

THREE WORDS TO ADDRESS THE WORLD

what3words demonstrated the social and commercial challenges of absent addresses by illustrating the problem in the context of mail.

Most consider an address essential, yet 4 billion people live invisibly without one. If you can't convey where you live, it can mean you can't do things like vote, apply for a job, register for government services, ask for a loan, subscribe to utilities, shop online or have an ambulance find you.

CHALLENGE

A reliable address shouldn't be a luxury. Yet, 75 per cent of countries suffer from poor or non-existent addressing. And, for the 25 per cent who do have a reliable address, packages still go astray, couriers get lost and local businesses can't be found. Without a precise addressing infrastructure, delivery and logistics become both challenging and costly. Every extra minute spent searching for a residential address, a pick-up point or a specific location is time and money that hits the bottom line.

Without a reliable address, people on the receiving end waste time waiting for couriers to arrive, get frustrated giving directions over the phone and, in some cases, wait for packages that simply never turn up.

This is particularly true of African countries, where these practical obstacles can hinder economic growth and development. With such a large population missing out due to an inadequate address system, what3words wanted to inform people that they understood their situation and would like to offer a solution. What better way to do it than by contacting the people in charge of the mail?

This letter is for Ahmed Mariama who works in Port Moroni on Comoros. From Moroni Airport, head East until you hit the Boulevard Karthala. Follow this North, past  the Ancien Marché. Take the next road  on the right, opposite the big white bank with the palm trees outside. Down this road, on the right is the Société Nationales des Postes. Inside is Ahmed Mariama (If you get to Marché Dubai, you've gone too far!)



RELEVANCE

what3words created its geocoding system by dividing the world into 57 trillion three-metre squares and naming each one with a three-word code. It's a precise yet simple addressing system that's more memorable than GPS coordinates and invaluable in the absence of an address. Three otherwise unrelated words connect letters, packages and people with exact locations.

what3words allows people to pinpoint a specific location on the planet and communicate it faster and more easily than

any other method. Through apps and APIs, this global address system is helping to optimize business, drive social and economic development and save lives – especially in developing countries. Emergency services, GPSs and logistics companies are eagerly adopting what3words to increase accuracy, speed and safety.

INCITING ACTION

what3words wanted to get the word out. Key African markets needed to hear about this simple solution to a real and pressing

CLIENT: what3words | **PRODUCT:** Postal Addressing System | **CONTINENT:** Africa | **AGENCY:** OgilvyOne, London **AGENCY TEAM:** Chief Creative Officer, OgilvyOne Charlie Wilson | Group Chief Creative Officer, Ogilvy & Mather Emma de la Fosse | Head of Production, OgilvyOne Justin Cairns | Senior Production, OgilvyOne Janet Berry | **Illustration** David Doran.



problem. Even getting one postmaster to sign a contract would be sizeable.

The geocoding system was a high-tech solution that had to be demonstrated in a low-tech way. It all started with letters – the universal love language of postmasters. These letters were sent out to demonstrate how hard it is to describe a person’s location without an address. Using beautiful custom illustrations, each envelope depicted intricate directions for delivery – using visual explanations, maps or detailed written instructions. This clearly showed the painful realities of being without an address ... before using the words of a letter to reveal the genius of a simple, universal solution.

These were stamped, unaddressed envelopes that were successfully sent through the mail to capture the attention of chief postmasters in Africa, clearly communicating the difficulties faced by citizens, and putting the problem – along with its matching, tangible solution – in their hands.

RESULTS

The hyper-personalized mailing hit home. With an 80 per cent response rate [eight out of 10 targets acknowledged receipt], it attracted the attention of influential postmasters, addressed the problem head-

on and started by converting three African countries – including Nigeria, one of the continent’s largest economies. Despite a young population and significant increases in cross-border e-commerce, only 20 per cent of Nigerians could receive mail to the door. By 2020, that should increase to 90 per cent.

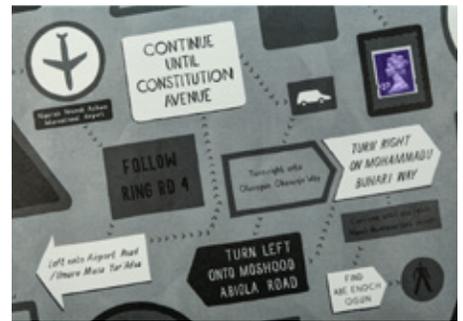
The technology offers an off-the-shelf solution to the many countries that lack any kind of universal address system. To date, 10 governments and their postal services – including Mongolia, Nigeria, Ivory Coast and Tuvalu – have signed up to the idea.

“Three-word addresses will help us to extend e-commerce opportunities, home delivery and support businesses in both urban and rural spaces.” – Isaac Gnamba-Yao, chief executive of the postal service in Ivory Coast.

From humanitarian to commercial applications, what3words is addressing the world for the likes of the UN, emergency services, major car manufacturers, ride-share services and travel companies. It’s helping deliver groceries, pizzas and babies. And, thanks to what3words, you’ll always be able to find your Airbnb – from a reindeer herder’s teepee in Mongolia to a penthouse in Barcelona.

Currently, what3words addresses are available in 36 languages, and the company has recently entered the Chinese market. The goal is to make its map available in all major world languages.

Download the app to discover your what3words.



Case Study Debrief

COMPANY what3words

INDUSTRY Geodata Services

Inciting Action

Letters without an address were sent to postmasters in African countries. Each letter physically demonstrated both the problem and an understanding of the situation. The letters replicated the difficulties people had in reaching others when there was no reliable addressing system available.

Results

The direct mail component generated an 80 per cent response rate with initial adoption by three African nations.

Conversion Funnel

Dots indicate where direct mail was used to incite action.



Data Sources
Custom list

Media Formats
Personalized letters

Activation Pillars

- Physicality
- Data
- Connectivity

Key Take-Aways

- > There is power in putting human value at the heart of communicating business solutions
- > Speak in the language of the audience in a motivating way
- > Leverage the native strengths of the channel to increase resonance
- > Relevant, high-impact ideas don’t have to be complicated or expensive

“ We created a campaign using maps and directions on envelopes to send the letters to the postmasters. It successfully brought to life the problem and started conversations with eight African national postal systems. ”
– what3words

