



PROJECT OVERVIEW

DESCRIPTION, QUOTES & RESOURCES

#IMAGINE TOUCHCAST

A  Company

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DESCRIPTION, QUOTES & RESOURCES



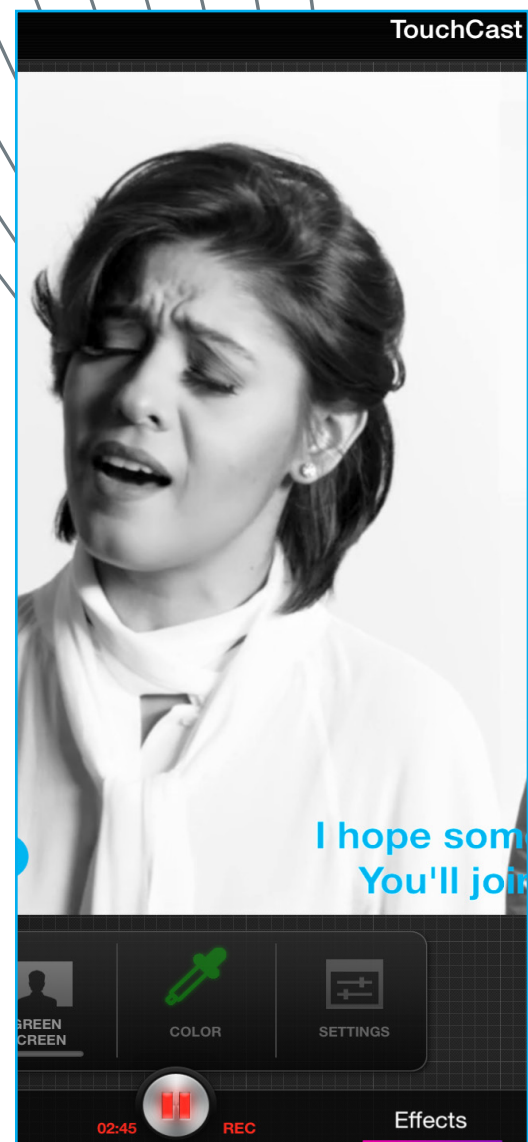
INTRODUCTION

#IMAGINE is a project launched by UNICEF and powered by the Touchcast platform to create the largest sing-along recorded in human history.

OVERVIEW

The world is abuzz about #Imagine, a first ever project of its kind powered by the technology of Touchcast. The vision behind #Imagine is to literally make it the greatest compilation in human history.

#Imagine brings together the work of John Lennon, a number of celebrities along with the entire world to create the largest sing-along in history to raise awareness and funds for children's rights globally. The #Imagine Project has brought together artist Yoko Ono along with David Guetta, a host of celebrities including Katy Perry as well as UNICEF Ambassadors to shed light on the significant challenges faced by children today. Celebrities such as Will.i.am, Idris Elba, Kidjo, Daniela Mercury, Priyanka Chopra, Yuna Kim and many more have all joined in.



"The Convention on the Rights of the Child asked us all to imagine a better world for children – and calls on all of us to make that vision a reality. The #IMAGINE project gives people across the globe a chance to join a global movement for children, lending their ideas, their visions and, not least, their voices to advance the rights of every child, everywhere."

ANTHONY LAKE
UNICEF EXECUTIVE DIRECTOR

The app provides the ability for users to record their own versions of the song. Many of these versions will be combined with the many artists and UNICEF embassies into a multi-language version produced by David Guetta.

"I'm really excited to be working with UNICEF on this incredible new project. Our 'world' version of 'Imagine' will be like no other – I am proud to be a part of this collaboration. We have to get the word out that every voice counts and every child counts, too."

DAVID GUETTA

"A dream you dream alone may be a dream, but a dream two people dream together is a reality,"

YOKO ONO

"We'd like to believe that if John was with us today, and he was asked to illuminate the rights of children and the brilliant work of UNICEF, he would come to a similar conclusion that this group has come to; which is let's get the whole world to sing this beautiful song. Let's create a town hall of the entire planet that sings this song together, utters these words, which have a spiritual meaning for all of us. That's exactly what we've built. The world has started to sing."

EDO SEGAL
CEO OF TOUCHCAST.

CAMPAIGN OVERVIEW

2014 has been a difficult year for the world, particularly its children. In response, UNICEF is embarking on its biggest campaign ever to raise awareness for the rights of children and \$100 million dollars to support programs protecting them. Starting November 20, we will bring the world together with John Lennon to create the largest sing-along in history. Inspired by his timeless classic, we launched #IMAGINE - a creative collaboration with music producer David Guetta, artist Yoko Ono, musicians and artists to create a million-voices "world" version of IMAGINE that will be released globally on New Year's Eve 2014.

