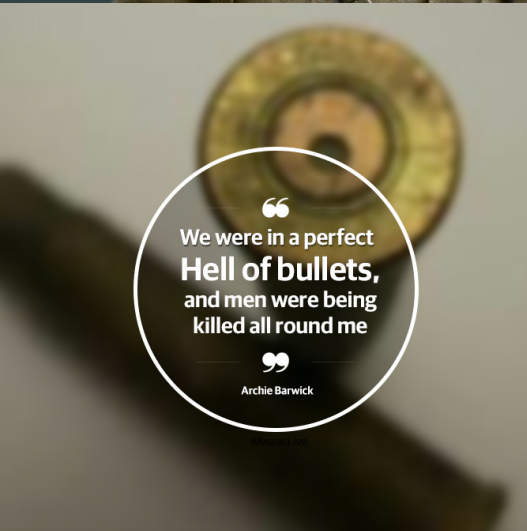
120,000
New Zealanders enlisted during WWI

14,000
New Zealand soldiers served at Gallipoli

2688 Māoris
Served in the famed battalion during WWI

346 Pacific Islanders
Served in the famed battalion during WWI

THE ONLY SUCCESS OF THE CAMPAIGN
The Battle of Chunuk Bair



Australia in 1915

POPULATION 5 million

LIFE EXPECTANCY: Men 55, Women 59

UNIVERSITY EDUCATION: less than 1%

TOP INDUSTRIES: Furniture, sawmills and timber works; Engineering and metalworks; Food, drink and tobacco

WOMEN AT WAR

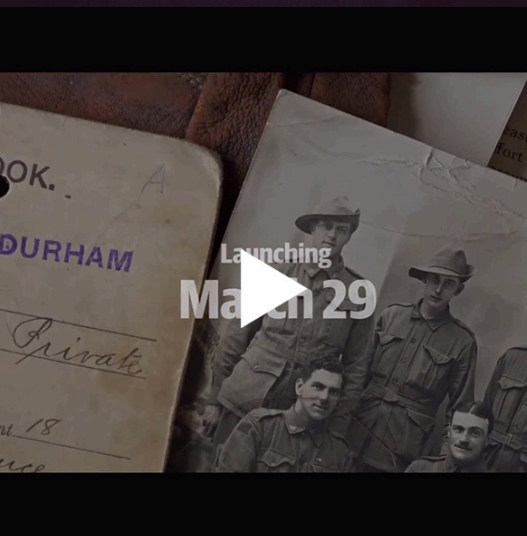
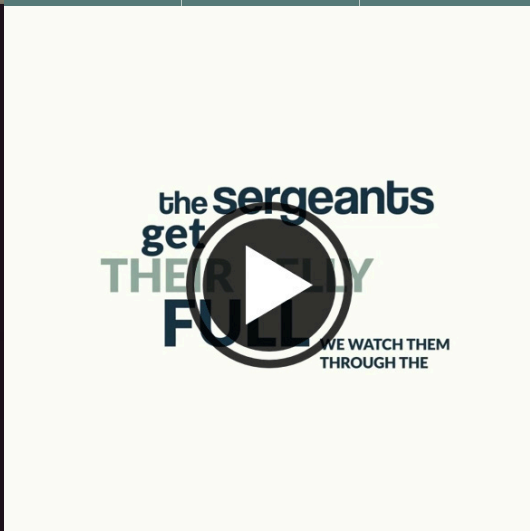
MORE THAN **2286** NURSES SERVED OVERSEAS

423 SERVED IN AUSTRALIA

25 DIED

388 WERE DECORATED

#AnzacLive
Source from: anzacday.org.au



The photos above have been coloured.

PRODUCT



To mark the centenary of Australia's traumatic experience at Gallipoli in 1915, News Corp set out to offer something different to the familiar third-party, sepia-toned WW1 reportage; to tell those extraordinary stories in an entirely and enticing way. It uses social media to tell the stories of real people from 1915, as if they are alive and posting right now. It is highly visual, engaging and entirely different to traditional telling of the Anzac story.

