

# ANNUAL REPORT 2017

 **vibe**  
ISRAEL

# NOTE FROM OUR CEO & FOUNDER:



JOANNA LANDAU

Dear Friends and Supporters,

2017 was a year of new beginnings. While we continued the successful Vibe Tours project, with 7 tours this year, we also piloted a variety of new ideas:

For example, one of the tours we did this year, Doggy Vacay, leveraged everything we know about how to execute fantastic tours to change the way Millennials perceive Israel, by adding two more elements to the tour: an online contest inviting people to apply to participate in the tour, and a viral video we released after the tour, which we promoted across various social media platforms. We were hoping to enhance our ability to engage young people with Israel, and to reach more people, at the same cost-benefit ratio as we have with our tours (costing us less than 10 cents to reach each person with a positive message about Israel). I am delighted to update that we were very successful in this project, and we are looking forward to doing more of its kind in 2018!

Another first was the introduction of Vibe Events – a new project we’ve been thinking about for a while and were very fortunate to receive funding for in mid 2017, so that we were able to make it happen by November. We’ve added a whole new section for Vibe Events in this Annual Report, so please do take a look at what it’s all about, and how the first pilot went (hint – we still have a 100% success rate!!!).

We also soft-launched Vibe Data, the definitive database of “Vibe Approved” people, places, organizations and experiences that we truly feel represent Israel’s unique creative spirit ([www.vibe-data.com](http://www.vibe-data.com)). We’re already working with the Palm Beach Federation to assist them with planning their mega-mission to Israel next year, bringing our own unique know-how and point of view to the table. As part of this new program, we’re working hard now on preparing for The Israel Exchange, a first-of-its-kind conference to openly and frankly discuss the need for a new mindset when it comes to transforming perceptions about Israel. This conference, in partnership with ISRAEL21c, will take place on January 31st in New York and we are excited to bring together the pro-Israel community to share best practices, learn from each other and discover new ways to connect people to Israel.

I would like to take this opportunity to thank the Vibe Israel team, and each and every one of you who support us as we do our important work. We couldn’t do it without you!

Wishing everyone a very happy new year,

A handwritten signature in black ink, appearing to read 'Joanna Landau', with a stylized, flowing script.

Joanna Landau

# NOTE FROM DIRECTOR OF US OPERATIONS & GLOBAL DEVELOPMENT:



**JULIA BEN SHALOM**

Dear Vibe Israel Supporters,

All I have to say is WOW! What a year 2017 has been. Our programming exponentially expanded this year and I could not be more proud of what we have accomplished, all thanks to you! I have been truly humbled this year by the outpouring of support we have received from around the globe.

I remember when I started working with Vibe Israel almost 5 years ago, our donors were a tiny but mighty force. We have now leveraged that into a group of incredible people across the world who are giving their time and resources to help us expand every year. We increased the capacity of the organization by 20% this year and raised over \$1,000,000 for the first time. We hope to continue this incredible growth and we hope you will stick with us as we continue to change the way people think and feel about Israel everywhere.

I have said it to many of you, many times but we truly know that we would not be where we are today without all of your continued enthusiasm about Vibe Israel and we are eternally grateful.

Thank you to all our Vibe Family across the world!

Warmly,

A handwritten signature in black ink, appearing to read 'Julia Ben Shalom'.

Julia Ben Shalom



## SUPPORT OUR WORK

Vibe Israel's work is only possible through the generous contributions of our supporters around the world. Donations of all sizes make an incredible difference in making our programs a reality. Vibe Israel is a registered tax-deductible charity in the United States and Israel. Please visit our website, [www.Vibelsrael.com](http://www.Vibelsrael.com) to make a contribution today or for further information on how to make contributions from your country.

Thank you!

# THE IMPORTANCE OF NATION BRANDING

## *Nation Branding: Perception Can Be Reality – So Manage It*

*(Excerpt from a Knowledge@Wharton article featuring Professor David Reibstein, academic author of the Best Countries 2017 ranking, in which Israel came 30th out of 80 countries, but only the 48th “Millennials’ Pick”)*

“The fashion is unbelievable. The people are stylish and fit, and the beaches and nightlife are out of this world. It’s a very fun country,” says Wharton marketing professor Dave Reibstein.

What nation might he be referring to? Brazil? Spain? Some exotic island?

He actually means Israel, although you might not have guessed correctly without personal experience of the country. Most people’s impression of Israel, says Reibstein, is formed by what they see in the news media. And he notes that according to a recent study, 96% of all coverage about Israel is about war and terrorism. “People routinely see bomb sites and murders. It’s not a beautiful and sexy image that’s portrayed around the world.”

He also notes that Israel is not generally thought of as an innovative nation, despite the fact that its technology industry is “probably second only to Silicon Valley.” In order to avoid political controversies, products designed or manufactured in Israel are often not branded as such. Consequently, people outside of Israel are largely unaware of the country’s technological prowess, and they may be stumped when asked to name a single Israeli product.

Notes Reibstein: “Israel has a much different reality than what the common perception is. This gap hurts their economy significantly.”

Widely held ideas about a country’s scenic beauty, “sexiness” or safety — justified or not — impact its tourism industry, points out Reibstein. Moreover, the impressions people have of a nation’s innovativeness, receptiveness to entrepreneurship, financial infrastructure and related matters affect its success in attracting foreign trade and foreign direct investment. This relationship between impressions and financial success is why, according to Reibstein, countries may want to consider mounting nation-branding campaigns.

## KNOWLEDGE @ WHARTON

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MARKETING

### Nation Branding: Perception Can Be Reality — So Manage It

Jul 25, 2016

[Global Focus, Israel, Middle East & Africa, North America](#) [Strategic Management](#)



“The fashion is unbelievable. The people are stylish and fit, and the beaches and nightlife are out of this world. It’s a very fun country,” says Wharton marketing professor Dave Bellstein.

# *In the Supermarket of Nations, Millennials Aren't Buying What Israel is Selling*

*(Op-Ed by Joanna Landau, Founder & CEO of  
Vibe Israel, published in Ynet News, Israel's  
leading online newspaper)*

Imagine you're walking into a supermarket. Your shopping cart is empty and the shelves are bursting with products to purchase. But the products being sold here aren't detergent, rice or a prime cut of beef—they're travel destinations, real estate and business investment opportunities, international cultural events, and actual products to buy that are deeply associated with their country of origin (think Ikea = Sweden; Samsung = South Korea; Mercedes = Germany). You see, this is no ordinary supermarket: it is the Supermarket of Nations.

