

WIDEN YOUR
WORLD



AID CAMPAIGN FOR SOMALIA



#TurkishAirlinesHelpSomalia

Jerome Jarre, the French social media star, raised his concerns over the famine and drought in Somalia, by posting a video on March 15, and called our brand to lend a helping hand to Somalia with the hashtag #TurkishAirlinesHelpSomalia, emphasizing that we are the only airline company flying to the respective region.

- More than 80 thousand retweets
- Approximately 2,5 million views



JÉRÔME JARRE ✓
@jeromejarre

- Aged 27
- French
- **Vine** star with the highest number of followers around the world in 2014
- 1.32 Million followers on Twitter
- More than 1 Million subscribers on Youtube
- 2.1 Million followers on Facebook



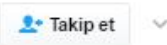



This call was supported by the accounts with high numbers of followers, including the Hollywood star Ben Stiller, in a short span of time.

- These messages, determined to have reached **more than 1 billion people**, made our Brand to the "**Trending Topic**" list throughout the night in several countries.
- Jerome Jarre and his friends created contents with first **#TurkishAirlinesHelpSomalia** and then **#LoveArmyforSomalia** hashtags, shared for 856 thousand times totally, including the retweets, around the world.
- These contents reached **more than 2 billion potential views**.




The most Interacted Postings with #TurkishAirlinesHelpSomalia


 **JÉRÔME JARRE** 
@jeromejarre 


 MAINSTREAM MEDIA WON'T TALK ABOUT IT !!!

REVOLTING !!!




LET'S MAKE NOISE !!!

[#TurkishAirlinesHelpSomalia](#) 


What I have to tell you, my friends
0:01 / 2:20

RETWEET **83.396** BEĞENİ **87.430** 

11:54 - 15 Mar 2017

 1456  83 B  87 B

 **JUANPA ZURITA** 
@ElJuanpaZurita 

Necesitamos su ayuda. Hagamos una revolución juntos. Hagamos ruido y que todo el mundo se entere.

[#TurkishAirlinesHelpSomalia](#) 


0:00 / 2:10

RETWEET **62.714** BEĞENİ **78.445** 

12:23 - 15 Mar 2017

 3886  63 B  78 B

 **Ben Stiller** 
@RedHourBen 

If you have 2 minutes and 20 seconds check this out. [#TurkishAirlinesHelpSomalia](#)


0:01 / 2:20

RETWEET **35.237** BEĞENİ **44.419** 

13:19 - 15 Mar 2017

TURKISH AIRLINES' RESPONSE TO THE CALL : « WE ❤️ SOMALIA »

We contacted with the Youtube star Jerome Jarre, who has initiated the campaign with his video post, by telephone within the first 1 hour

It was decided that Turkish Airlines should not consider this call-out as just a customer complaint that should be responded, and the actions would be taken in mutual agreement after the possible highest level of awareness could be achieved.

Our Brand got involved in the project with its post “We ❤️ Somalia. We got the call for this meaningful flight.” on Local and Global Twitter accounts not to keep silent to the call-outs for a long period of time.



TURKISH AIRLINES RESPONSE TO THE CALL :

« WE ❤️ SOMALIA »

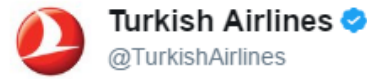


Takip et

Ready for take off to help Somalia ❤️ ✈️
@jeromejarre @redhourben @chakabars
@eljuanpazurita #LoveArmyForSomalia
#TurkishAirlines4Somalia



RETWEET 13.030 BEĞENİ 19.387



Takip et

We care, talking with @jeromejarre
@redhourben @chakabars @eljuanpazurita
#turkishairlineshelpsomalia

RETWEET 1.748 BEĞENİ 3.476



16:39 - 16 Mar 2017

136 1748 3476



Takip et

We ❤️ Somalia. We got the call for this
meaningful flight. @jeromejarre
@redhourben @ELJuanpazurita
#TurkishAirlinesHelpSomalia

