

CREATIVE BRIEF

Client: WWF	Project Name: FILM	Date: 04.06.2019
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Challenge:

What is the business challenge? Include details of the product / service we are selling plus our job.

WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. Their supporters – more than five million of them – are helping WWF to restore our natural world and tackle the crisis facing nature, starting with the root causes, our broken food system and the climate emergency.

We are currently facing a climate emergency. Globally, we're all using the planet's resources faster than nature can restore itself: we're destroying forests, choking the oceans with plastic, decimating wildlife population sizes and causing devastating changes to the climate. We have just 11 years to limit climate change catastrophe, to avoid mass extinctions of wildlife and devastation to humanity. We have the knowledge and the tools, but we are running out of time to act. We are the last generation with the power to stop a complete climate breakdown and must now mobilise on an unprecedented scale.

One of the biggest obstacles is that corporations have committed vast sums of money to buy political influence and convince people that climate change is a figment of the tree huggers' imagination. And with many powerful media channels still presenting climate change as a contentious issue, governments have tended not to put it at the top of their agenda.

A critical number of Heads of State need to make an Emergency Declaration for Our Planet at UNGA in 2020 which commits them to decisions and action which will put us on a path to reversing the loss of nature by 2030. Because of that we have 16 months to galvanize a movement of climate advocates who will start conversation in their closest circles, communities in order to put more pressure on MPs and governments to take action. The decisions made over the next few years will determine the future of our world and the wildlife we share it with.

We need to develop a film that will clearly explain the current state of our planet, the nature crisis and climate catastrophe, but that gives hope that nature can and will restore itself people take action now. We want to create a message that would cut through on a very simple, human level to make the case for action. We want to encourage public discussion to put pressure on leaders for positive change.

Target Audience:

Who are we talking to? Describe them succinctly in terms of demographics, job role, responsibilities etc.

Primary: Passive people.

People who aren't actively contributing to make the change that will help our environment. They are either unaware of the small steps that help our planet (e.g. turning off the lights when unused, using less plastic or eating less meat) or ignorant about the real issue around climate change and think it's just environmentalists making noise about non-existent issue.

Secondary: elected representatives that have the power to make the decisions about climate change. Additionally media: journalists – they have the power to report and make the headlines that will inform rest of the population about the climate crisis.

Insight:

What is the key thing / nugget that will act as the catalyst for the strategy and creative work?

2020 is a critical moment for the future of the planet, as key international decisions are to be made that have the potential to put the environment at the heart of our economic, political and financial systems.

During 2020 a step-change can be made through leaders taking a stand for nature at the United Nations General Assembly. Clear intent from the UN would lay out the need for an integrated approach across climate, development and nature and confirm the political will to deliver a new global deal for nature and people.

A new deal is needed. A deal that makes it socially, politically and economically unacceptable to sit back and watch the destruction of nature. A deal focused on tackling the underlying root causes

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driving the nature crisis. A deal that not only stops the catastrophic loss of nature but embarks on a collective and global programme of recovery..... we need a new global deal for nature and people.

Global warming threatens our existence. The evidence is there. This is a time of crisis—and it's a crisis of our own making. We created this situation, and we can set things straight. We know that the solutions lie in nature, nature can restore itself and fight the climate breakdown but not if we continue to destroy it. Together we are the solution. But we don't have time to wait.

Because it's not just wildlife that will cease to exist – it's the human race that's in danger because if our home, our planet isn't functioning then we don't really have a second home that will welcome us.

Strategy:

What is our plan of attack?

- Make it socially, politically and economically unacceptable to sit back and allow the destruction of nature. We'll hold individuals, governments and businesses (and even whole countries) to account.
- Drive awareness and action that will secure a new global deal for nature and people that will reverse the catastrophic loss of nature – ensuring world leaders step up to make positive commitments on climate and the environment during a series of global meetings in 2020 that will define the future of our world.

Key Message:

What is the single most important thing we want to say? This is our promise to the customer.

You are the last generation that can change the course of history for the humankind and all the species that inhabit our planet. Give your voice at www.voicefortheplanet.org

SUPPORT TO THE BRIEF

Supporting Points and Messaging:

What do we have to back up the promise? These are our 'reasons to believe'.

- According to some scientists, this is the greatest threat that humanity faces. Climate change is an issue that affects the whole of humanity and the future of humans depends on it. The global warming process has reached its highest level in the last 30 years.
- Wildlife population sizes have plummeted by 60% in less than 50 years.
- One in six species is at risk of extinction if we fail to act on climate change.
- There could be more plastic in the sea than fish by 2050 .
- We lose an area of forest the size of a football pitch every two seconds .
- Food is a major driver of wildlife extinction. The food we eat in the UK for example - alone is linked to the extinction of an estimated 33 species at home and abroad.
- Climate change also increases the appearance of more violent weather phenomena, drought, fires, flooding from rivers and lakes, the creation of climate refugees and destruction of the food chain and economic resources, especially in developing countries.

Personality:

What would the brand be like as a person? Our characteristics, attitudes and tone of voice.

Sage – WWF believes the path to happiness/wellbeing is paved with knowledge and that by seeking out the truth and sharing it with others, we can make the world a better place.

The Sage Brands in Action: Typically touted as “experts,” these brands act as sources of guidance to help consumers feel more informed to make better decisions. Well-known brands such as Oprah Winfrey,

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Harvard University, TED, The New York Times, all position themselves as beacons, shining the light of truth in a dark.

Specific Creative Deliverables:

What is the communications strategy? Detail specific executions required, their roles and timings.

What to Submit:

60 Second Film

The written explanation (300 words)

A short summary of what happens in the film (150 words)

Cultural/context information (150 words)

Please explain any cultural terms, references or viewing context which you feel need explanation