

JEJU ISLAND

Official Finalist



**NEW 7 WONDERS
OF NATURE**

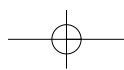
vote for me on
new7wonders.com

MAXIMISE YOUR CAMPAIGN

For Finalists in the Official New7Wonders of Nature

CONFIDENTIAL: MARCH 2010

- 1.CONTEXT**
- 2.ADVICE**
- 3.NEXT STEPS**



NEW 7 WONDERS OF NATURE

The Official New7Wonders of Nature is the campaign to choose and vote for seven symbols of nature



1 billion votes are estimated: a historical moment for the world

ORIGINS

The campaigns are organised by the New7Wonders Foundation, a Swiss registered official organisation. Created and founded by Bernard Weber, a Swiss-Canadian author and film-maker.

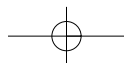


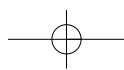
The legitimacy of New7Wonders comes from the popular mandate it receives.
100m+ votes and over 1 billion votes define its authority.

Same status as other global organisations such as IOC/Olympics.

Note: not a partner of UNESCO, which is the heritage cataloguing and listing subsidiary of the UN.

New7Wonders is an official partner of the United Nations at HQ level in NY.
New7Wonders is committed to supporting the UN Millennium Goals message.





NEW7WONDERS OBJECTIVES

Mission

With a series of global voting campaigns, New7Wonders is inspiring and making people aware of what we are leaving behind for our children and future generations. These campaigns are the first worldwide democratic exercise in mankind's history, creating "Global Memory" and 7 symbols of unity that respect, honour and celebrate the cultural and natural diversity of our planet.

Funding

New7Wonders is funded entirely without tax-payer revenues or government subsidy, and instead uses the model pioneered by the Olympics and the World Cup to generate its funding entirely from private, commercial, individual and licensed revenues.

Surplus revenues

Revenues generated are used to fund the costs of setting up and running the global New7Wonders platform. We expect to generate surplus revenues with the current campaign, and we have pledged a historic 50% of surplus revenues to be invested by the New7Wonders Foundation into Global Memory causes.

Positive contribution to the world

The New7Wonders platform itself creates multi \$bn worth of economic and promotional value for its participants.

SUCCESS

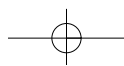
First campaign: for the man-made Official New 7 Wonders of the World.
Over 100m votes: the world's first and largest global vote.
Over US\$5bn worth of economic and promotional value for the participants.

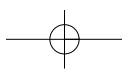


"the largest poll ever undertaken on a global basis"
leading worldwide pollster Zogby International

"the poll itself is a wonder"
Reuters

"something new to bring the world together"
AP





CONGRATULATIONS!

CONTEXT

Jeju Island has made it from over 440 locations from over 220 countries.
It is now one of only 28 Official Finalist Candidates.

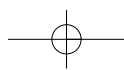


COMPETITION

CONTEXT

Competing amongst 28 Finalists..



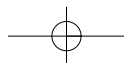


COMPETITION

...from 37 countries



**How to maximise the success
of the campaign to vote for
Jeju Island to become one of
The Official New7Wonders of Nature?**



ADVICE

ADVICE

From our unique experience and know-how, these are the important areas:

NATIONAL AGENDA
NATIONAL PRIDE
INTELLIGENT ADVERTISING
ONLINE MARKETING
CELEBRITIES
TOURISM ENGINE
SCHOOLS AND CHILDREN
CREATIVE PROMOTIONS
GLOBAL PRESENCE

OFFICIAL FINALIST SUPPORTER NATIONAL SPONSORS
LICENSED MEDIA PARTNERS
NATIONAL TELEPHONE VOTING

NEW7WONDERS.COM

NEW7WONDERS OF NATURE WORLD TOUR

NATIONAL AGENDA

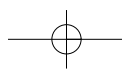
ADVICE

Ensure that support is visible and active from the highest level:
Heads of States, all major government departments, all political parties, local and national



FOR JEJU ISLAND

National leaders, and all main parties, to spearhead the campaign



NATIONAL PRIDE

Success in the New7Wonders of Nature is also about the image, pride, reputation and recognition of the country in the world



FOR JEJU ISLAND

Ensure that everyone sees this as South Korea winning in the world

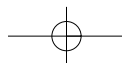
INTELLIGENT ADVERTISING

Create and run motivating vote campaigning advertising, both for national and international audiences



FOR JEJU ISLAND

A leading global advertising agency to produce a powerful multimedia campaign



ONLINE MARKETING

ADVICE

The internet is now the most important marketing and communication channel,
use it to motivate your fans and to recruit new ones



FOR JEJU ISLAND

Set up a website... plus Facebook, a blog and Twitter: and keep them active!

