

SAVE OFMD Crew | London Billboard Project FAQ

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Why are you doing this fundraiser?

Our goal is to help achieve pick-up for series 3 *Our Flag Means Death*. To do it, we need the show (and the campaign) to continue garnering attention through sustained interest, viewership, and fandom growth, and we need to

prove to other streamers that picking up the show is a good financial investment.

This sort of advertising in Central London (during the show's UK release) hits all these objectives. We saw how the NYC ad campaign earned press attention for the show and the campaign. It also stands to prove OFMD fans are a lucrative audience large enough and willing to fund fan campaigns across at least two continents.

Once the billboard is confirmed, we aim to make our fundraising dollars work even harder with a PR plan to inform journalists and media contacts interested in the state of this fan campaign. As we build this plan, we will be contacting those who have previously covered the show, cancellation and fan response, as well as reaching out to some new outlets and individuals with shared interests. If you have ideas, media contacts, or other ways you'd like to help, please get in touch!

Who is Save OFMD?

The Save OFMD Crew is an open group of fans who collaborate mainly via Discord and operate group accounts across most major social platforms (and some minor ones, love you Bluesky.)

Our Discord is an organizing space for fans to suggest and develop initiatives with the goal of helping the show get picked up.

Members of the Discord volunteer their time and knowledge to the ideas that they want to help with. That means all kinds of fans, from all fan platforms, get to apply their individual skills and lead their own projects.

There's no single leader among us. We decide as a group Save OFMD Crew boosts with their official accounts. These accounts are manned by server members interested and comfortable with updating the platforms they operate. The moderators of the Discord server are: @roximonoxide, @Whimzee, @Queerly_Autistic, @Hoshi, @lcwebsxoxo, and @Jello, but this list grows with the server.

If you want to get involved, reach out! Follow us, DM us, join our server. We'd love to have you.

How did you decide to do this fundraiser?

Save OFMD Crew operates using democratic processes within our Discord Server. When interested fans, both in and from outside our server, expressed interest in taking part in a billboard campaign to capitalize on the press the BBC2 airing was receiving we began investigating feasibility in London.

After some large-group discussion, we took a vote. Anyone in the server was able to vote on proceeding this project. Since then, a group of our volunteers with relevant professional experience and skills have been heading the initiative, checking in with the group at large when needed.

Save OFMD Crew is an open group. If you want to get involved, reach out! We're on all major social media platforms (and some minor ones, love you Bluesky), and can DM you an invite to our server at any time.

Why are you fundraising?

In our discussions, the group consensus was that allowing everyone to be able to take part could be a morale booster for the fandom. It is, after all, about belonging to something; anyone who wants can see their contribution on that big screen when we go live. Though some initial private/larger donors have come forward, we wanted to make sure that the fundraiser was open to anyone who wants to help.

By publicly fundraising, we are also able to try for our stretch goals. These are pie-in-the-sky goals, but something we might be able to reach as a crew. Some of these stretch goals include LED trucks canvassing the city around Netflix, Amazon, and Apple's London headquarters, and London Underground escalator ads.

Additionally, through community fundraising we demonstrate to potential networks/streamers that there is a large fanbase willing to contribute money towards the show. This, in turn, is indicative of how lucrative the show could be for them. (TL;DR: They think, Step 1: Buy the show. Step 2: Merchandise. Step 3: Profit.)

Why a billboard?

As demonstrated by the Times Square billboard, and numerous other billboards from other fan campaigns (The *Shadow and Bone* fandom had one up in London just a few weeks ago), a billboard is a fantastic way to send a big message in a big way. It's a huge expression of fans' devotion and commitment to the show, it provides a clear, tangible thing for the media to report on, and it gets a huge amount of footfall and traffic draw in new viewers and outside interest.

Why this billboard?

What we considered before choosing

Securing a digital Out-of-Home (OOH) board is done not just in terms of placement and time, but availability. Many of the initial cheaper boards we looked at early on simply didn't have the relevance or scheduling availability we wanted for maximum exposure in relevant London regions. We also considered some of the "fringe" billboards that allow for someone to purchase a smaller "filler" windows of time for a cheap and cheerful price—the visibility and reach of these locations was not impressive.

