

## SUMMARY

# Mustache Hero

Watch hero's November. by MOVEMBER.  
Make your November. to MOVEMBER.

## BRAND

Movember

## MISSION

Creating new services  
to increase Movember  
participation

## INSIGHT & STRATEGY

1. How might we make people without moustache to participate challenge?
  - > Put moustache on our movie characters instead!
2. How might we spread content to to raise awareness of Movember's campaign?
  - > use our OTT platform, Wavve!

## SERVICE

New Short Movie @ Wavve

## KEY IDEA

Manipulate mustache  
to heros who have cancer/mental issues  
in movies, dramas,  
and Wavve original series  
using our AI technology.

## EXPECTATION

Encourage more people  
to participate the mustache  
challenge regardless they are not  
willing to grow moustache.  
(women and Asian guys)