RETWEET 22.994 BEĞENİ 26.761



03:33 - 16 Mar 2017

1146 23 B 27 B

WE SENT THE FIRST AIRCRAFT TO SOMALIA



- Our Company undertook to carry 200 tons of aid supplies on Istanbul-Mogadishu route in order to extend its contributions to the campaign.
- We held a meeting with the campaign trigger star Jerome Jarre and his friends in Istanbul, and then went to Mogadishu on March 28, 2017 together with our Senior Vice President, Corporate Communication, and her team in order to determine the local needs and to look through the project details.
- Turkish Airlines' team, accompanied by Olgan BEKAR, the Turkish Embassy in Mogadishu, visited the camps housing the people, who had to leave their homes due to drought, and they investigated the local projects to be carried out for and on behalf of our Company.

WE SENT THE FIRST AIRCRAFT TO SOMALIA



Our aircraft which carried 65 tons of cargo including the aid supplies, gathered up under the campaign, as well as the aid supplies, provided by the Turkish Red Crescent, was sent to Mogadishu on April 4, 2017.

Our aircraft, and Seda KALYONCU, the Senior Vice President, Corporate Communication, who accompanied our aircraft, were welcomed by the Somalia's Minister of Transport and Civil Aviation, Minister of Health, the members of the National Drought Committee, the Turkish Embassy in Mogadishu, and the local journalists.

WE SENT THE FIRST AIRCRAFT TO SOMALIA

The aid supplies were handed over to the non-governmental organizations.



WE SENT THE FIRST AIRCRAFT TO SOMALIA



- We visited the camps around Mogadishu, and delivered food packages for 500 families.
- Moreover; aid supplies of staple foods were handed over to an orphanage.
- Meetings were held with respect to the projects to be carried out as part of the social responsibility initiatives of our Company.



PROJECTS BY TURKISH AIRLINES IN SOMALIA



Corporate Social Responsibility Projects Planned to be Conducted in Somalia

Mobile Foodbank

Supports for Shelters

Supports for Orphanages

Realization of Mile Donation System

Supports for Free and Discounted
Transportation

PROJECTS BY TURKISH AIRLINES IN SOMALIA : SUPPORTS EXTENDED BY EMPLOYEES



A STAR ALLIANCE MEMBER

Official Newsletter of
Turkish Airlines



Sevgili Arkadaşlar,

Bu fotoğraf #TurkishAirlinesHelpSomalia ile başlayan kampanya kapsamında tonlarca yardım götürmeye niyetlendiğimiz Somali'de çekildi.

- Causing more than 260.000 people to die in 2011, drought and famine came up even more severely in 2017, and affect millions of people now.
- Our Company couldn't remain unresponsive to this disaster in 2011, and provided contributions to the aid campaigns for Somalia with both the donations granted by our passengers on board and the employees of the Company.
- As for this year, our Company plans to carry out social responsibility initiatives across the region with the support of our employees and passengers, besides performing free cargo transportation.
- The call for help, sent to the employees of the Company with the title «**Somali Yardımlarınızı Bekliyor (Somalia Waits for Your Supports)**» attracted a great deal of attention, and the employees granted their supports that were deducted from their salaries.

PROJECTS BY TURKISH AIRLINES IN SOMALIA



Mobile Foodbank by Turkish Airlines

- The long-lasting drought and famine currently affect 3 million people. It is planned to establish a foodbank in Mogadishu with the aim of contributing to prevent people from starving.
- The Mobile Foodbank, to be established by the Turkish Red Crescent for and on behalf of our Company, will distribute food to **7.500** people. Our Company will provide support to the foodbank for a period of 6 months.