CAMPAIGN CALL TO ACTION

Press record, sing #IMAGINE with John Lennon, and share. Your duet will be part of an exclusive David Guetta remix and raise \$1 for UNICEF to help children around the world. #EVERYVOICECOUNTS

Download the TouchCast App. Record your duet of Imagine with John Lennon. Share it and \$1 will be donated for each social post to help the forgotten children of the world. #everyvoicecounts

Download the TouchCast app, record your duet with John Lennon, and share with your friends.

Be a part of history:

- DOWNLOAD the TouchCast app,
- SING #IMAGINE with John Lennon,
- SHARE with friends to be a part of the largest sing-along in history. #EVERYVOICECOUNTS



Promotional resources including artwork and videos are available for download on bmuse.com

ASSETS & RESOURCES

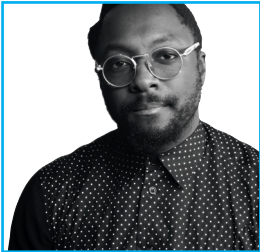
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Available for download <http://bit.ly/touchcastresource>



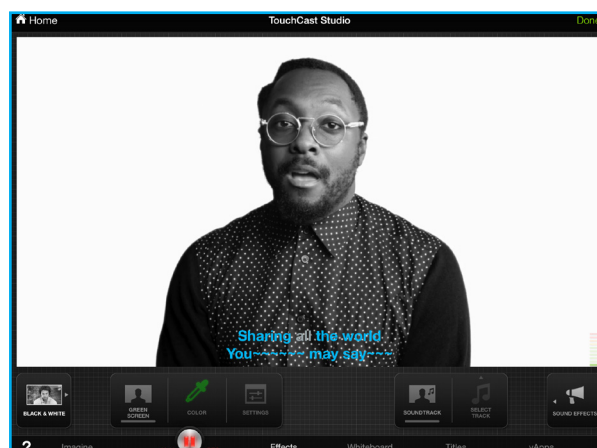
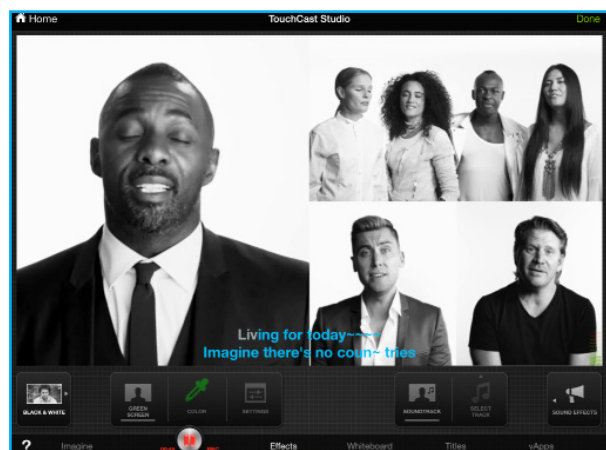
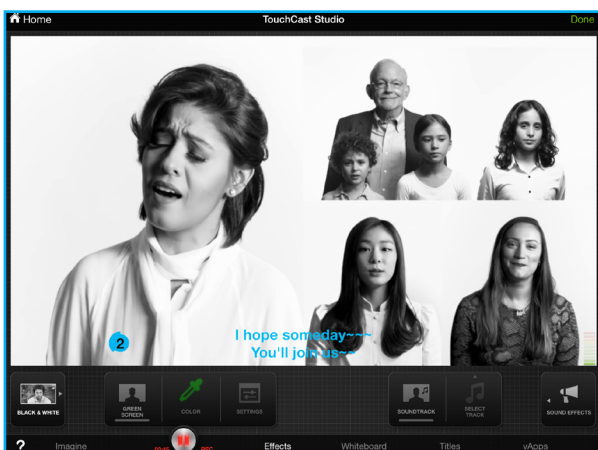
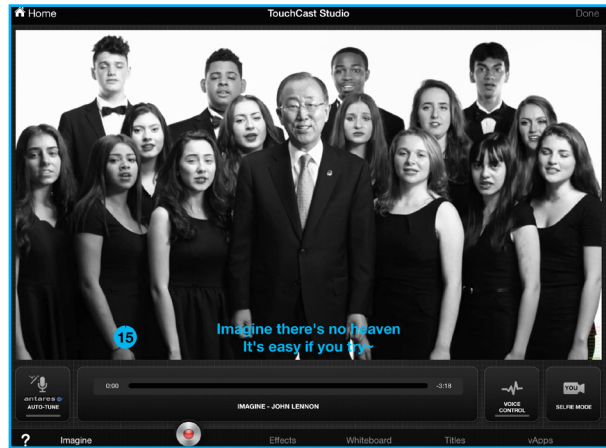
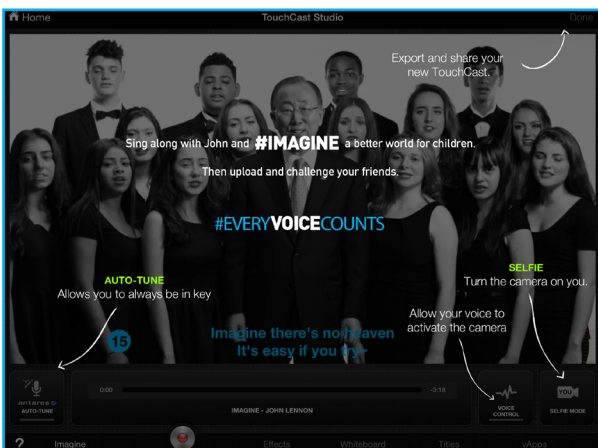
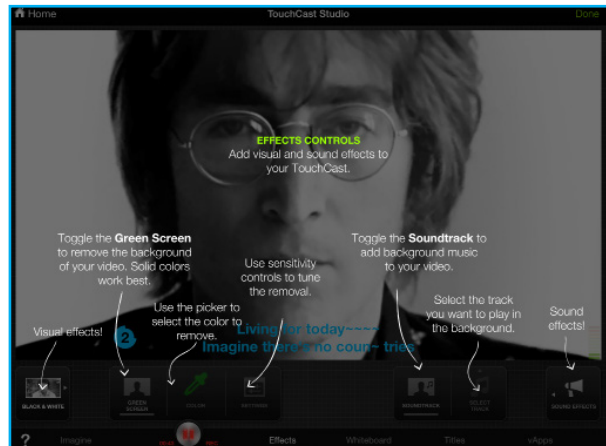
#EVERYVOICECOUNTS
NOW IT'S YOUR TURN. JOIN JOHN IN
THE LARGEST SING-ALONG IN HISTORY
DOWNLOAD TOUCHCAST SING AND SHARE
#IMAGINE
TOUCHCAST