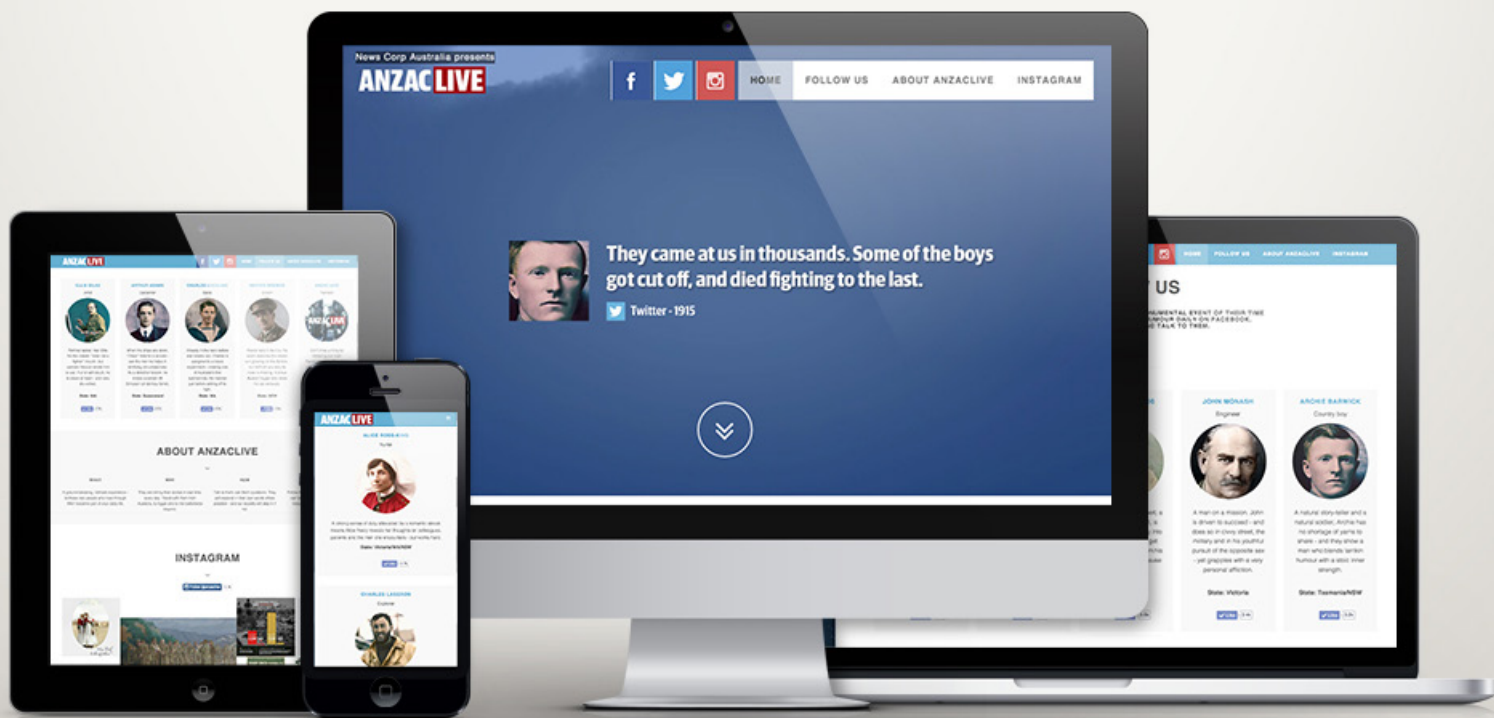
GO TO WEBSITE

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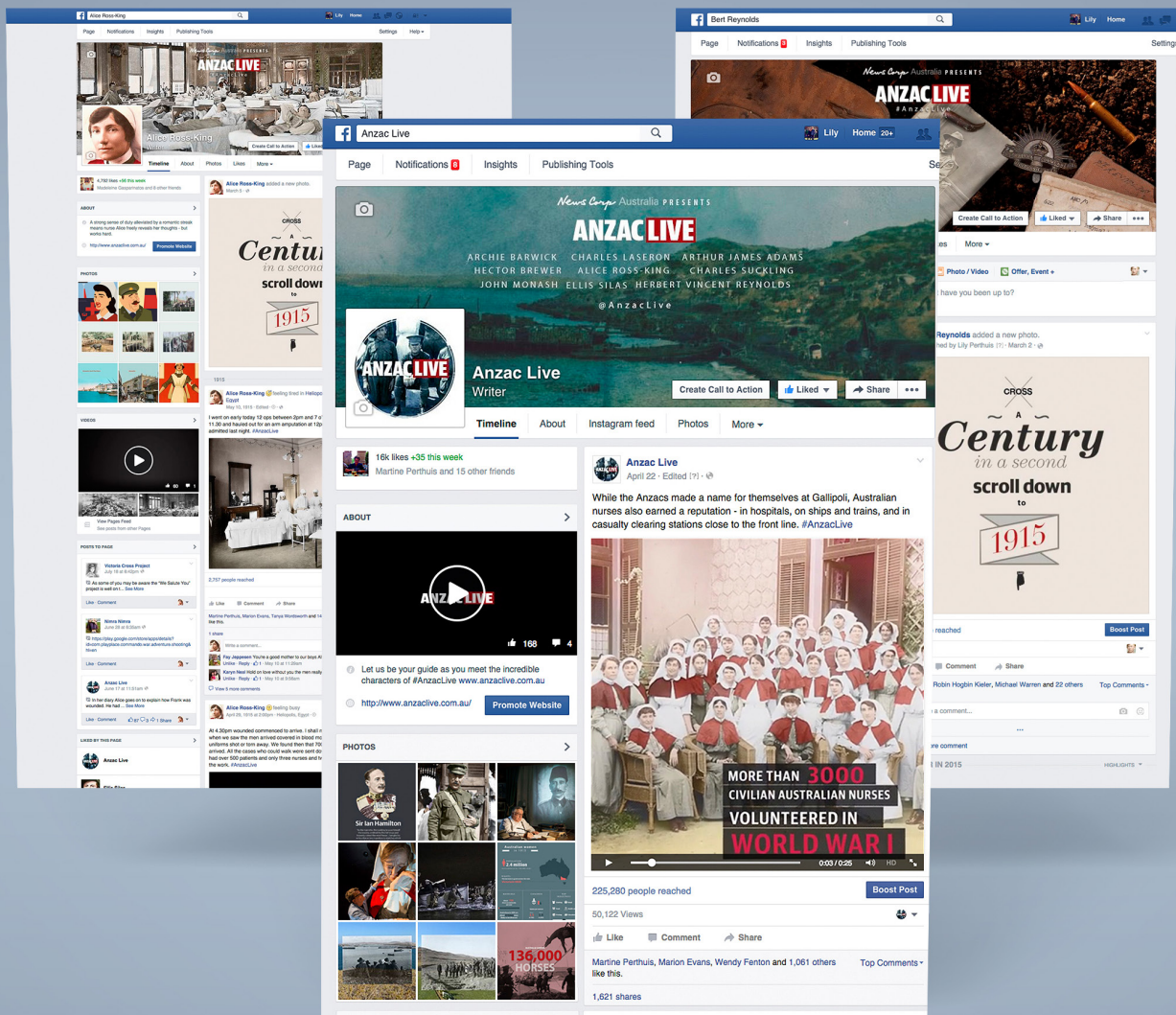
www.anzalive.com.au

ANZACLIVE WEBSITE

A clean, modern responsive website was designed to provide all the information in one single page for the users, build an effective online presence and emphasize our brand identity.