We shop at the Supermarket of Nations every day. Since the advent of the Internet, and international travel and investment made accessible to all—our options are limitless. The Supermarket of Nations is one of the most competitive arenas out there, and every nation/country/city is vying for our attention.

In the last ten years, various place brand rankings have appeared to evaluate the success of these efforts. One such index is the Best Countries 2017, published last week. The survey included 21,000 people from 45 countries, and 80 countries were ranked based purely on perceptions of people around the world about them.

Israel came in 30th out of the 80 countries included in the survey. By any standards, Israel can be proud of this positioning, especially considering the great efforts by the BDS movement to discredit it. However, this achievement will be short-lived unless the Israeli government, and anyone who cares about Israel, starts paying attention to a worrying undercurrent.

I work with Prof. David Reibstein, the Wharton professor who co-created the Best Countries index, and as such I am privy to more in-depth information about the survey results.

Specifically, I asked to understand how millennials—the next generation of decision-makers and movers and shakers—view Israel. It turns out that their views of Israel are strikingly different to the overall population: millennials ranked Israel almost 20 points lower than the overall ranking, in the 48th place. As far as millennials are concerned—Israel is in the 79th (!) place for “Open for Business,” 77th for “Adventure and Beauty,” and 54th for “Cultural Clout.” On the other hand, they ranked Israel 7th in the “Power” category—strong army, politically influential, strong economy—all attributes millennials are turned off by (because they believe these can only exist on account of minority rights, compassion and social justice).





Israel's image can and should be rebranded  
Photo: EPA

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## In the Supermarket of Nations, millennials aren't buying what Israel is selling

**Op-ed:** Israel's current offering is focused too much on its policies, and not enough on what else it has to offer: a young and vibrant country, exciting business sector, a huge contributor to social causes and sustainability, and much more. This trend can and should be reversed.

Joanna Landau | Published: 18.03.17, 18:28



Imagine you're walking into a supermarket. Your shopping cart is empty and the shelves are bursting with products to purchase. But the products being sold here aren't detergent, rice or a prime cut of beef—they're travel destinations, real estate and business investment opportunities, international cultural events, and actual products to buy that are deeply associated with their country of origin (think Ikea = Sweden; Samsung = South Korea; Mercedes = Germany).

Bottom line, the millennial generation is not seeing Israel for what it really has to offer, and since they're also not nearly as interested in the Middle East conflict as we may think (as research for the last 10 years has repeatedly shown)—millennials are hardly seeing Israel at all. Any advertising exec will attest to the fact that it is extremely difficult to sell a product that isn't on its market's radar. And that products that aren't sold eventually are taken off the shelf to make way for those that can be.

In light of the above, the Best Countries 2017 index should serve as a wakeup call for anyone interested in improving Israel's image: in the Supermarket of Nations, millennials aren't buying what Israel is selling. This is because Israel's current offering is focused too much on its policies, and not enough on what else it has to offer (a young and vibrant country, exciting business sector, a huge contributor to social causes and sustainability, and much more). This trend can and should be reversed, with a long-term marketing strategy for Israel and a willingness to invest whatever it takes to move from strategy to implementation. Now.



*"If you don't win peoples' hearts,  
as well as minds, you don't make  
real change happen."*

*- Rich Lesser, CEO, Boston Consulting Group*



# vibe

## TOURS

As Vibe Israel wraps up it's 7th year of activities, we continue to strengthen Vibe Tours, our flagship program. Vibe Tours, our weeklong themed tours, are offered to online influencers who have very large followings. Since we started this program, we have completed 35 tours, brought close to 200 influencers to Israel, and can confirm that we have generated over 85 million positive conversations about Israel worldwide, the reach of the content generated is likely much much larger. Year after year, we have scaled up the number of tours we have done and continue to maintain a 100% success rate amongst the influencers that we bring.

In 2017, we had planned to do 8 tours and had the funding to do so, but unfortunately due the tense situation following President Trump's recognition of Jerusalem, our last tour of the year had to be postponed. This is the first time a tour has been postponed by the participants, and while it is very frustrating, the good news is that the influencers are still very much committed to coming to Israel in 2018. All our participants that have ever come on tours with us have had nothing short of an inspirational and eye-opening experience.

From just the Vibe Tours program alone, we have surpassed our numbers from last year and generated almost 19 million online conversations (up over 30% from last year's impact!) and inspired all those people with our exciting message of creative energy through our third-party endorsements.



7  
Tours

35  
Online Influencers

18,625,000  
Online Conversations

\$297,533  
Project Cost

\$0.016  
Cost Per Person Reached





# TOPICS OF GLOBAL INTEREST:

Who would have thought, that this would be the year learning about dogs, food, urbanization and more! The tours this year gave us a whole new look into Israel and enabled us the opportunity to branch out into different audiences and spread our positive messaging about Israel.

## *Latest Tour:*



Krav Maga session at Nakash Gym

## DECEMBER - #VIBEFITNESS

How cool would it be to be in shape and travel the world? Oh wait, that's exactly what these travelers got to do with #VibeFitness! Most Millennials, who don't want to hire a trainer or may have to get more creative with their workouts, look to fitness influencers who train them by sharing their tips and workouts on their social media platforms. With millions of their followers and trainees watching, we brought five fitness influencers to Israel to teach, learn, and be a part of local Israeli fitness culture. Throughout their time in Israel, they got to experience new technology being released in the fitness world and got to be a part of local events like the Tel Aviv 10k Night Run, which all our fitness influencers ran towards the end of their tour. It was truly heartwarming to see towards the end how drastically their perceptions of Israel and the Israeli improved, even though the entire experience focused on what they care about most - fitness.





Assisting a celebrity chef  
in Tel Aviv with dessert

## JANUARY – #VIBEFood

At Vibe Israel, we say every tour is a food tour, because year-after-year food enthusiasts gravitate towards Israel's large variety in meats, vegetables and cultural influences. This will be our fourth year of doing food tours and celebrating Israeli food, simply because our foodie influencers just cannot get enough. Within this tour, our influencers from Brazil and the US impacted over 3 million people, who started to look and possibly crave Israeli food in a way they never have before.