CELEBRITIES

ADVICE

Get famous people, artists, actors, sportspeople to endorse your campaign,
and with them create powerful image and media opportunities



FOR JEJU ISLAND

Encourage famous Korean and international celebrities to vote

TOURISM ENGINE

ADVICE

Integrate your message into the national tourism promotion message,
and use visitors and tourists as your ambassadors to the world!



FOR JEJU ISLAND

Make the message central to the tourism message

SCHOOLS AND CHILDREN

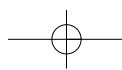
ADVICE

Reaching schools, children, teachers and educators is an important part of our work,
and it is also a very powerful way to bring your campaign into families across the world



FOR JEJU ISLAND

Create an educational download pack for children across the world



CREATIVE PROMOTIONS

Bring your most talented and creative people into the campaign,
and brainstorm new and innovative ideas to get your message across



BRAINSTORMING IDEAS, SOME EXAMPLES

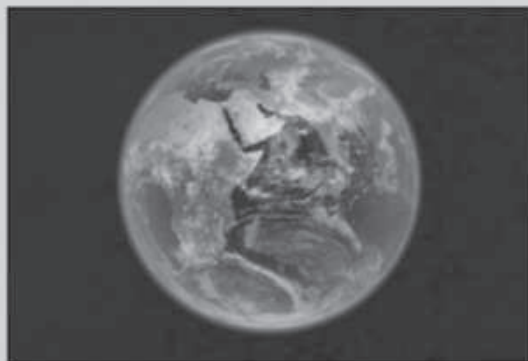
- ☐ Flyers and stickers featuring your nominee are distributed in shopping centers, at public events
- ☐ Posters in the main cities and airports with a prominent voting message
- ☐ Internet cafes, libraries and schools are given posters asking people to vote
- ☐ Work with the N7W press department to have N7W press releases sent to national media
- ☐ A famous celebrity is recruited to vote during a live television broadcast
- ☐ The government declares May 7 or June 7 "New7Wonders day" to encourage voting
- ☐ Official Finalist Supporter sponsor sends a SMS to each mobile subscriber encouraging them to vote
- ☐ Run a competition with a prize family holiday to the nominee location
- ☐ School children and university students engage in campaign to "get 7 voters each"
- ☐ Expatriate and emigrant communities invited by embassies to events to promote the vote
- ☐ National sports teams to wear "Vote for" shirts when they participate in major events
- ☐ Launch a special song or anthem about your Finalist
- ☐ Promotional gifts with voting message given during every official occasion, visit, ceremony

FOR JEJU ISLAND

Set up a creative brainstorm and offer prizes for the best ideas!

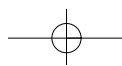
GLOBAL PRESENCE

New7Wonders of Nature is a global voting campaign, with over 1 billion votes from all countries in the world,
so your campaign should also be global, reaching and motivating voters everywhere!



FOR JEJU ISLAND

Launch a global PR campaign to tell the story of Jeju Island



Working with New7Wonders to multiply the success of the campaign to vote for Jeju Island

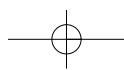
NEW7WONDERS LICENSED PARTNERS

ADVICE

Your campaign will be significantly multiplied with the following in place:

OFFICIAL FINALIST SUPPORTER NATIONAL SPONSORS
LICENSED MEDIA PARTNERS
NATIONAL TELEPHONE VOTING

The above need to be licensed by New7Wonders in order to be authorised to campaign for your Finalist



NATIONAL SPONSORS

A unique opportunity for leading companies to become national sponsors of the Finalist campaign, to become one of only seven **Official Finalist Supporter** national sponsors, with full rights and benefits



FOR JEJU ISLAND

Leading Korean companies to become licensed to support the campaign

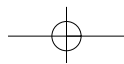
MEDIA PARTNERS

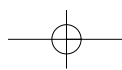
Television, newspaper, radio and online media partners can help push the message every day



FOR JEJU ISLAND

Licensed TV and media partners to promote the vote





NATIONAL TELEPHONE VOTING

National telephone voting is now possible with national premium landline and SMS voting, and over one third of votes last time came from national telephone voting...



