

Deadly Discount.

Challenge

People don't know about Fossil Fuel Subsidies and it's difficult to fully grasp its principle

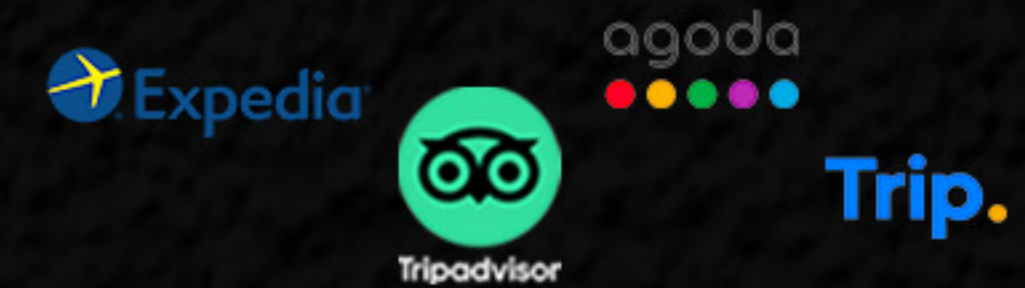
Insight

A shift of expression will make the principle of the policy easier to understand

We will inform that Fossil Fuel Subsidies is not a friendly discount policy, but a deadly policy that will bring irreversible damage to our Earth

Media Strategy

Media - Travel booking websites



1. Makes use of post-pandemic travel hype
2. Easily conveys our 'discount' concept
3. One of the most affected industry from climate change caused by Fossil Fuel Subsidies

How it works

1. On the travel booking website, we will create a section for fake travel products in 2030 with a deadly discount offer
2. Once the product is clicked, the truth of this discount reveals. Damage caused by Fossil Fuel Subsidies has reduced the value of travel destinations
3. The page will provide 3 sections to Learn/Discuss/Share on this policy