It offers Instagram and Twitter feeds. The website has random background videos when refreshing the page. On mobile, the video disappears so the page loads faster for a better user experience.

[Go to website](http://www.anzalive.com.au)



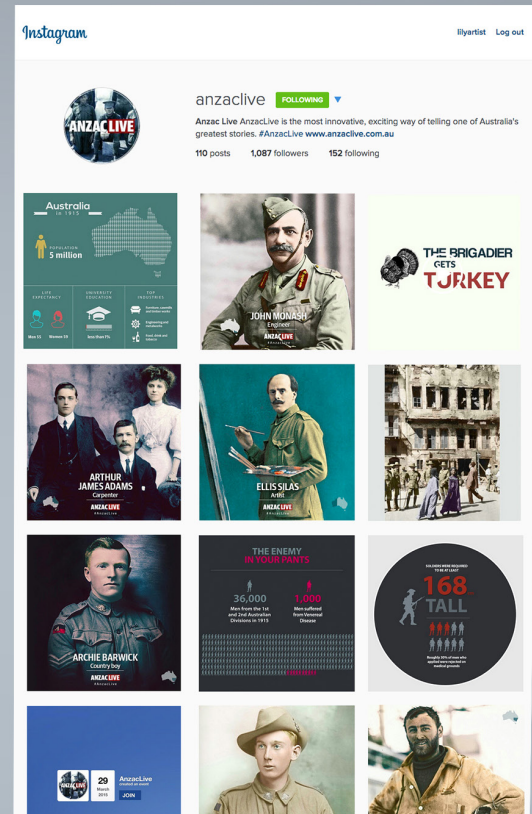
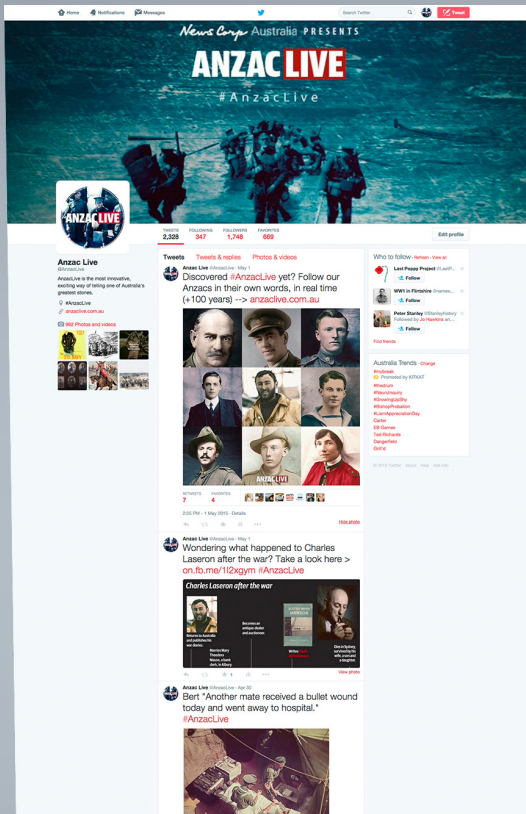
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FACEBOOK PAGES