Why Leicester Square Vue?

The Leicester Square Vue board could offer us:

- 10 seconds every minute for the whole day in

- high-thoroughfare, Leicester Square tourist area on a recognisable landmark / building (google Leicester Square London - you can see the Vue in most pics)
- A discounted price of £9,000 for four days, or £4,500 for two
- One of the largest billboards in London

This is the only privately hireable billboard on Leicester Square. You can read more about it here:

<https://oceanoutdoor.com/locations/the-screen-on-leicester-square/>

The Odeon Luxe billboard, also in Leicester Square, is not available to hire and only advertises films.

We were also offered a quote of £4,500 for four days of the billboard on Shoreditch High Street, but this is in a much lower traffic area and is not as well-known a location like Leicester Square. Whilst this would have given us a reasonable footfall at a lower cost, we did not consider it good value for money as it would not have given us the power and recognition of a billboard in an iconic area like Leicester Square - and that visibility and media impact is a much more important aim of this campaign than just how many people see the billboard.

We also considered the large digital billboard in Piccadilly Circus (a very famous spot), but decided against it as it was incredibly expensive (a preliminary quote we got was £150,000 for one week) and also tends to favour quite intricate digital video advertising, which did not fit our specifications.

Summary

All in all, the Leicester Sq location represents the sweet spot in a Venn diagram between 4 things: Timing. Regional demographics. Visibility. And price. With approximately 250,000 people passing through Leicester Square every day (from overseas tourists, to UK tourists, and London locals), and this being one of the biggest digital billboards available in the city, not only is it widely considered one of the most iconic billboards in London, but also one of the most sought after. The fact that it is an area with a strong connection to the entertainment industry was the cherry on top of the cake for this being our best location.

Regional Price Differences

In regard to the prices of the US billboard being cheaper despite its prominent location: these are completely different markets with no relation to each other. What is normal for a US location doesn't necessarily translate to how much something would cost in a different market or country.

The Steps Taken in Our Search

We approached three different vendors for quotations, and did independent desktop research on the viability of independent direct organisation rather than a 'middleman' vendor. This way we had a ballpark / baseline to compare things to when we did reach out to consultants.

We approached for quotation:

- Blindspot (who helped the US ad campaign)
- OceanOutdoor
- Offline Advertising Ltd

Blindspot were recommended to us, and OceanOutdoor and Offline Advertising Ltd were found via online search.

Blindspot were slow to find prices and provide a package, and the prices they were able to find were more in line with what Offline Advertising said they would be pre-discount.

OceanOutdoor did not respond, or reply to phone calls. They provided us with information about dimensions of the billboard, spec etc. but Sales did not get back to us after the initial call.

Offline Advertising Ltd were able to quickly provide a competitive quotation, a pre-existing relationship with the billboard owners, and responsive, flexible options for the trucks and the London Underground ads. The quotation offered by Offline Advertising on the LED advertising trucks was also in line with the preliminary research we had done into these costs.

NOTE: a previous version of this document stated that the Vue Cinema at Leicester Square regularly hosts large premieres. This was a misunderstanding from the billboard's own description, which we were very grateful to be corrected on. Many large premieres are regularly hosted at the Odeon Luxe, just along from the Vue and also in Leicester Square (but which is not available for private hire). Leicester Square is an area known for film premieres and entertainment. If you watch the video on the OceanOutdoor page, you will see how this aspect was described <https://oceanoutdoor.com/locations/the-screen-on-leicester-square/>

Why advertising trucks?

This is a stretch fundraising target of ours—meaning it is something we only intend to do if we raise enough money for it after the billboard (our primary target) has been achieved.

Whilst the billboard is the big ticket item that will garner wide press attention and show fans' commitment in a big way, advertising trucks are an opportunity to take a more targeted approach, just like we do on social media. Here's how.

Apple, Amazon and Netflix all have London headquarters and this is a great chance to take our campaign directly to them. Sending our LED advertising trucks to the headquarters of these streamers puts our message on their doorstep. Showing the platforms we're courting for pick-up just how dedicated OFMD fans are and how lucrative the show could be for them.