Explore Your Inner Child Session  
with Tal Tenne Czaczkes

## MARCH - #VIBEMOMMIES

We all have a special place in our hearts for our Vibe Mommies tours. Not only because, well... you know... mommies, but also because our very first tour was a mommies tour back in 2011! Since then, the Israeli parenting scene has grown and evolved. Social media has played a crucial part in this process, bringing women together from all over the world to share their experiences, thoughts and triumphs. Each one of our 2017 Vibe Mommies influencers is a pillar in her own community (both online and in her hometown). During the tour, our influencers met with artists, entrepreneurs, journalists and visionaries and learned one very important Israeli lesson: there's a lot to be learned from Israeli moms!



Underwater Photoshoot at  
the Dolphin Reef in Eilat

## MAY - #VIBEPHOTOGRAPHY

With any type of artistry, the best feeling is giving someone the freedom to explore and create. Within this tour, five talented photographers, with large followings were invited to share Israel's beauty with the world. By bringing a diverse group of photographers, all of them had the opportunity to explore a different type of photography they may have never experienced before. It was so amazing to see the content that they created while watching them work the land, feed off of Israel's creative energy and each other's craft. They not only evolved as photographers, but with each photo shot, they found a deeper appreciation for Israel.



Bonfire at the end of an active day

## SEPTEMBER - #VIBEURBAN

For some travelers, one way of touring a country would be to see the cities, taste the local food, and walk the local streets. But for the travelers of this tour, humans were the focal point. Our Vibe Urban travelers come from a background of making “Humans of...” Facebook accounts in their home cities; Humans of Delhi, Humans of Rome, etc. Derived from the original Facebook page “Humans of New York”, the famed “Humans of...” accounts function to redirect people to a humane level of awareness and interview people of all ages and backgrounds in any given environment. Through talking to locals, the heart of Israel’s creative energy and diversity was shared, giving people an authentic view of what it means to be in Israel and Israeli.



Tel Aviv City Hall lights up in honor of our pups



## JUNE - #VIBETRAVEL

Travel tours can be tricky. How do you give people who travel the world for a living, a fresh and exciting experience? Luckily, our influencers were a wonderful group of people who were enthusiastic and excited by all the crazy things we had planned for them. Whether it was zip-lining down the Ramon Crater, flying in a hot air balloon or making hummus in the Old City of Jerusalem, the gang was up for the adventure! For the tour's grand finale, our influencers joined a crowd of 200,000 people celebrating diversity at the TLV Pride Parade, and experienced firsthand the vibrant energy that Tel Aviv has to offer



Urban Tour of Florentin with Humans of Tel Aviv

## OCTOBER- #DOGGYVACAY

As a part of our newest program Vibe Viral, the #DoggyVacay tour, animal welfare and more specifically dogs, showed to be one of the hottest topics on the market. Once we completed the first phase of Vibe Viral, which was a social media contest to select five winners, we hit the streets of Tel Aviv and Jerusalem with six of our sweetest and furriest dog influencers along with their humans who photographed their experience along the way. For our human and dog influencers, we shared how Israel is one of the most dog-friendly places in the world and gave them an experience they will never forget. Whether you are a dog-lover or not, there is no denying that these furry friends showed us, and over 6 million people and counting, that a dog-friendly life in Israel exists, and looked good doing it too!

# vibe

## EVENTS

2017 was truly the year for food, but when is it not? We all love a good event with a good meal. That is why this year, we sent our influencers to Israel to experience The Round Tables Culinary Festival. This is a 3-week-long culinary show where selected chefs come from different parts of the world to cook alongside local chefs and restaurants in a designated country.

This year, this event took place in Tel Aviv and Jerusalem with guest chefs from the Europe and the U.S. who came to cook some of their signature dishes from their home country in local Israeli restaurants, while adding a dash of Israeli taste. Without wanting to miss a beet or beat, Vibe Israel invited two major food influencers to Israel, who got to wine and dine in some of the best restaurants while enjoying some of the most delicious meals as well.

This event was a total success, not just for our food lovers, but for Vibe Israel too. With the anticipation of reaching 2 million people, by sending our food influencers to The Round Tables Culinary Festival, we were just shy of reaching 4 million people with an 86% engagement rate. This just goes to show, that no matter who you are or where you come from, food is what can always bring people together.

1  
Event

2  
Opinion Leaders

3,700,000  
Online Conversations

\$8,306  
Project Cost

\$0.002  
Cost Per Person Reached



its third year in c  
I brings togeth  
m. I got invo  
e's mission  
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# ISRAEL, ROUND TABLES



...a row, American Express presented Round Tables in Israel. This prestigious event brought together the world's best restaurants and their Israeli counterparts at restaurants across the country. The event was organized by the Round Tables Foundation, a nonprofit organization dedicated to strengthening Israel's brand in the world, especially among the Millennial generation. The conversation about this part of the world primarily through social media exposure.



**onehungryjew** • Follow  
Greece · 10/12

onehungryjew Cheating on my #1 pie of hummus, for a min

View all 22 comments

preb86 Must visit @kibbutzlotan . trip looks great

hoodfoodguide 🍕

kristopherdavid Oh my.

mandyluv1985 🍕🍕🍕

kellyunfiltered @lenilen doesn't this look like the pizza in Greece?! I'm drooling watchespost Wow !! Perfect 🍕🍕🍕🍕🍕

envy\_nick Dope

theofficialhyde I like what you're doing there!

luztasfiesyc @\_yessybelle\_ icrave.london 🍕🍕🍕🍕🍕

2,953 likes

NOVEMBER 12

Add a comment...



**laylapujol** • Follow  
Thai at Tel Aviv · 10/12 10:00 PM EST

laylapujol Our last #VibeRoundTables dinner took place at local restaurant @thai\_hansinal and featured award winning chef Andy Ricker @pawkhrua from @polkopolpdx. It was a perfect way to end our experience with the @round\_tables\_tour in Israel!

The dishes we tried included:

Laap Muu Khua – Northern Thai minced pork with a very special spice mix

Green papaya fritters and steamed salted beef shank & oyster mushrooms with a galangal-chili dip

Pomelo salad with lemongrass and blue swimmer crab

Tom Som Kai Bean spicy & sour chicken soup

73 likes

NOVEMBER 12

Add a comment...

