

THE HOTTEST BLACK FRIDAY

shows that the government's hottest
discounts lead to the hottest planet ever

GREAT DEAL!

But climate change is not a big deal to the government

Road Diesel
Coal
Gasoline
Natural gas
Fossil Fuel

Background

On an analysis of the researches from IMF, UNDP, and google trend, we conclude that most people worldwide are not aware of fossil fuel subsidies. As one of detrimental impacts of fossil fuel subsidies, the subsidies reduce prices of fossil fuels, leading to use of the fuels and thus exacerbating climate change.

Insight

To increase awareness of the public, we intercept the popularity of Black Friday, the hottest shopping season all over the world, to send out the message that the governments' tremendous discounts of fossil fuel accelerate climate change.

Idea



Targeting Black Friday consumers, we advertise distortion of efficient prices of fossil fuels, as suggested by the IMF paper. We install pop-up stores all over the world, publish OOH ads around shopping streets, and spread digital ads to Black Friday consumers.