PROJECTS BY TURKISH AIRLINES IN SOMALIA



Supports for Shelters

- People, immigrating to the cities, take the load they can carry along with them, and come to the camps after walking kilometers.
- People try to meet their needs for shelter with one-two meter square tents set up by the brushwood that are found around the region.
- Our Company will provide contributions for distribution of tents across the region in order to protect people from sun and rains expected to fall soon.



Supports for Orphanages

- Since the governmental reorganization process is ongoing in Somalia, there are not any sufficient public activities in the field of social services.
- During the visits by our Company to the region, we visited the orphanages and determined their needs. Accordingly; we plan to extend our supports to the orphanages especially with the aim of improving the classrooms and supply of the educational materials.

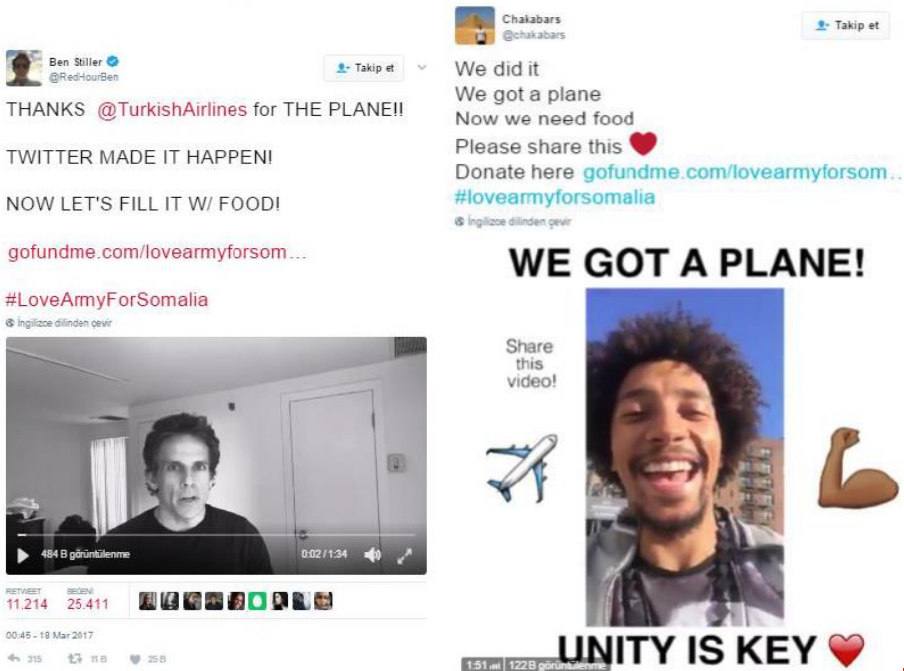


Supports for Free and Discounted Transportation

Following spread of our free cargo transportation support as part of the campaign «TurkishAirlinesHelpSomalia» across the social media, we have received several requests for free and discounted cargo transportation services, or flight tickets from various organizations.

These requests are assessed and contributed by our Company

#TURKISH AIRLINES HELP SOMALIA



- The hashtag **#TurkishAirlinesHelpSomalia** remained as the trending topic of the World and several countries for a period of 5 hours on March 15.

- The hashtag **#TurkishAirlinesHelpSomalia** and **#LoveArmyForSomalia** were used for **630 thousand** times and **360 thousand** times, respectively.

- The posts reached up to **2.1 billion** potential views.

- The call for help, directed to the website Gofundme.com on March 17, reached the targeted amount of **1 million USD** in just **2 days**.

More than **2 million USD** was donated in 5 days.

BENEFITS OF THE CAMPAIGN

Reaching millions of people in just a few days, this campaign has various benefits for Somalia, our brand and country:



- We have given a highly strong response to the negative perception campaigns carried out for our country.
- Bearing the title of being the airline company that flies to the most countries in the world and the only airline company that connects Somalia to the rest of the world, this campaign has reinforced our network for our target audiences
- Substantial media exposures were generated on the leading local and global media with this project which has started to have a repercussion in the global mainstream media such as BBC, CNN and AlJazeera.

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