

A 3D rendering of a melting ice cream cone. The scoop is a globe of Earth, showing continents and oceans. The cone is a light brown, waffle-patterned wafer. The ice cream is melting, with a blue and green puddle of 'ice cream' spreading on a grey asphalt surface. The background is a bright blue sky with soft, white clouds. The overall scene is a metaphor for global change or environmental impact.

**Choose your Change**

Brand make over

세계일보

### 기후 위기 심각성 느끼지만... 10개국 국민 절반은 “생활 방식 바꿀 필요 없다”

입력 2021.11.08. 오전 11:35

이지민 기자 >



홈 > 환경뉴스 > 기후변화

### IPCC 경고 “기후변화 시계 10년 빨라졌다”

최용구 기자 | 입력 2021.09.01 18:15 | 댓글 0

Issue Focus 화석연료 사용 75% 줄여야 지구온난화 막는다



IPCC 4차 기후 변화 보고서

### 기후 변화를 막기 위한 대중 행동이 필요하다

KBS NEWS

### 기후 위기 대응 시간 "얼마 남지 않았다"



사이언스투데이

YTN science

유엔 "지구 온난화 이미 위험 수준"

# 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.

## STEP 1

Leaving a single post with hashtag [#don't choose extinction](#), multiple iconic brand SNS accounts change their profile images into suffering from climate change, leading to a buzz.



## STEP 2

Brands post videos of characters suffering from climate change. At the end of each video, [a QR is embedded to link traffic to UNDP campaign website](#).



## STEP 3

Consumers learn reason behind the sudden brand makeover. Viral buzz around the stunt leads consumers and other brands to participate. [An online petition going against fossil fuel subsidy opens on UNDP campaign site, "Choose your change, support those in poverty"](#)



## STEP 4

Participating Brands launches ['Climate change package'](#) Profits from selling the packages are donated to those suffering from climate change.

\* 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*

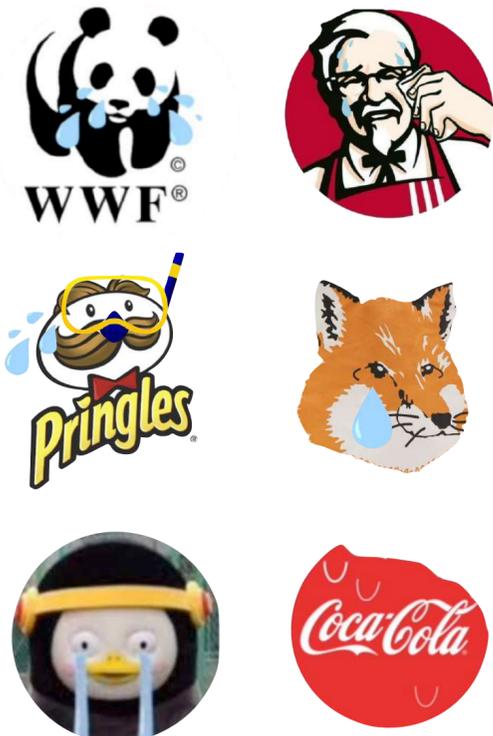
*The # of reach is expected to increase as more and more brands voluntarily participate*

## 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*