



# BRING *THE GREEN* BACK

## strategy

It is easy to miss the importance of things if you can't see it with your own eyes. Deforestation is happening far away from us, and no one can see it happening. So, let us visualize the problem by shrinking a football field to let everyone realize how bad the deforestation is, and that the food companies are responsible for it.

## execution

At a football game, many people buy food before entering the stadium.

- 1) The more the fans buy foods that require deforestation, the more the area of the football field will be covered up by a special tarp, which has a picture of a desert printed on it. When the half-time break starts, the special desert-tarp will cover up the field, leaving only a small space; which is too small to play football.
- 2) Then the fans will be informed about the relation between the deforestation and the food production. They will be also encouraged to make a pledge using Instagram story filter in order to bring the field back to its original size.
- 3) After the game, WWF will release the press that the pledges made will be mailed to the food companies as a warning to the food companies responsible for the deforestation.

## creative idea

Every 2 seconds, a football pitch amount of forest gets cleared because of the food production. Let's show how bad the deforestation is by literally making a football field SHRINK DURING A GAME. To get the field back to its original size, people will be encouraged to make a pledge that they will keep an eye on the food companies, who are responsible for the deforestation.

