

03



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32

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# Strategy

## Insight: Awakening empathy through personal impact.

People often overlook what doesn't directly affect them. Our approach taps into this truth, aiming to awaken empathy. By challenging what we see and bringing attention to what we don't, we bridge the gap between distant crises and individual lives. Through these relatable narratives, we inspire action, reminding people that climate change directly affects them and their present.

Launch
<p><b>Awakens happens when a cause resonates intimately.</b></p> <p>Multi-Platform outreach: Utilize videos, social media, and interactive web content to reach a wide audience. Release teaser content to generate curiosity and anticipation among viewers.</p>
<p>PR</p> <ul style="list-style-type: none"><li>• Seeding video to launch</li><li>• Local TV broadcast mentions</li><li>• Radio communication</li><li>• Media coverage in the launch event</li><li>• Press Release</li><li>• Vloggers</li><li>• Podcasts</li></ul>



Post - Launch
<p><b>Community Engagement:</b></p> <p>Encourage user-generated content and facilitate community to keep up with epic's new projects and messages</p>
<ul style="list-style-type: none"><li>• Amplify the program</li><li>• Keep engagement</li><li>• Expand to others communities</li></ul>



# SHIFT YOUR FOCUS

In this campaign, the product takes a back seat, and the focus shifts entirely to the background. The idea revolves around the notion that climate change should not be an afterthought but rather central because it personally affects each one of us. We encourage people from the industry to join Epic with the simple thought that, without a world, there are no things to sell.