WRITE A COMMENT

## Round Tables Festival in Israel

The **Round Tables Festival** in Israel is a three week food event where local Israeli restaurants and chefs from visiting countries who takeover and cook at the local restaurants for a week. The Israeli chefs visit their counterpart chef in their country a few months before the event. During the Round Tables Festival, the guest chefs and their teams come to Israel to showcase their signature dishes they usually served at their own restaurants at a pop-up style restaurant festival in Tel Aviv and Jerusalem to create a pop-up style restaurant takeover. The Round Tables Festival started in 2015 and has featured 35 top international chefs from Italy, Spain, Peru, Mexico, US, Scotland, England, and Denmark.



# vibe

## DATA

We at Vibe Israel are very aware of the fact that we cannot win this war alone. For a place branding initiative to succeed, it must reach critical mass and consistently repeat its message to its relevant audiences. For this to happen, a coalition of organizations that share Vibe Israel's approach for how best to improve Israel's image, especially among Millennials, has to be built over time. We have begun to build this coalition by developing one of our newest programs, Vibe Data. Vibe Data has two major components:

1. The Israel Exchange conference, an annual conference developed by both Vibe Israel and Israel21c to create a deeper understanding amongst those dedicated to work on the issue of anti-Israel bias, BDS and Israel advocacy of the need for complimentary efforts that reach audiences that are less interested in the dominate conversation about Israel based around religion and politics. Our goal with this conference is to not just create another Jewish conference but rather we envision The Israel Exchange as a collaborative effort to create a new frame of reference for those dedicated to Israel's future, to come together and learn about innovative ways to change perceptions of Israel. The first conference is scheduled for January 31st in New York City and we hope to build on this conference annually. Speakers for the first annual conference include Ambassador Ido Aharoni, David Sable, Chef Michael Solomonov and Ambassador Dani Dayan.

**vibe + ISRAEL21c**  
ISRAEL

Invite You to Connect at

# THE ISRAEL EXCHANGE

TRANSFORMING PERCEPTIONS ABOUT ISRAEL

Wednesday, January 31, 2018 | 9:30am - 5pm  
LMHQ, 150 Broadway, New York City

**The Israel Exchange is a first-of-its-kind conference to openly and frankly discuss the need for a new mindset when it comes to transforming perceptions about Israel.**

Join us to: Learn about best practices for branding and marketing Israel, hear the latest research on perceptions of Israel and the Israeli people, network with like-minded organizations to identify potential partnerships for collaborative efforts.

Greetings by Ambassador Dani Dayan, Consul General of Israel in New York

<b>CREATIVE ENERGY 101</b> Ambassador Ido Aharoni, Elements of Brand Israel	<b>CHANGING THE MINDSET: MINISTRY OF TOURISM CASE STUDY</b> Advertising and PR Executives Present the Successful Campaign of the Ministry	<b>CREATIVE CONNECTIONS TO ISRAEL THROUGH SOCIAL MEDIA</b> International influencers and Social Media Professionals Discuss Brand Perceptions
<b>A MILLENNIAL'S PERCEPTION OF ISRAEL</b> Presentation by David Sable, Brand Consultants 2017	<b>COLLEGE AGE YOUTH AND THEIR CONNECTION TO ISRAEL</b> Elena Kapelovitz presents what the research shows	<b>EDUCATIONAL WORKSHOPS</b> Telling Israel's Story: Harnessing the Power of Modern Branding

**INTERACTIVE LUNCH**  
Chef Michael Solomonov

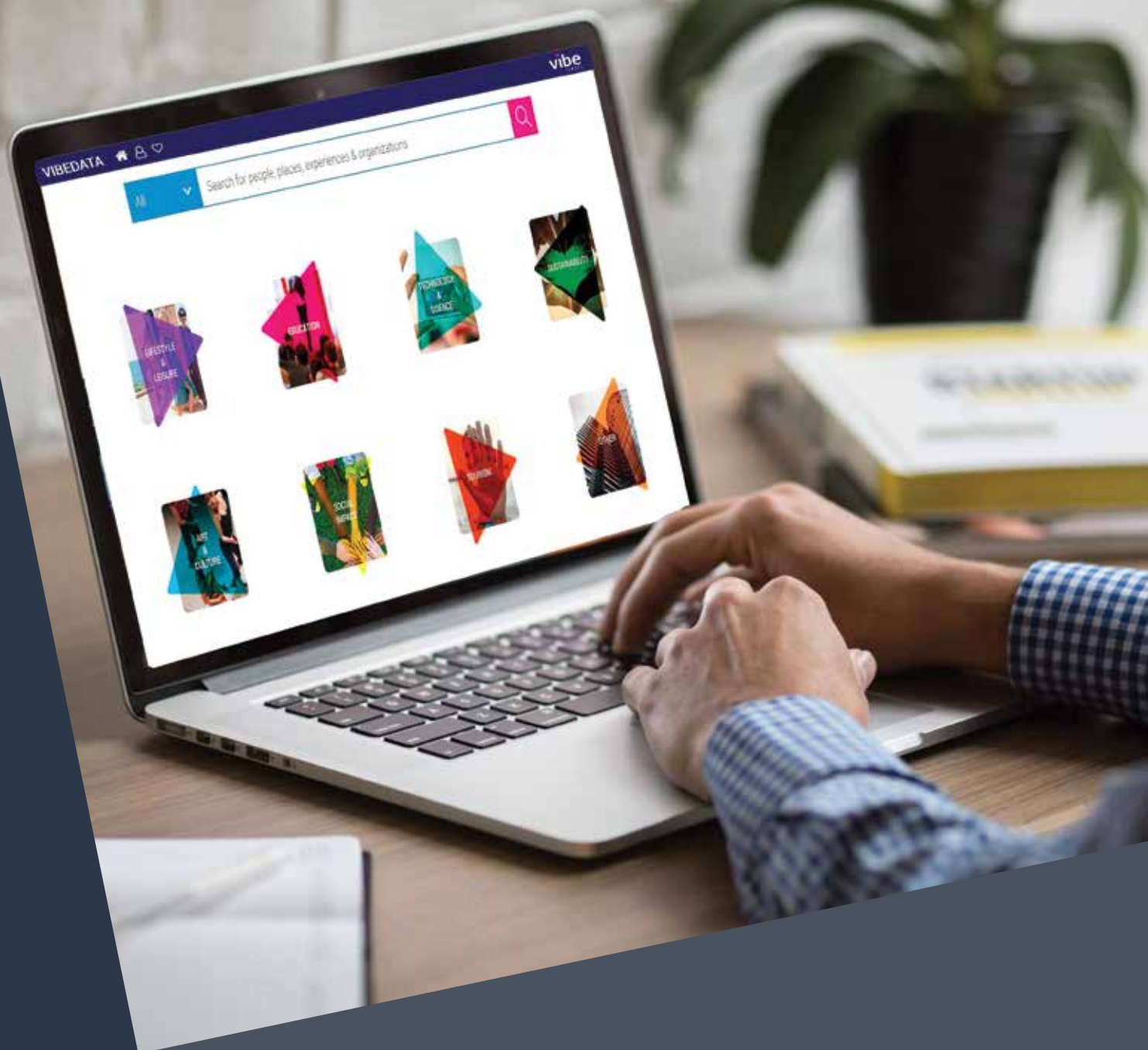
**RSVP by January 15, 2018**  
\$50 registration fee  
[www.theisralexchange.com](http://www.theisralexchange.com)

