Ordnance Survey Minecraft map of Great Britain
Brief and objectives
"Ordnance Survey is not a conventionally trendy brand. The UK's national cartographers have been painstakingly mapping Great Britain's topography since 18th century, and are a respected name in their field – but they're not cool. Until now."
Steven Drost – Stipso.com

It is important to explain why OS remains relevant to Great Britain and promote the value of government open data. By promoting its digital credentials to a new, younger, data-literate audience, the brand will reinforce its usefulness – not just as a mapping provider, but as a modern, innovative, digital data provider and employer. The objectives for the campaign were to:

- Promote the use of OS OpenData and increase users 15% in six months.
- Promote the brand as an enabler of innovation to a new audience (gamers and developers).
- Encourage people to visit the OS website to download the Minecraft map (10,000 downloads in six months as goal).
- Promote OS internship programme and raise awareness of OS as an exciting employer.

Strategy and tactics
The campaign was developed to make the organisation relevant to a younger audience in an environment they understand and show the wide range of uses for government opendata. The proposal to create a Minecraft map of Great Britain had the potential to reach the identified audience. A paid intern with relevant Minecraft skills and knowledge was identified and tasked with creating the first-ever accurate Minecraft map of an entire country, using OS OpenData products, which was used as the key to the campaign.

The map was created using freely available OS OpenData products and made available to download from a bespoke page on the OS website. It was designed to enable gamers to develop their own environments based on a geographically accurate map of Great Britain. An intern creating the map would generate interest and relevance to the younger audience, demonstrate the simplicity of using OS OpenData and promote the internship programme.

The team developed a comprehensive guide to showcase the Mincraft map and enable people to access it. This included setting up a Flickr gallery with images of the Minecraft map to illustrate the story. Sites were used with a wide geographic spread, such as Poole Harbour, London, Snowdon and Ben Nevis to interest regional and national media coverage. FAQs were developed from trialling the Minecraft map with a group of enthusiastic Minecraft-literate staff and their families.

At launch, the team implemented a full media communications campaign targeting online and print media with a press release, blog story, images and bespoke web pages. This started with BBC Online publishing the story at 00.01hrs. The team then pitched the story to other news outlets, targeting government and gaming sites to meet the target audience. The team drove engagement by sharing the story across all OS social media platforms including Twitter, Facebook, LinkedIn, Flickr, Google+ and Pinterest and sent targeted tweets/messages to identified gamers, bloggers, relevant organisations and Minecraft players to raise awareness.

Implementation
The campaign was implemented on 24 September 2013 with the agreement that BBC would have an initial exclusive. It was agreed that the story would be promoted by Rory Cellan-Jones, BBC

Technology Correspondent, who published on BBC Online at 00.01hrs The team then pitched the story to other news outlets, published their own press release, blog and social media content and targeted social media contacts.

Demonstrate the types and variety of media utilised
In preparation for the communications campaign going live, the team developed:
- a bespoke, interactive webpage which hosted the download file, technical information, frequently asked questions and key campaign messages;
- blog article;
- press release;
- internal story; and
- social media campaign.

Research, planning, measurement and evaluation
Measurement of effectiveness was carried out at two points: After 36 hours and after three months (December 2013).
After 36 hours
The story was picked up extensively on social media and met with great enthusiasm among OS's (then) 18,000 Twitter followers. Rory Cellan-Jones, BBC News, BBC Click, The Guardian and Guardian Tech twitter accounts reached over 8,000,000 people.

- The Minecraft web page had 100,484 unique page views.
- The Minecraft map was downloaded over 7,000 times.
- 3,750 tweets with thousands more mentioning 'Ordnance Survey' and 'minecraft map'.
- The OS Twitter account experienced a 282% increase in click-throughs and a 263% increase in retweets.
- 30,700 Google search results for 'Ordnance Survey and minecraft'.
- The Minecraft blog had 3,800 visitors with 125 retweets.
- Thousands of Flickr photo gallery views and shares.

After three months (December 2013)
In the following three months:

- The Minecraft map was downloaded 50,000 times.
- The Minecraft news release received 8,115 unique page views (up 2,455%).
- OS VectorMap District was the most downloaded data product in the OS OpenData suite of products.
- 28% increase in registered users of OS OpenData.
- Weekly enquiries about internship opportunities via social and email, compared with none previously.
- The Minecraft blog was viewed 5,214 times.

Media covering the story included over 60 national and international websites reaching over 8.5 million readers. Examples include BBC News online, the Huffington Post and The Daily Mail as well as PC Gamer, Gamasutra, PC Pro, Mashable and Stuff - all within the gamer and developer target audience readership.

In addition, UK government organisations, meeting the opendata target audience, such as Cabinet Office, BIS and ICO also tweeted about the campaign as well as several influential tech specialists in US with over 1 million followers each. UK Authority, The Guardian and others published the story, focusing on the use of OS OpenData.

News spread internationally and following the OS release, when the Danish government chose to release their opendata in spring 2014, they chose to create a Minecraft map of their country to promote and demonstrate the release, leading to further coverage for OS on the back of this.

Budget and cost effectiveness
The only costs incurred in this project were internal staff costs for time allocation which is categorised as 'business as usual' expenditure. There was no formal campaign budget allocated to this project.