

A conceptual image showing a melting ice cream cone. The cone is light brown and sits on a grey gravel surface. The scoop of ice cream is a globe of the Earth, with green continents and blue oceans. A thick, bright blue liquid is melting out of the bottom of the globe and spreading across the gravel. The background is a clear blue sky with a few wispy white clouds.

Choose your Change

Brand make over



Insight.

“ Following the excessive use of fossil fuels,
Earth has been alarming human race of climate change.

Yet in reality, governmental response and actions
are still minor to cover up our long forgotten responsibility.

”



IDEA.

Iconic brands around the world
gets a brand makeover

People aren't interested in climate changing,
but are keen about what their favorite brands are doing.

Using brand power and brand loyalty,
we change brand's iconic logos and characters into
suffering logos and characters due to climate change.

Through brand's voices,
we create buzz and interest
from companies and consumers about the campaign

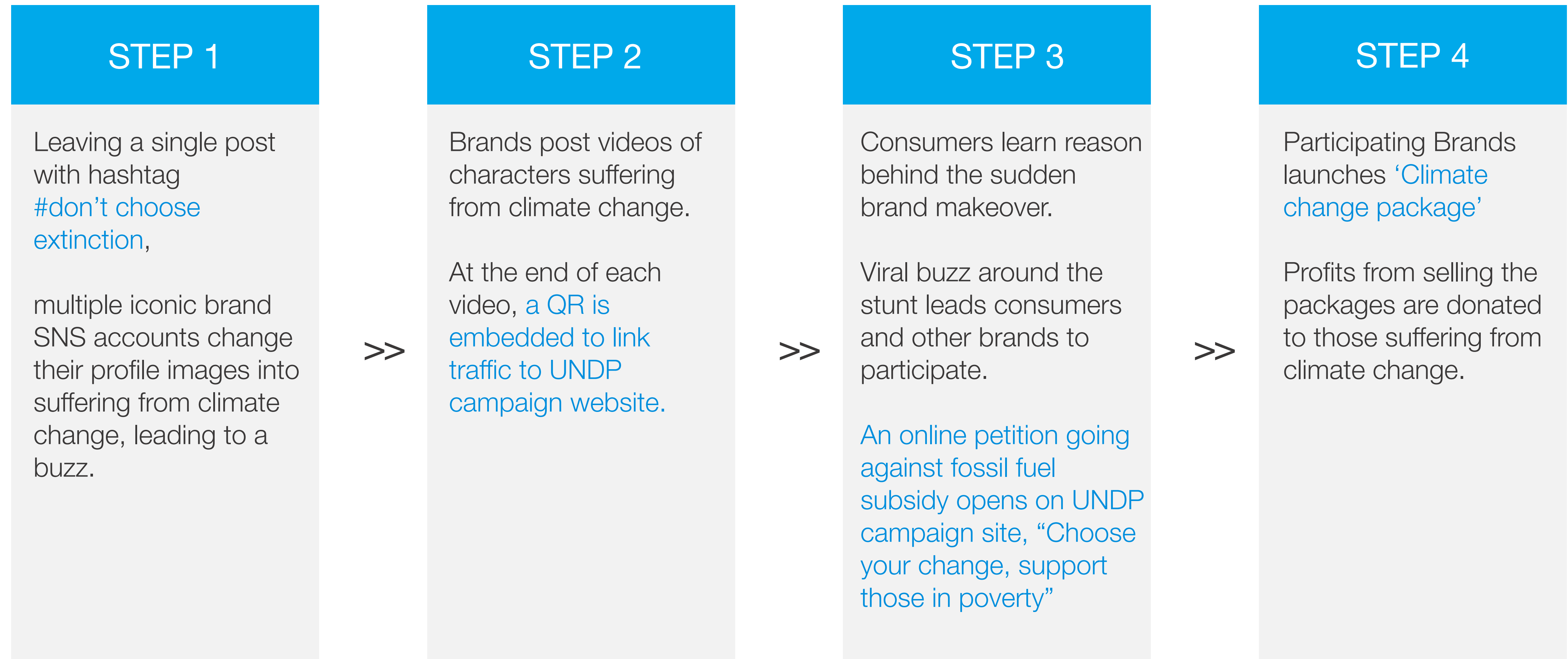


Strategy.

Creating an online buzz through brand's sudden makeover,
Make other brands to participate and support the campaign.



Process.



* e.g) Support Tuvalu, the sinking island, suffering imminent danger due to rising sea level & etc.

Summary

don't choose extinction, choose your change.
<Brand make over>

Insight.

Human species underestimate the issue of climate change caused by excessive fossil fuel usage.

Raise awareness using what humans are familiar with,

their favorite brand's social media.

Strategy.

Borrow the faces and voices of brands fighting against climate change.

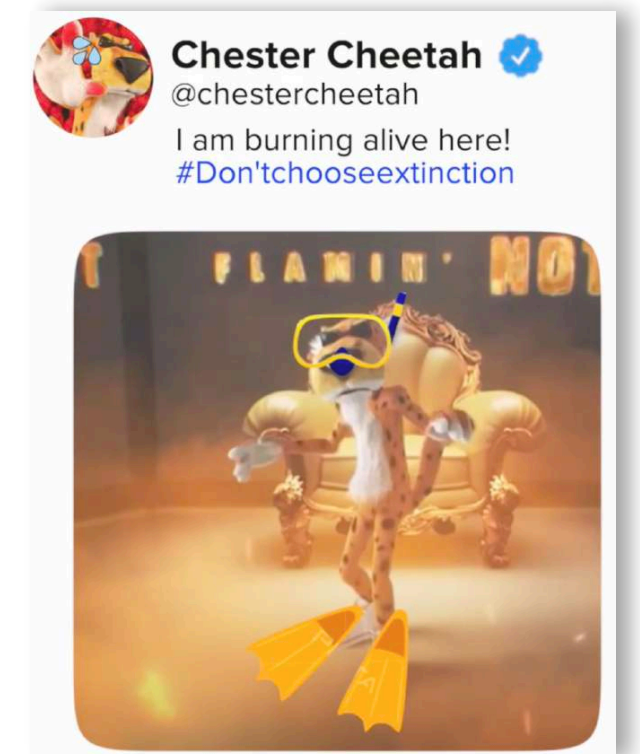
Amplify the spread of message, cause a buzz about the makeover to go viral,

lead consumer's behavioral change as they discover the reason behind the makeover.

Encourage people and brands around the world to voluntarily join the campaign,

**Nike SNS followers - 209M / Lacoste - 6.8M / KFC - 2.6M, estimated total 220M possible reach with 0 cost*

The # of reach is expected to increase as more and more brands voluntarily participate



Idea.

93.33% in the world use social media.

Out of those, **74%** follow brand accounts to gain new information or to be inspired by.

Thus, undergo a “brand makeover” changing iconic brand logos and characters around the world into figures suffering from global warming. From profile images to brand account postings.



SNS Viral Implementation.



Brands participating in campaign launch a **‘Climate change character package’** using eco-friendly materials.

Brands inform the launch new product line through SNS.

Profits from the packages sold to be donated to those suffering from climate change.

*E.g) *Package renewal costs around 10% of retail fee*

Accounting brand Pringles as an example,

1.4B are sold annually, leaving around 1~1.2K as possible package renewal fee per month