The Israel Exchange is by invitation only, and this invitation is personal and non-transferable

ISRAEL MINISTRY OF TOURISM

JEWISH FUNDRAISING NETWORK





2. An online database that collates the people, places, experiences and organizations that best exemplify Israel's unique spirit. This database is now accessible to the public for use to provide assistance and consulting services to outside organizations and individuals. All of the items in the database have been vetted by Vibe Israel, and there is a rating system that members can use to evaluate them over time. We are honored that our first official consulting partnership for Vibe Data was launched in 2017 with the Jewish Federation of Greater Palm Beach. We are working closely with them to build on their current Israel programming and assist them in their 2018 mega-mission to Israel in honor of Israel's 70th birthday.

For more information about this program or to work with us please contact, Julia Ben Shalom at [Juliabs@vibeisrael.com](mailto:Juliabs@vibeisrael.com)

# vibe

## VIRAL

In 2017, we launched the exciting, Vibe Viral program who's purpose is to generate viral campaigns promoting Israel through a topic that is of global interest to young people like women's issues, environmental issues and more. These campaigns have the capacity to make a massive impact on tens of millions of people over a short period of time. Each campaign we do, we anticipate a potential reach of at least 100 million people through paid promotion, which boosts the organic reach we are able to achieve. However, we may have to raise the stakes because on our first try we exceeded 300 million people!

### 1 Viral Campaign

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### 5 Opinion Leaders

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**4,907,000** Online Conversations (organic reach)

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**3,760,000** Impressions (paid promotion)

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**710,600,000** Potential Reach (paid promotion)

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**\$192,386** Project Cost

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**\$0.04** Cost Per Person Reached Organically





# #DOGGYVACAY



In the beginning of the year we hired Gefenteam, Israel's leading innovation agency, to provide us with several ideas for an online campaign that highlights a topic of interest and passion especially among Millennials in the U.S., but in which Israel also has a global offering. Gefenteam came back with 8 ideas, one of which caught our eye: focusing on animal welfare and caring for animals. Research showed that social media posts featuring a dog or animal, were 126% more likely to lead to conversion, compared to posts without an image of an animal at all. Furthermore, we discovered that Tel Aviv is the city with the most dogs-per-capita in the world (!), and as a result, #DoggyVacay emerged!

The uniqueness of the project rested on the “disruptive” concept that we are going to offer a vacation of a lifetime to... dogs, not their owners. The “Dog +1” invitation to come to Israel for a Doggy Vacay, was aimed at the dogs themselves, with their plus one's, their owners, being invited to tag along for the trip. In a virtual world where so much information and data consumes the feed of us all, but even more so, Millennials, we had to find a way to be relevant, attractive and surprising, while maintaining an authentic promise – Israel truly is a dog-lover's haven!

Doggy Vacay had 3 phases that allowed us to generate just under 5 million positive conversations organically and have a potential reach through paid promotion of 300 million people around the world who saw content from the campaign:

1. On August 26, 2017, International Dog Day, we launched Doggy Vacay with an exciting summer contest inviting dogs to submit photos of themselves wearing sunglasses with the caption saying “#DoggyVacay” and tagging @Vibelsrael. Of course, it was the dog owners' who uploaded the photos, but our entire campaign spoke directly to the dogs themselves. The prize was a free trip to Israel for the dog, with his or her owner of course. From this contest alone, we had millions of people talking about Doggy Vacay and getting excited about traveling with their dog, not to mention the adorable pictures roaming the internet of dogs wearing sunglasses.





2. Shortly after the contest, we had a “ruff” time going through all our contestant’s photos. However, we finally selected our 6 dog-participants, all of whom had dedicated social media pages with tens and even hundreds of thousands of followers. The pooch-gang set off to Israel on a specialized itinerary focusing on dogs, and their humans who were able to document their experience along the way. The experience included a tour of Jerusalem with an emphasis on dogs in Jerusalem (stories by Shai Agnon based on a dog in Jerusalem, for example, or an alley in Jerusalem named after a dog called Jimmy; a day at the dog beach of course, including a spa experience; and a graffiti tour of Florentine, the neighborhood with the most dogs in the world!). Throughout the tour the influencers uploaded many images and videos, each being “liked” by thousands of people who followed their icons closely on their adventure in Israel!
3. The third phase of the campaign included the creation of a viral video from all of the visual content collected during the tour, and investing heavily in paid promotion to boost the reach of the video. Not only was the video an absolute hit in Israel, where it was posted on YNET, Israel’s leading online news source, where it received over 150,000 views, it was a hit globally too, with millions of views across the various social media platforms we planted it: YouTube, Facebook, Instagram and Twitter, not to mention the social media pages of the doggy influencers themselves.

