



Tech Adoption that Works

Change Marketing™
at work



The Challenge

How do you successfully launch and drive adoption of a companion mobile app for an existing internal platform when the digital environment is already cluttered and overwhelming?



Our Audience

5,800 staff members and 57,000 volunteers worldwide



Key Insight

Building relationships is fundamental to the work at YoungLife, but people are skeptical that “yet another app” will reduce the noise and make it easier to connect with the right people at the right time.



Our Story

YL Connect Mobile simplifies relationship management, empowers volunteers, and streamlines operations—right from the palm of your hand.



Creative Craft

A strategic game plan to build excitement and drive adoption with tongue-in-cheek anthem and explainer videos and activation tactics to highlight the convenience, efficiency and peace of mind that YL Connect brings.



Let's
dive in

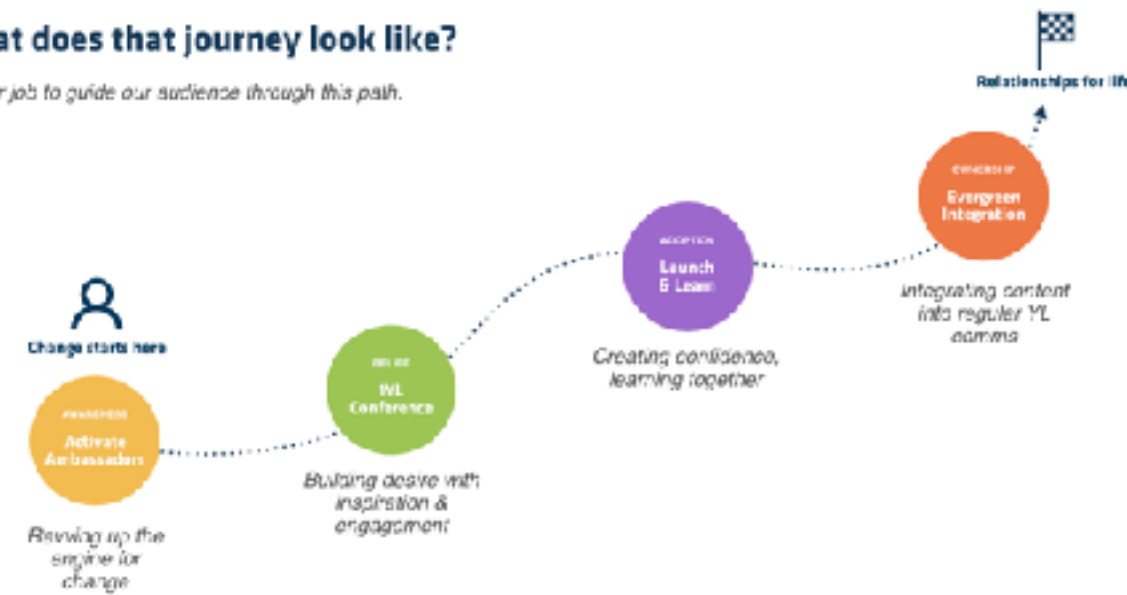


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What does that journey look like?

It's our job to guide our audience through this path.



Activate Ambassadors

The Audience: 30 pilot testers from various regions.

The Brief: Introduce the app to ~30 testers, encouraging them to explore the product, provide testimonials, and become an app 'ambassador' ahead of the 1YL conference.

How we Measure Success:
of downloads
of Anthem Video views
Level of tester engagement

THE MESSAGE

"You're a pioneer on our journey. Explore the app, ask questions, and become an ambassador. Let's rev up the engine for change. We couldn't do this without you."

1YL Conference

The Audience: All YL Field and Service Center Staff and their spouses. International included.

The Brief: This is the first mass-marketing opportunity. The intent is to promote early access of the mobile app without overwhelm, and gain buy-in on the 'why' of the app, creating anticipation of its full launch.

How we Measure Success:
of Connect Cafe attendees
of QR code scans
of names on sign-up list
of inquiries about the app

THE MESSAGE

"You asked, we listened. We're not here to overwhelm you. Connect, learn about the app, ask questions, and anticipate its launch. Let's get ready for better."

Launch & Learn

The Audience: All U.S. Field Staff and Volunteers
3,000 Staff
10,000 Volunteers

The Brief: Launch the App for all U.S. Field Staff and Volunteers, releasing regular moments to learn and promote desire.