Why London Underground advertising?

This is our furthest stretch goal, meaning it is something we only intend to pursue if we raise enough to achieve our first goals.

Five million people travel on the London Underground every day. They're a captive audience for advertisers, and they're liable to have seen or heard about the show recently on BBC Two, making them potential petition signers and new fans to help us call for pick-up.

A number of Underground stations currently have digital advertising on their escalators, and this is what we would be aiming for.

The objective, as well as generating more mass and press attention, is to make the most of the commuter footfall at one of these stations, to generate new attention towards the campaign, petition, and show.

The cost of this depends on which station we advertise in, and while this is our furthest stretch goal, we're currently discussing with each other and our consultant which station would be best to target strategically based on our budget in order to plan ahead.

When will it happen?

The billboard will be live on 11th-12th March and 18th-19th March. The first run will coincide with the airing of the final two episodes *Man on Fire* and *Mermen* on BBC 2 on 11th March.

The second run will occur the following week, filling the gap of the first Monday without our gay pirates—These dates aim to capture audience members who are feeling particularly bereft about the show ending, as well as more casual fans, who might not be staying up to midnight to watch at release time.

Options on scheduling the advertising trucks and the London Underground advertising will be put to the community for discussion if and when we reach those stretch goals.

How long do I have to give?

The fundraiser will be up for two weeks, closing on 10 March at 11:59pm (GMT). So we have two full weeks of fundraising time, after which the first billboard day will happen.

What's the budget breakdown?

Our wonderful ad consultant at Offline Advertising, Mike, does not make a commission from our cut. Rather, he gets paid from the ad companies for bringing in the business.

We have a budget laid out for the following 5 media items broken into a series of smaller goal posts for the fundraiser.

Main Goal - Billboard | x4 Days TOTAL £9,000

1. 2-day billboard run: £4,500
2. An additional 2-day billboard run: £4,500

Stretch Goal One - Ad Trucks | x3 Days TOTAL £3,000

3. One day of an LED truck canvassing London: £1,000
4. A second day of an LED truck canvassing London: £1,000
5. A third day of an LED truck canvassing London: £1,000

Wait, why three days of trucks?

Ideally, we spend one day outside each of our three targeted streaming London headquarters: Netflix, Prime Video (Amazon), and Apple TV.

In the event of fewer days, our trucks will split their time between the three streamer HQ locations.

Stretch Goal Two - Underground Ads | MIN TOTAL £2,000

6. London Underground Escalator Ads: Starting at £2,000 minimum spend.

What do you mean, “minimum spend?”

We mean, this one’s still a ballpark. It’s a longer stretch goal and these estimates vary widely depending on what station and what day(s) we choose to run the ads on.

If we reach this point, we would work with our ad consultant to balance maximizing views and funds.

What happens with any remaining funds?

Charitable donations.

In the event we have more than we need to pursue this media plan, we’ll distribute remaining funds evenly across the following charities:

- Mermaids UK
- RainbowYOUTH (AoNZ)
- Point Foundation (US)

We selected these core charities following a vetting process and a community vote. We looked into their non-profit status, checked their ratings on accountability websites (i.e., CharityWatch), and assured that they aren’t engaging in any known bad-behavior.

To be financially responsible, we will hold the first 15% of any donations that exceed expenses until all outstanding invoices are paid. Once all items are fully paid, we will donate the balance of the hold between the charities.

What happens if you end up with an “in-between goals” amount?

If we end up with an amount of money that is shy of one of our goals, we’ll reassess the media strategy for the most efficient use of funds and continue to dedicate any overages to the aforementioned charities.

Example: If we tap out at £6,700, we'll purchase a truncated media plan including our top 2 goals + charitable donation: 2 days of the billboard, 2 days of the truck, and the rest dedicated to our charities.

Why did you choose Ko-fi?