Download on the
App Store



APP RESOURCES

Available for download <http://bit.ly/appscreens>



DIRECTIONAL COPY

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SUGGESTED SHARE COPY

Here's my #IMAGINE with John Lennon. It will be a part of the largest sing-along in history. Join me now! #EVERYVOICECOUNTS

Here's my #IMAGINE with John Lennon for @UNICEF. It raised awareness for children's right globally. Sing yours now! <http://bit.ly/TouchCastApps> #EVERYVOICECOUNTS

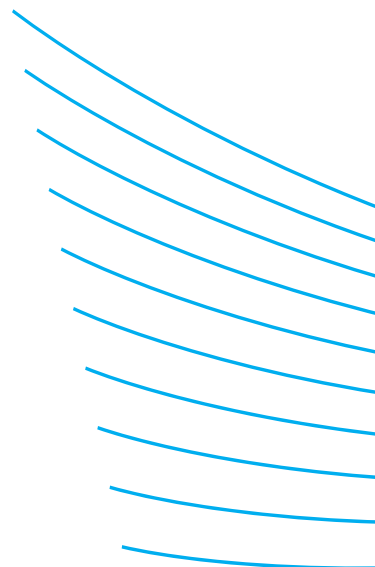
I just sang #IMAGINE with John Lennon. Join me to be a part of the biggest sing-along in history. #EVERYVOICECOUNTS

Be a part of the biggest sing-along in history for @UNICEF. Download Touchcast, sing #IMAGINE now! <http://bit.ly/TouchCastApps> #EVERYVOICECOUNTS

My voice counts. Will yours? DL Touchcast now & sing to #IMAGINE a better world for children. <http://bit.ly/TouchCastApps> #EVERYVOICECOUNTS

Let's make history. Sing w/ @UNICEF + @JohnLennon to #IMAGINE a better world!: <http://bit.ly/TouchCastApps> #EVERYVOICECOUNTS

My voice is changing the lives of children. Will yours? Download TouchCast (<http://bit.ly/TouchCastApps>), sing "Imagine" with John Lennon and share with friends! #EVERYVOICECOUNTS



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