We were extremely pleased with the results of this pilot Vibe Viral campaign. We have started receiving messages from all over the world asking us when we are planning to do another Doggy Vacay, as now more people want to sign up! While we don’t think investing in another tour of Israel for dogs is necessarily on the cards for us in 2018, we do feel the concept of Vibe Viral has proven to be a very strong one, and we fully intend on doing at least one campaign like this every year from now on, each time focusing on a different value or topic of global interest.

# CHALLENGES

This year was certainly a big year for pilot programming, which can be tough to gain support for. We know now from experience that no matter what the subject is, pilot programming can be an uphill battle for fundraising, and may be hard to get new foundations or organizations on board. Despite these challenges, we knew that our research would prove fruitful and we have maintained our 100% success rate with all our new developments simultaneously bringing in over 20 new major funders this year!

We continuously remain proud of our flagship program, Vibe Tours, as it grows in both its reach and the depth of the program. As the program continues over the years, our intention to connect Millennials to Israel through third-party endorsements continues to succeed. We see that influencers with a high following (1,000,000+) on Instagram, Facebook, etc. are great, but will only bring us so far in terms of really engaging young people. With programs like Vibe Tours, we continuously see that the true gold lies within influencers who actively engage with their relatively large audience (200,000–500,000). An influencer like this will not always have over a million followers, but they will engage their audience as if they were a friend and will truly discuss the content that they posted. To continue to make a true impact moving forward, we are considering joining the trend being adopted by all marketing agencies, and honing in on those with the highest engagements rates but not necessarily the highest reach, since these are the people who really interact with

their followers. Since our focus is on changing perceptions and not just creating awareness, we feel a focus on “engagement” over “reach” may be in order. We will discuss this with our major funders as we move forward.

One final challenge is the ever-changing algorithms of social media, especially on Facebook (which now owns Instagram), as a result of their desire to be more profitable. If in the past it was possible to be “seen” by your followers simply by virtue of the fact they “liked” your Facebook or Instagram page, today if a company does not invest in paid promotion, their posts are literally hidden, even from their avid followers! This is something all marketing agencies are dealing with, which is why we are also evidencing a shift of funding from traditional media to social media across the board – it is simply the most effective way to get the word out, but you have to pay to play! We at Vibe Israel have never invested in paid promotion on principal – we wanted the reach to be organic. However, the game rules have changed and we are going to have to change with them. The impact of paid promotion is simply enormous, and we have to be able to invest in it as well. The consequence of making such a choice is simple: we will need to increase the cost of our programming to include paid promotion. As an organization that has always stayed as lean as possible, we do not make this choice lightly, but we feel it is an inevitable evolution if we want to continue changing perceptions about Israel through social media.



# SUCCESS STORIES:



## PERSONAL ACHIEVEMENTS

Vibe Israel is always incredibly proud to see the long-standing effect our tours have on the lives of the participants. This year during #VibeFitness, we had the pleasure of taking five fitness bloggers around Israel to learn about fitness and healthy eats in Israel. After a week-long trip of exploring, eating and teaching fitness classes to locals, we sent them all off to participate in the Tel Aviv 10k Night Run. For some of them, this was the first 10k they have ever done! Naturally, it was a thrilling moment to watch them all cross the finish line and see them fulfill a personal victory during their time in Israel.



## LIFE-CHANGING DECISIONS

We have been so fortunate to see the power of our work live out through our influencers, and the content they continue to generate even after their tour. One influencer in particular really took our breath away when she said she was moving to Israel as a result of the tour! In 2016, Vibe Israel was lucky enough to have Trisha Valermo, a travel blogger, accompany our #VibeTravel tour. After her trip, she was so inspired by the sights and sounds of Israel and Tel Aviv, she decided to move here. She even began assisting other bloggers to make their way to Israel and experience everything she did on her trip.



ג'ואנה לנדאו

## ACKNOWLEDGMENT BY FORBES ISRAEL

Building off of last year's success with being nominated for "Best Use of Social Media in Place Branding" at a major conference in the UK, we'd also like to congratulate and acknowledge Vibe Israel's Founder & CEO, Joanna Landau, who was chosen as one of the 50 Most Influential Women in Israel by Forbes Israel.



## FROM GLOBAL TO LOCAL IMPACT

One of our other big success stories this year was from our #VibeMommies tour in early 2017. During the innovation session of the tour, the influencers learned about BOSCO, an Israeli app designed to prevent bullying. The app uses technology created to track terrorists by the Israeli military to notice changes in patterns of a child's phone or social media use without removing their privacy. The influencer absolutely loved this concept so upon arrival back in Australia she wanted to bring BOSCO back to her community. To do so, she was interviewed on Australian TV about the app and her experience in Israel!



# VIBE ISRAEL IN YOUR COMMUNITY

## VIBE ISRAEL IN NEW YORK

- Vibe Talks was an intimate gathering led by Vibe Israel's advisory board member, Ariel Halevi, Founder of Vayomar. This was first gathering of our Young Leadership members in NYC, who came to learn about the fundamental elements of communication and influence. Ariel not only captivated our members with an insightful lesson but also related his talk back to Vibe Israel about what it means to connect with something or someone through common grounds. Thanks, Ariel, for this and everything else you do for Vibe Israel!



- In collaboration with the America Israel Cultural Foundation and Hyphen Hub, Vibe Israel's Young Leadership put on a stunning showcase of Israeli artists, innovation and technology at the private residence of Asher Remy-Toledo & Marc Routh. The room was exploding with creative energy and had a different attraction in every corner. There were five Israeli artists showcasing their work which all were beautiful and unique in their own way. This is not the first time we have partnered with David Homan and the AICF, and we are always so grateful for working with such a great organization with excellent leadership!
- Vibe Israel's Young Leadership also put together their own celebration of Israeli cuisine with guest chef, Leor Lev Sercas, wine from Tulip Vineyard, food donations from Michael Solomonov's Dizengoff and Breads Bakery. The event was hosted by WeWork in the West Village and we were thrilled to see the great turn out. We are very grateful to Harper Spero for being instrumental in putting this event together and spearheading the growth of our Young Leadership as a member of the Vibe Israel advisory board.

