Campaign idea: GNOME 3.0 has an invitation. We turn GNOME 3.0 into a "you plus one" type of event.

Concept: grass-root word of mouth proliferation meets the fancy "you plus one" by-invitation. Everyone is invited.

Summary: Play up the fact that we are moving from version 2 to version 3. This +1 major upgrade gives us to opportunity to promote GNOME 3.0 as more than just a version update but give a social angle to the number change. Get out of the traditional open source approach for the GNOME 3.0 release.

Themes:
Bring your favorite person to GNOME
Add a "significant other" angle and present GNOME users as socially-aware
Break down the stereotype that open source is only for single males, Invite women to participate
GNOME 3.0 is for everyone

Genesis:
Users hardly relate to software version numbers. What if we could change that with GNOME 3.0? What if the version number upgrade actually meant something to them? We could emphasize the number 3 (three) itself. Or we emphasize that we go from 2 to 3. We are adding a 1 (one). That 1 (one) is could be that very user.

Possible next steps

This next section attempts to call out some of the ways that this campaign could be executed. It's by no means intended to be exhaustive. The ideas listed here hopefully will trigger interest and the campaign can be developed by the GNOME Marketing team into something we can realize.

Identify the right way to represent the campaign

- Plus 1
- PlusOne
- Plus One
- Plusone
- Plus one
- Plus1
- + 1
- + One
- +one
- +One

If we spell the number out, it makes emphasizing the international nature of the campaign easier because we can localize it ("un", "uno", …). On the downside, it makes creating artwork more challenging.

Put an emphasis on making this a global campaign

To reflect the mature nature of the GNOME project, we should ensure that the campaign gets adopted across the different geographies where we are strongly present and even beyond. We can inspire ourselves from the spreadfirefox initiative and other similar ones to learn what works and what doesn't work from them.

Identify ways for "PlusOnes" to participate

People invited can't be passive. In order to grow the install base, we need to ensure that the promotion increases with each users. Every PlusOne should feel like they have a way to contribute to GNOME. It could be as simple as promoting GNOME to someone else and we should give them ways to be more involved.

Testing and report issues
We should make it very easy for PlusOne users to report issues or give feedback on the GNOME. Exposing users to Bugzilla is not the best way to proceed but would be one option.

Answer surveys
Gaining access to non-GNOME users would provide us with the opportunity to ask questions about their experience. We could produce very efficient surveys that we would promote to them. We could have a "After 1-hour survey", "After 1-week survey" and "After 1-month survey" for example. Or we can have detailed surveys that are optional which users can answer based on their interest level in certain topics (Office suite, Music management, Photo management, Customizations, Web browser, ….)

Arts
Maybe there are ways for us to turn every PlusOne into an artist. We could create attractive web applications tied to the GNOME desktop that would invite users to contribute content to GNOME.

Potential campaign related activities

On-line cards

Build up on the idea from Friends of GNOME to issue cards to participants, we create cards for the campaign with 2 purposes: act as an invitation and celebrate special occasions.

We can aim for certain international holidays. Sort of institutional but likely to be appreciated by users.
Some potential dates include:
Thanksgiving
Annukah
Christmas
Valentines Day
Chinese New Year
Mexican Holiday
Spanish Holiday
Brazilian Holiday

"Friends of GNOME" and GNOME members to nominate other dates they would like to celebrate with GNOME 3.0 cards. The Art team would produce 2 or 3 designs for each event and we create (re-use) a simple web-app engine to create personalized cards from them.

Affiliate with large global non-profit organizations

Through branding and other means to be determined, create customized versions of GNOME 3.0 out-of-the-box for launch partners. These could be the like of UNESCO, UNICEF and WWF.

Create a package that articulates the value of open-source and free software. Attract these organizations with a clear message around open source and what we hope to accomplish with it. Would there be lobbyists willing to help the foundation with this?

Investing some time from the Art team to produce preliminary artwork for what those branded desktops might look like would be greatly beneficial. It would make pitching the idea a lot easier as our interlocutors will be able to comprehend the idea much quicker.

Get a few celebrities to endorse open-source through the GNOME 3.0 launch

These need to be people that a very broad audience would associate with. We would not need many, even one would be fantastic. Getting 3 or 4 would give the campaign and launch great visibility.

Profiles would be pioneers, humanitarians, philanthropic captains of industry or iconic artists.
Here are a few suggestions:
Nelson Mandela

Mohammed Ali
Colin Powell
Lance Armstrong
Bob Dylan
U2
Steven Colbert
Youssou N'Dour
Penelope Cruz
Woody Allen
Buzz Aldrin
Bill Gates (why not? He is in a position to endorse open source. That would be a coup)

Going on step further would be to create a Goodwill Ambassadors program for the GNOME
Foundation similar to that of the United Nations organizations.

Leverage the upcoming GNOME Foundation merchandise store

Themes: "Would you be my GNOME?", "GNOME +1", "Want in? GNOME +1", "You are invited"
T-Shirts
Sweaters
Caps
Car stickers (large exposure, can't be installed by yourself)
Name-brand wireless mouse

+1 promotion at GUADEC

We can easily use this campaign to grow our audience at GUADEC. We could promote the social
aspect of GNOME beyond its software and users and extend it to the annual event. While there are
logistical details which would need to be figured out, it would be a great extension of the campaign:
"Will you come to GUADEC with me? GNOME +1". We could have a GNOME +1 track at GUADEC
where PlusOnes give lightning talks about their experience in using GNOME and for those that did,
become a member of the GNOME Foundation.

Random ideas

Create GNOME +1 logo
Create GNOME +1 wallpaper
Create Firefox Persona for GNOME +1
Create a GNOME +1 Facebook application
Create site buttons, banners and logo for blogs and personal pages
Use Facebook and Twitter to promote GNOME 3.0
Plug-in for empathy for spreading your care for GNOME and your +1
Plus +1 Friday, get someone engaged on particular activities
Create a GNOME 3.0 count-down timer online
Create a Google calendar of GNOME 3.0 related activities
Work with Sugar Labs to make GNOME 3.0 the desktop for kids (merge the efforts?)
Work with Moblin to make GNOME 3.0 the desktop for netbooks (merge the efforts?)
Work with accessibility organizations to promote GNOME 3.0 as an accessible desktop
There is no second class citizen with GNOME