The FB pages are a two-way interaction, with characters responding in their own words to questions and comments from thousands of followers. The characters' journals provide the material for the daily posts and responses.

An AnzacLive narrator FB page acts as tour guide, stringing the stories together and also interacting with followers. With a total of 16,603 Pages Likes. Volunteer custodians from across the company ran the characters' Facebook pages in addition to their regular jobs along with the central team.

[Go to Narrator page](#)



TWITTER / INSTAGRAM

In addition to Facebook and a website, AnzacLive has a supporting presence on Twitter and Instagram.

[Go to Twitter](#)

[Go to Instagram](#)



AnzacLive was boosted at launch and close to Anzac Day by editorial support in News mastheads (online and print), plus two TV slots and some radio coverage.

Watch video



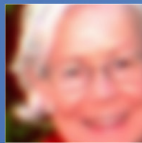
Wherever you go @JohnMonash
may you remain safe.

Judi Hawson Fisher - 2015



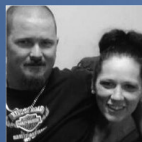
Thanks for answering my daughters question.
She is loving talking to the characters.

Belle Norris - 2015



So poignant.

Jenny Bruggeman - 2015



@AnzacLive can't wait. Makes me so emotional
and proud to read these posts on here and fb and
proud to be Australian.

@shazza4740 - 2015



How many people's Great-Great Uncles have
Facebook pages? Mine has. It's amazing! @AnzacLive

@sarah_hilary - 2015



One of the most interesting and important uses
of #socialmedia. Get on board and follow their
stories! #AnzacLive

@AwakeCo - 2015



49,406

FOLLOWERS

51.5 million

#TAG VIEWS

Followers loved being able to get to know the characters, to ask them questions, to chat to the narrator and other followers and to share their own stories. The right social medium (FB) allows the public to feel they are making a valued contribution for little effort on our part; while we can cherry-pick the best stories for further investigation by News Corp journalists. In the early days in particular we worked hard to make responses to characters as instant as possible, which emphasised the engaging "Live" aspect of AnzacLive.

Audience: around 65% female; biggest chunk aged 35-44, from all over world but mainly Australia.

WATCH VIDEO



Archie Barwick

May 26, 1915 · 🌐 · 🌐

The following day my mate Young Duke was killed stone dead, he was sniping at the time & Len was observing for him, & I was sitting down having my breakfast, when without any warning he fell at my feet, with half his head blown off, I got a terrible shock I can tell you, a bigger one than you have any idea of, I couldn't touch him, & called some one else in to take him away. #AnzacLive

3,376 people reached

Boost Post

1,151 Views

Like Comment Share

Archie Barwick, Gail Smart, Sally Grundy, Alain Mellick and 107 others like this.

Top Comments ▾

16 shares



Write a comment...



Elizabeth Barwick Beautiful tribute to Reg. Wish some of his family members could see it.

Unlike · Reply · 2 · May 26 at 2:30pm



Debbie Walters What a truly personal recount! My students have been moved by yet another amazing story from 100 years ago!

Unlike · Reply · 12 · May 26 at 10:52am

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