## VIBE ISRAEL IN SAN FRANCISCO

Vibe Israel was thrilled to partner up with The Jewish Skinny, the popular e-newsletter, to bring Vibe Israel's Young Leadership to the Bay Area. The event was hosted in San Francisco by Suzanne Felson to bring together young people through a shared love of food. We were hosted by the Israeli start up, EatWith (the Airbnb of a home-cooked meal) in their start-up kitchen. Together with local Bay Area Israeli chefs and author Steven Rothfield, our guests explored everything about Israeli cuisine. Thank you so much to Suzanne, for your gracious hospitality and support!



## VIBE ISRAEL IN ISRAEL

- In the Summer we held a small event at State of Mind, the Taglit-Birthright Center in Tel Aviv. There, Joanna shared the impact of our work as well as programs like Taglit and how they have encouraged a Jewish identity in secular Jews and in turn are giving young Jewish Millennials something to be excited about. We also heard a short lecture about Israel as a Start Up Nation, and toured the interactive exhibit to learn more about Israel's contributions to the world. During Joanna's talk, she shared the story of our very own Jannah Berkley, who interned with us in the Summer and is now our newest recruit as Vibe Data & Vibe Events Coordinator. Joanna shared Jannah's personal experience of what it meant to come into her Jewish roots through Taglit while also falling in love with Israel. Jannah's trip to Israel impacted her so much, that she decided to do a Masa internship during the Summer, which she did at Vibe Israel, during which she made a choice to make Aliyah! In September she made Aliyah and now resides in Israel and is working out of our Vibe Israel office in Tel Aviv.
- Vibe Israel also appeared in dozens of newspaper articles, TV segments and online platforms throughout 2017. We invest in local PR so that local businesses, organizations, municipalities and even government ministries will pay attention to the important work and want to join forces with us. We started investing in PR 4 years ago, and we feel it is a very important part of our success here in Israel.
- We wrap up this year with Joanna's participation in the opening panel of the International Women's Convention of Onlife and the City of Rishon LeZion, where in front of over 1,000 people, Joanna had the opportunity to share Vibe Israel's vision and mission.



# ADVISORY BOARD

*We wouldn't be where we are without the support of our incredible International Advisory Board. We thank this wonderful group of people for their guidance as we continue to grow into 2018!*



## **RICHARD BERNSTEIN**

Richard N. Bernstein lives in Miami where he is of counsel at Greenberg Traurig, one of the largest law firms in the world. He is an active Jewish community activist serving on a number of boards.

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## **ARIEL HALEVI**

Ariel Halevi co-founded Debate Company (now Vayomar) together with Gur Braslavi back in 2003. Ariel holds an MA in Homeland Security and Counter Terrorism and a BA in Government and Diplomacy from the Interdisciplinary College in Hertzliya (Israel). Prior to his studies, Ariel founded and managed several Israel hi-tech companies.

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## **SUSAN PERNICK**

Susan Pernick, a native New Yorker, serves as the President of the American Committee of Shenkar College and a Vibe Israel board member since 2016.

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## **DAVID SABLE**

David Sable is Global CEO of Y&R, one of the world's leading global marketing communications companies, with 186 offices in 90 countries. An active philanthropist, he was just named the Chair of UNICEF's New York Board.





### MARK REISBAUM

Mark Reisbaum serves as the Chief Philanthropy Officer at the Contemporary Jewish Museum in San Francisco. He is a seasoned nonprofit manager and recognized Jewish community leader. He most recently served as Senior Director of Philanthropic Engagement at the San Francisco-based Jewish Community Federation and Endowment Fund, which he joined in 1997.

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### HARPER SPERO

Harper Spero is leading Vibe Israel's Young Leadership initiative on the board. She is a business owner, certified professional coach (CPC) and a graduate of the Institute for Professional Excellence in Coaching (IPEC). From music to beauty, social good to health and wellness, she has spent the past ten years leveraging brands through marketing, public relations, event production, and digital media.

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### DOROTHY TANANBAUM

Ms. Dorothy Tananbaum is former Principal of the Vanderwoude Tananbaum Gallery, New York. She is Co-Chair of Jewish Funders Network; founding member of the Center for Public Careers, Harvard College; Chair of the board of the Jewish Education Project, New York; and a board member of the Israel Campus Coalition.

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### JANE WEITZMAN

Jane Weitzman was the executive vice president of Stuart Weitzman and the first vice president of Stuart Weitzman retail. She spearheaded philanthropy for the company by generating funds to support breast and ovarian cancer research and awareness.

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### JUSTINE ZWERLING

Justine is an expert in assisting businesses to achieve their goals of global growth. Working with private sector businesses with global aspirations she examines, defines and successfully implements market entry strategies utilizing the skills and the connections in her extensive professional network. Justine held an executive position at the UK Trade & Investments department of the British Embassy in Israel, and recently took on the role of Head of Primary Markets at the London Stock Exchange in Israel.

# THE TEAM



**JOANNA LANDAU**  
Founder & CEO



**JULIA BEN SHALOM**  
Director of US Operations & Global Development



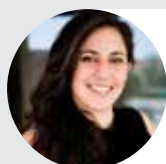
**ADVA DAVID**  
Director of Vibe Tours



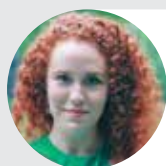
**EINAV REISSMAN**  
Tour Manager, Vibe Tours



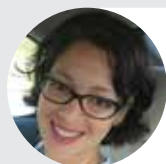
**TAMAR SAPHIR**  
Tour Manager, Vibe Tours



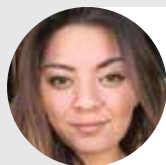
**MAYRAV BRAUDE**  
Operations Manager, Vibe Tours & Events



