

Marketing & Sales Enablement

Connecting Lebanese Descendants from Around The World with the Ministry of Foreign Affairs and Emigrants in Lebanon

The Ministry of Foreign Affairs & Emigrants launched the Lebanese Nationality Program with the objective to invite people of Lebanese heritage around the world to register for their Lebanese nationality

« *It is important to be important, but it's more important to be nice. When you do great things with passion and love, you can make a big difference. I believe in you guys, it was a great pleasure to realize together our National dream that gives hope to millions and millions of our diaspora and looking for more and more.* »

*Khalil Khalil, Chief Information Officer,
Ministry of Foreign Affairs and Emigrants*

CHALLENGE

Lack of tools and marketing spread in order to reach Lebanese descendants globally

Lack of awareness and information spread to promote the initiative and invite people to apply for their nationality

Lack of centralized processes to issue the needed papers

Lack of visibility and accurate tracking of official data throughout the nationality process

OUR APPROACH

Held brainstorming sessions, meetings, video calls and conference calls

Recommended a consolidated process that links people from all over the world to their related embassies and to all official entities in Lebanon

Developed an automated system with full data tracking mechanism from the minute the person submits his/her application online to the minute he/she receives the Lebanese citizenship

Created concept and implemented a fully integrated campaign to promote the initiative worldwide and in 5 languages



WHAT WE ACHIEVED



A full process automation with visibility on data and business intelligence reporting



A worldwide buzz around the campaign and the initiative that led to thousands of applications online and hundreds of eligible applications



An ongoing system that will be expanded to all requests incoming from Lebanese people around the world