After testing a few fundraising platforms (and finding out that PayPal's fundraising feature is almost unusably buggy right now), we put a vote to the Save OFMD discord, with the community choosing Ko-fi as the platform we should go with. Ko-fi is a well known and trusted fundraising platform across fandom spaces internationally, with people using it for a number of functions, from tip jars to fundraising to selling merch. We did a number of transactions with fans across several countries, before opening it within the Save OFMD discord server for a wider test. The feedback was overwhelmingly positive, with people finding it easy to use and having very few issues processing their donations.

So this is all coming from the Ko-fi donations?

We have reasonable assurances of larger donations from private donors, but are not adding those amounts to our total until the money is in our accounts.

Even with these generous gifts, we cannot reach our goals without more donations. Each and every donation and pound helps us get to our goals and contributes to bringing our blorbos back!

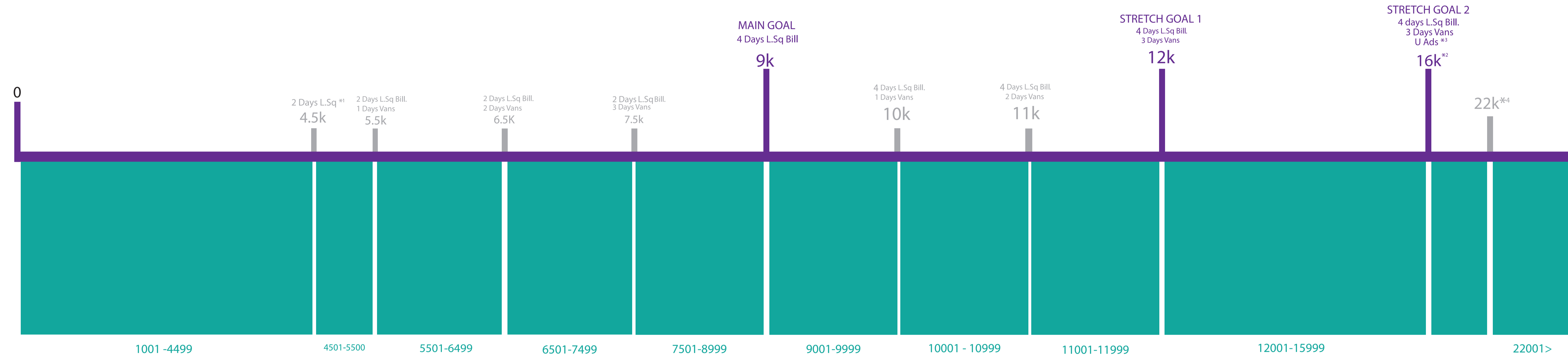
Who is managing the funds/accounts?

Save OFMD Crew has a full Financial Transparency Policy in place that you can view at any time [via this link](#).

Our first financial reports will be made public on March 11, with future reports releasing on the second Monday of the month.

The accounts primarily sit with Whimmzee, and Hoshi and Roxi both have active access and oversight to these. All accounts are integrated with our Quickbooks accounting software that automatically records every transaction, and can remotely show all account balances to maintain financial safeguarding and oversight. Whimmzee comes to this responsibility with years of relevant professional experience. Hoshi and Roxi aren't slouches either.

BENCHMARKS FOR MEDIA PURCHASE



OVERAGES FOR DONATION

Once a benchmark for media purchase has been reached a lower benchmark for media will not be revisited if a purchase agreement has been put into action. All of the between Stretch Goal benchmarks identified here were planned for in the event reallocation of media dollars for effectiveness was required. They become obsolete once the next goal is reached.

- *1. Had the booking window been missed our Shoreditch billboard location would have been proposed.
- *2. If this point is reached, we work with our media consultant to maximizing impact and funds
- *3. If this point is reached, we work with our media consultant to maximize impact and funds for the U Ads (Underground Ads).
- *4. U Ads location and schedule to be based on available funds.

■ All benchmarks in grey were conceived of as contingencies for the most effective use of media and became obsolete as the benchmark lapsed. If and when future contingency benchmarks are met, and media dollars need to be redistributed for effectiveness, new media strategies will be put to a vote amongst the active participants of the SOFMD server and made with the necessary urgency to meet the demands of live media scheduling.