**JANNAH BERKLEY**  
Vibe Data & Vibe Events Coordinator



**RONI SHPILMAN**  
Office Manager



**MAYA HABER**  
Development Associate



**TAMARA WOLMAN**  
Social Media Manager



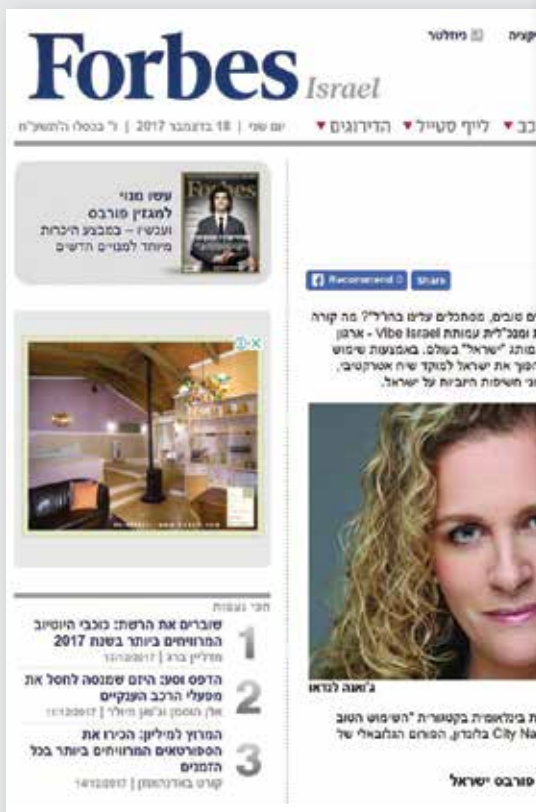
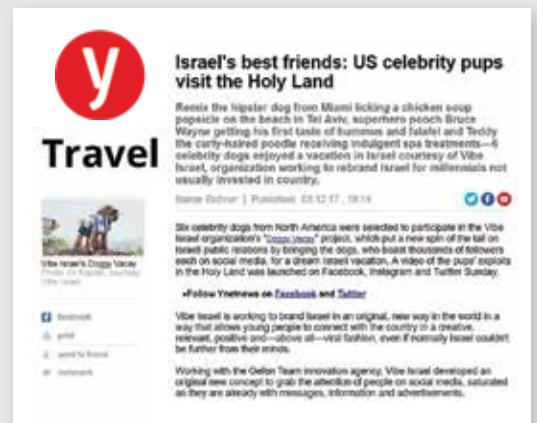


*"Alone we can do so little,  
together we can do so much."*

*- Helen Keller*



# SUCCESS IN THE PRESS



## Famous AF Dogs Vacation In Israel

If there's one thing no one can resist, it's puppies on the internet! So in a unique marketing campaign **Vibe Israel** took 6 doggy influencers to doggy paradise or as they call it Israel. And it was **Bolton**...

Posted on December 16, 2017 at 11:55 pm



heyiggyjoey  
Community Contributor

This post has not been vetted or endorsed by BuzzFeed's editorial staff. BuzzFeed Community is a place where anyone can create a post. [Learn more](#) or [post your buzz!](#)



Dogs are kinda a big deal in Israel... so these international guests were treated like royalty.



HAARETZ



### Israel Through the Lenses of Five Foreign Photographers

They crisscrossed the country, from Eilat to the Galilee, and will share the results with their millions of followers on social media

mako

## טירמיסו, לחם וישראל

ארבעה מובילי דעה ברשתות החברתיות שכמעט ולא הכירו את ישראל קודם, הגיעו לסיור קולינרי בן שבוע בארץ כדי לתרום למיתוג ישראל. יצאנו לברור איך זה נראה, כיצד הגיבו הגולשים לפוסטים על ישראל ומה המאכל הישראלי האהוב עליהם, שהפתיע גם אותנו

דורין רוטנשטריך רובין | Love Israel | פורסם 15/02/17 06:04



WOMEN'S Running

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## My Experience Running The Tel Aviv Night Run

BY CHARLIE WATSON PUBLISHED NOV. 13, 2017



### Running In Tel Aviv

The best thing about traveling abroad is researching the local running routes and races you can sign up for. Right?

Okay, maybe that's just me—but I love exploring new places on foot. And if I can earn a medal for my efforts, then all the better.

As part of a recent trip to Israel with **Vibe Israel** (a nonprofit aimed at sharing the creative side of the country), I was able to take part in the **Tel Aviv Night Run**, a 10K through the city that

“

## IN THEIR OWN WORDS

– *Jennifer Borget, Mommy Blogger, 355,000 followers*

*Before I left for Israel friends encouraged me to be careful, and worried we'd be in danger. My husband was even a little worried when I first decided to go. Aside from everyone speaking Hebrew, it felt a lot like visiting a different part of the states. I didn't expect a foreign country to feel so much like home. After visiting and experiencing it with my own eyes it seems a lot like our country. Stuck with a leader many people don't agree with, dealing with difficult issues not unlike any other country. A young progressive community trying to create positive change. And families trying to make the best possible future for their kids. I can definitely attest to the fact that you shouldn't believe everything you see on TV because you're only getting a tiny part of the picture. Usually the part meant to alarm you.*



– *Dave Anderson, Travel Blogger, 185,000 followers*

*Unfortunately my week in Israel wasn't long enough to see everything the country has to offer. All I know is that this visit made a lasting impression on me, and I actually have loose plans to move to Tel Aviv for an extended period of time in the future. That's exactly what my hilarious new friend Trisha from P.S I'm On My Way did, and she definitely doesn't regret her decision! The culture is relaxed, the people are sexy, and the food is next level. What more could you ask for?*

– *Kelly Burstow, Mommy Blogger, 476,000 followers*

*A spark. A hunger. A drive. These are things you can't force or, I could argue, even learn, and yet they are such incredible gifts. My time in Israel surprised me with these gifts. Never has a place left such a hunger in me. A hunger for knowledge, a spark for creativity and a drive to fill life to the fullest. I wasn't sure what to expect when I was invited to Israel by Vibe Israel to meet a variety of women and mothers from different walks of life. Visiting new places always impacts me, but there is something more here...Thank you Israel, for allowing me to be shaped by you. And thank you to the women who inspired me on.*

– *Nassim Mansurov, Photography Blogger, 3.5 million followers*

*With its ancient structures, old buildings and rich history dating back thousands of years, I knew Jerusalem was what I came to Israel for. In fact, I fell so much in love with Jerusalem, that I dedicated most of my second week in Israel to it, coming back as soon as the Vibe Israel tour was over.*

– *Meesha Kauffman, Doggy Influencer, 60,000 followers*

*The beauty, the innocence, the love and the simplicity. It is the love that is the backbone of the country and where Tel Aviv gets its "vibe"...I never thought I'd travel to Israel. Nonetheless, for a Doggy Vacay. But, I leave with a gracious heart and hopes of one day returning."*

**CREATIVE  
ENERGY  
IS OUR  
OXYGEN.**



[www.vibeisrael.com](http://www.vibeisrael.com)