How we Measure Success:
of downloads
of concierge requests
Level of engagement

THE MESSAGE

"We're launching tested in-your-pocket convenience that will keep you connected, for life. We're alongside you on this journey. Let's learn together."

Evergreen Integration

The Audience: All U.S. Field Staff and Volunteers
3,000 Staff
10,000 Volunteers

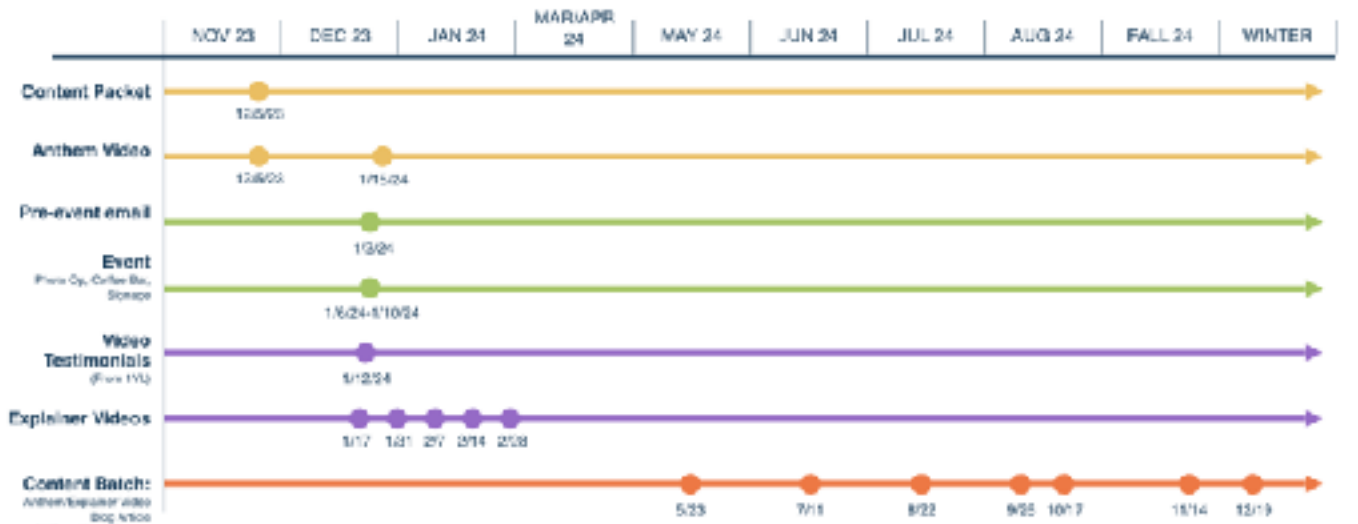
The Brief: Integrate regular beats for YL Connect Mobile app comms into natural YL rhythms.

How we Measure Success:
of downloads
of concierge requests
In-app activity
Level of engagement

THE MESSAGE

"We're integrating App content releases alongside natural YL Rhythms, giving you only the information you need, when it matters most."