FOR JEJU ISLAND

Set up licensed SMS and telephone voting for Jeju Island

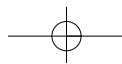
NEW7WONDERS.COM

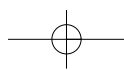
The **new7wonders.com** website is now able to showcase your best images, videos and other content



FOR JEJU ISLAND

Send us videos, photos and content





NEW7WONDERS WORLD TOUR

ADVICE

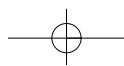
All the winners in the previous campaign had a very successful World Tour visit



NEW7WONDERS WORLD TOUR

ADVICE

The image and communication power of a World Tour visit is unique



NEW7WONDERS WORLD TOUR

New7Wonders will visit each interested Finalist during the World Tour 2010



FOR JEJU ISLAND

Organise a high-profile, globally visible World Tour visit to Jeju Island

Next steps

AND NOW?

NEXT STEPS

Suggested next steps:

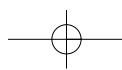
1. Review and study our advice, brainstorm with your best people
2. Discuss with key decision-makers and stakeholders
3. Maximise your support from public and private entities
4. Find and sign-up sponsors, TV and telephone partners (with N7W)
5. Consider your New7Wonders World Tour options (with N7W)

RULES

NEXT STEPS

Always ensure that all advertising, promotions and initiatives are approved by New7Wonders.
Always ensure that any private or commercial companies and brands are licensed by New7Wonders.

**Non-compliance with rules can result in
suspension, elimination and replacement.**



COMMUNICATE WITH N7W

We recommend you always check with New7Wonders:
com@n7w.com

Not only for compliance but also for ideas and suggestions on how to make things even better!

Also contact New7Wonders to specifically discuss licensing arrangements for:
OFFICIAL FINALIST SUPPORTER NATIONAL SPONSORS
LICENSED MEDIA PARTNERS
NATIONAL TELEPHONE VOTING

Content opportunities on
NEW7WONDERS.COM

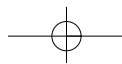
And logistical options for the
NEW7WONDERS OF NATURE WORLD TOUR

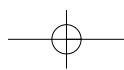
ADDITIONAL N7W OPPORTUNITIES



NEW7WONDERS.COM – VOTE7.COM

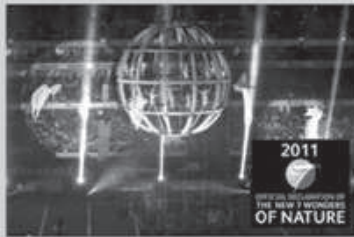
new7wonders.com and our new participation platform **vote7.com**:
open for advertising sales in your country





ADDITIONAL N7W OPPORTUNITIES

NEXT STEPS

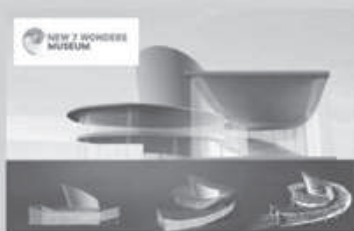


OFFICIAL HOST 2011

Exclusive rights to host the worldwide event in 2011, where the results of the 1 billion global votes are revealed

ADDITIONAL N7W OPPORTUNITIES

NEXT STEPS



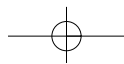
OFFICIAL NEW7WONDERS MUSEUM

A museum of "global memory" based on an exclusive dynamic design, extending with the N7W worldwide campaign themes



NEW7WONDERS WALL OF WONDERS

A unique monument, composite mosaic of images submitted by voters and participants in the global New7Wonders campaigns





JEJU ISLAND

Official Finalist



**NEW 7 WONDERS
OF NATURE**

vote for me on
new7wonders.com

Good luck!