Rolled-up Asset Timeline



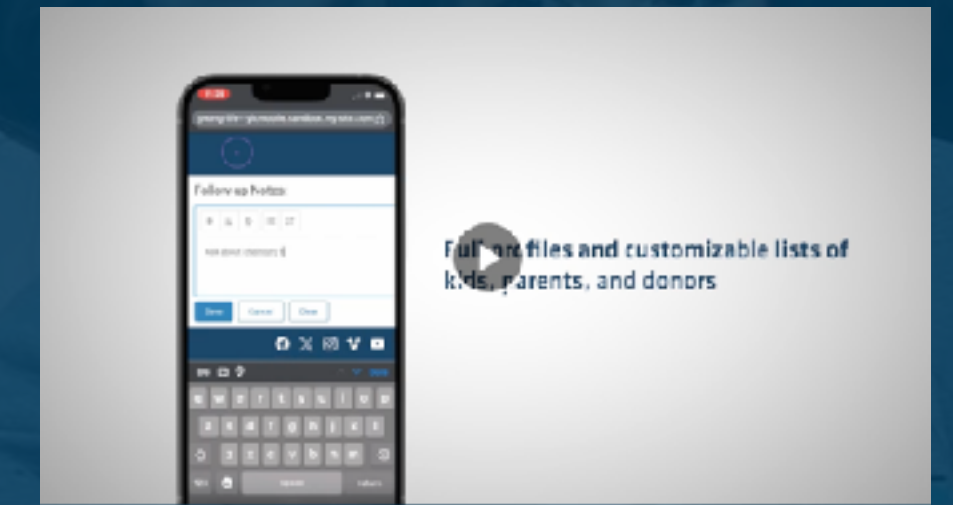
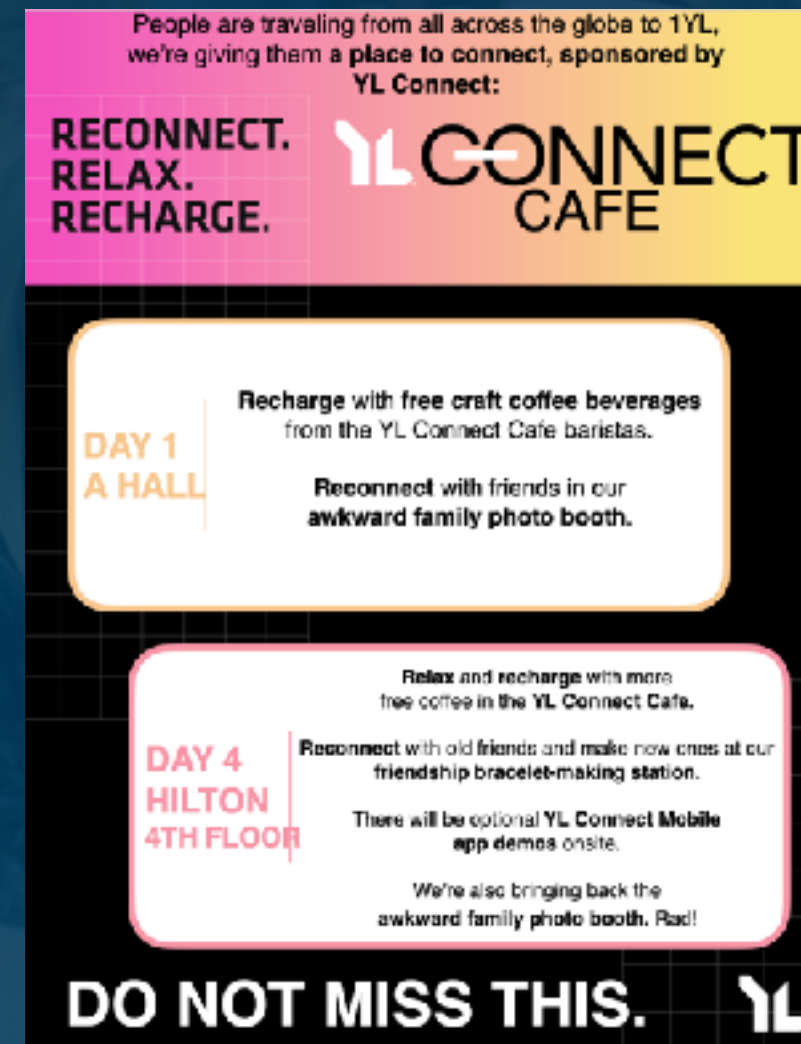
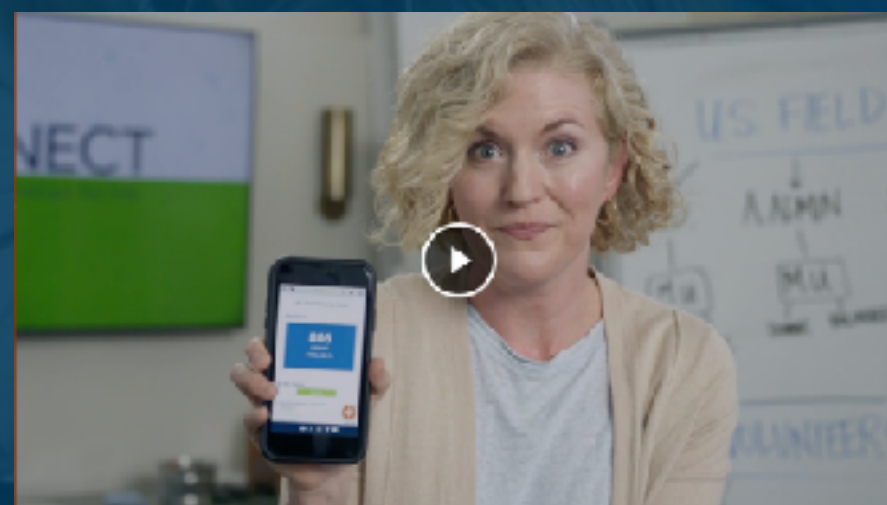
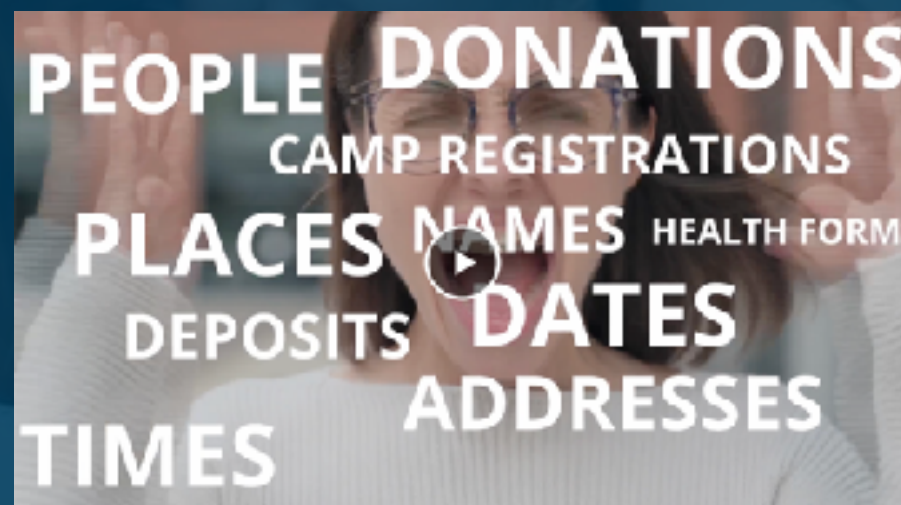
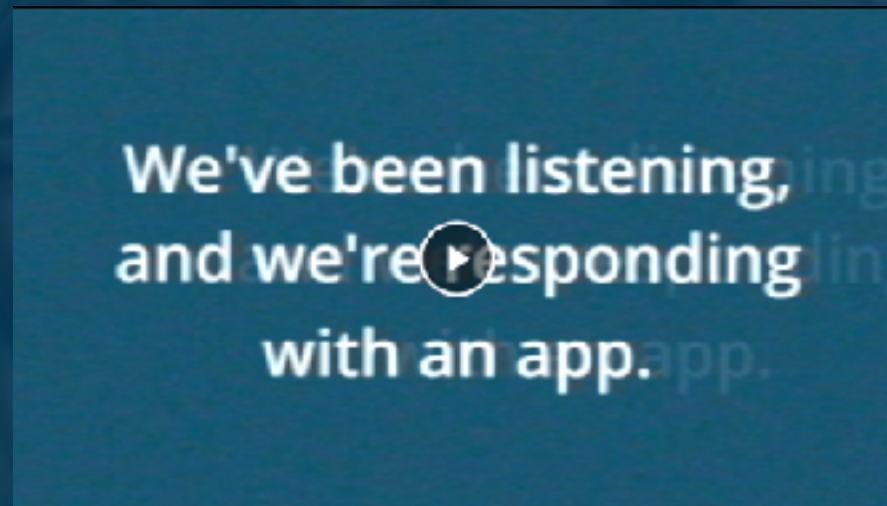
Communication Strategy

A comprehensive strategy that leverages change champions, playful activations, learning opportunities, and a consistent drumbeat that integrates the app into daily routines.



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Anthem Video

Leveraging sketch comedy, YL's signature style, to deliver a lighthearted, humorous narrative to entertain and engage.

Activation Tactics

Tactics like sponsoring a coffee bar and an "awkward family photo booth" at the annual 1YL conference create social spaces that highlight the app's role as a connector through fun, real-world interactions.

Explainer Videos

Comedic skits make it easy to remember the benefits of YL Connect for keeping track of important contacts