**This concept challenges traditional advertising norms, encouraging viewers to see beyond.**

# Idea



# HOW IT WORKS?



**Simple. By blurring the product we shift the focus to the background and its importance.**

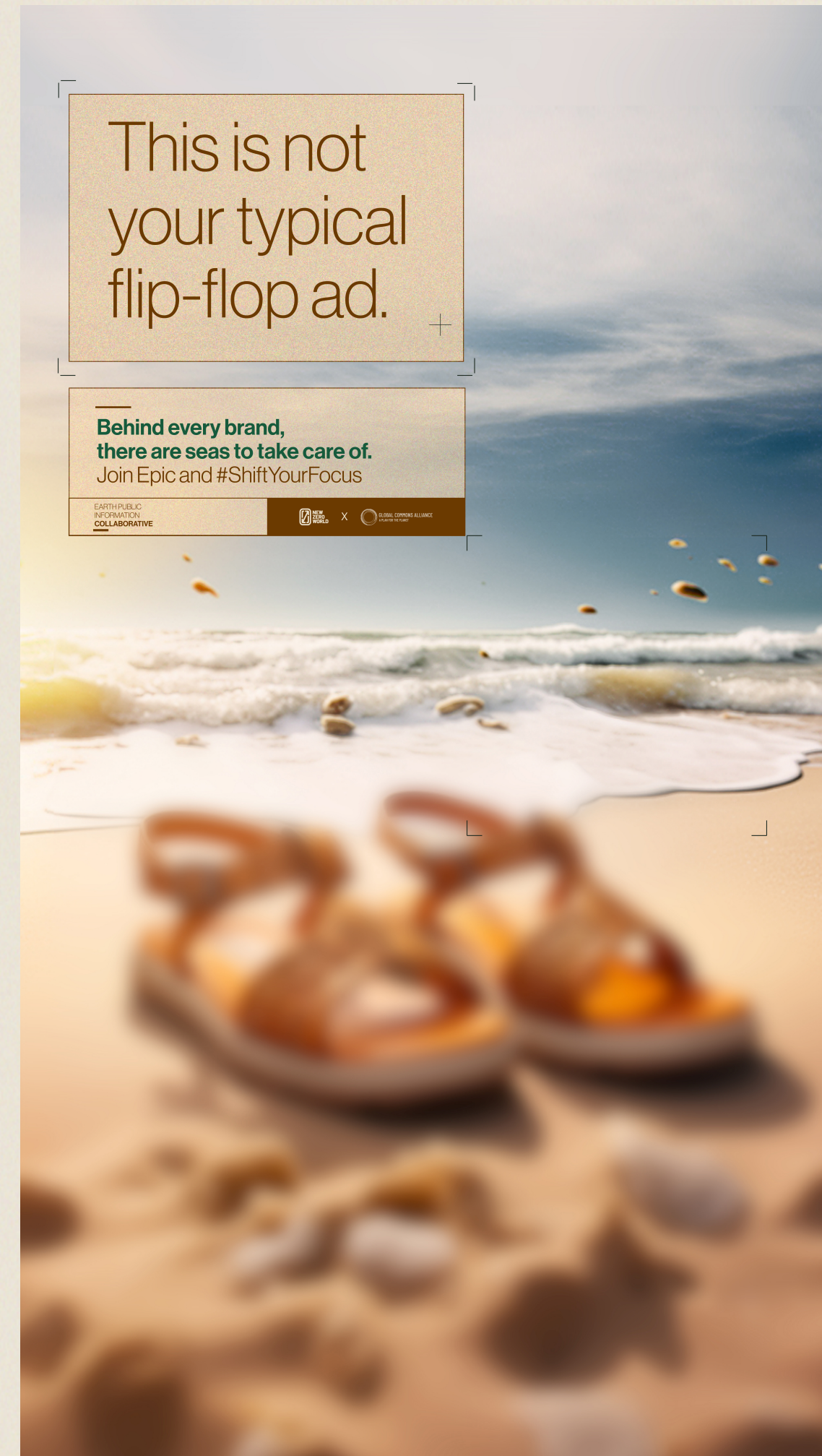
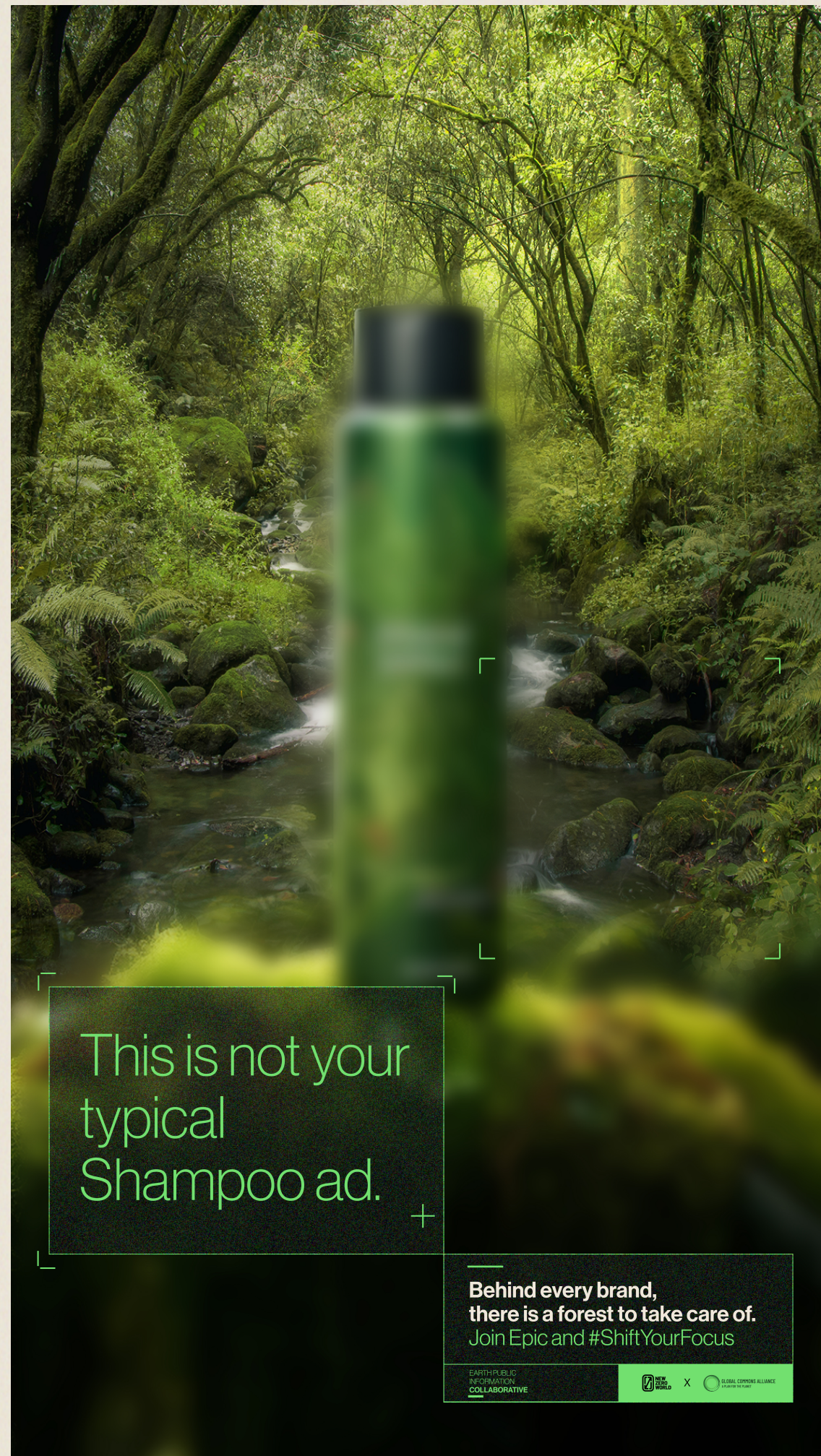
Example:

Glaciers are essential water sources for many rivers, which, in turn, provide water for agriculture and industrial processes, including the production of materials used in car manufacturing. Without glaciers, there is no transportation, no product and no location to shoot this commercial.



# Execution

Print/Outdoor campaign





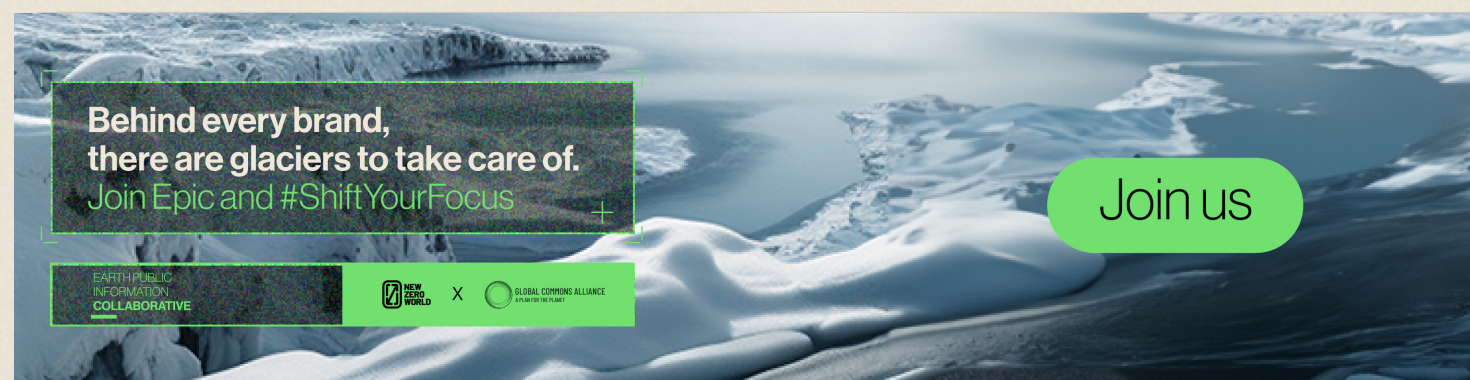
# Execution

Social Media and Sponsored Banners

Frame 1



Frame 2



Radio

**Girl:** Psst, have you heard about that new beer everyone's raving about?

**Guy:** Oh, you mean the one that's like a tropical vacation?

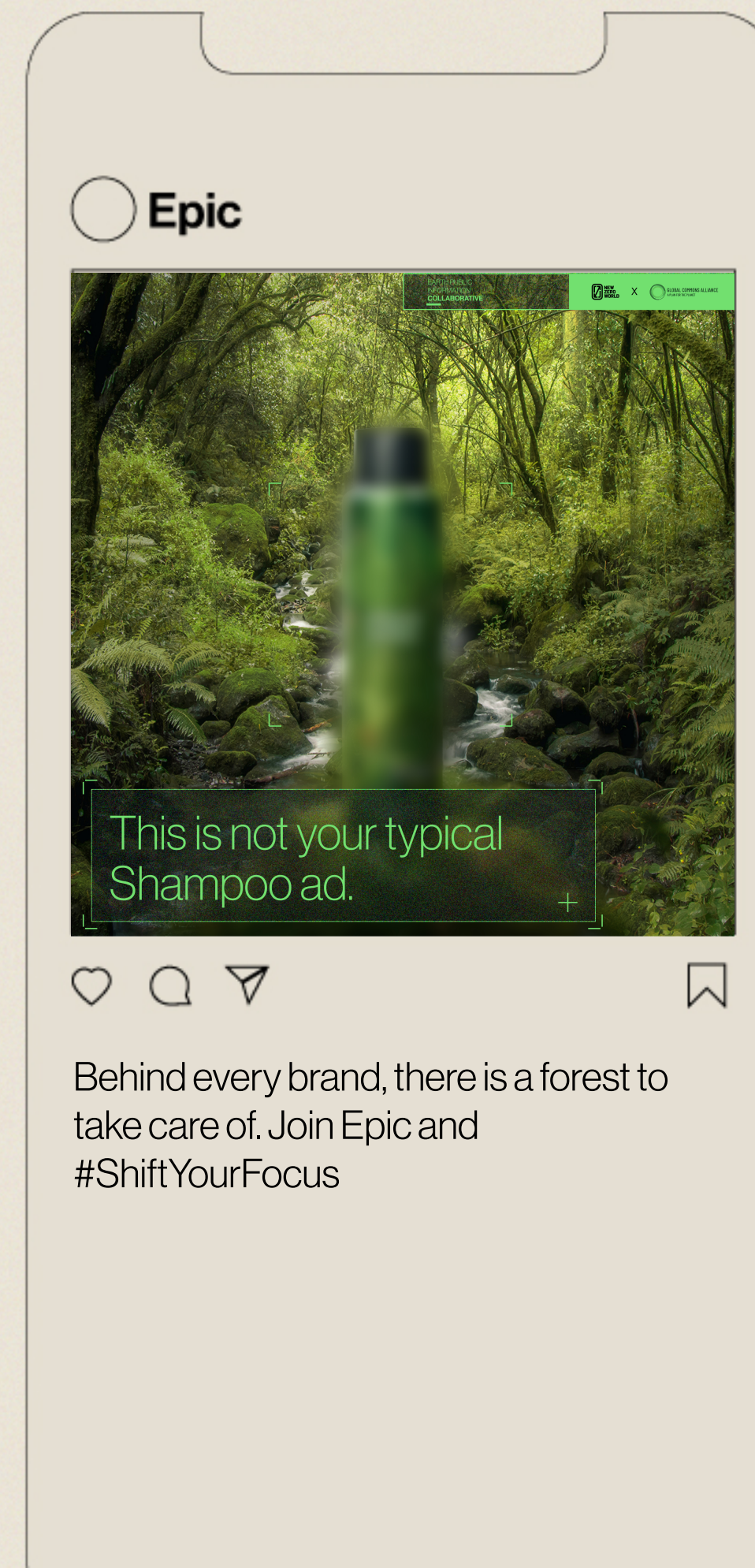
**Girl:** Exactly! It's like sipping sunshine. What its name again?

**Guy:** [Says name but you can't hear it].

[Their voices slowly fading as the sounds and the background noise of birds and nature overpowers]

**VO:** Behind every brand, there are forests to take care of.

**VO:** Join Epic and Shift Your Focus





# Execution

Plus-up



We will also have a mobile application where users can scan any print or OOH advertisement. Upon scanning, the product in the ad will become blurred, and the app will display information about the location where the product is situated, prompting us to take action on climate change.



## If things go incredible as we want:

### **Engagement:**

2 million mentions  
#ShiftYourFocus  
in the first month.

### **Awareness:**

Our TVC gained  
10 million views  
in social media.

### **OOH Impact:**

75% recall  
among the  
ad industry.

### **App Downloads:**

90,000 downloads

### **Impact:**

Over 50 major brands  
and Ad Agencies  
joined EPIC.

## Amplify the program

Identify courageous partners in other cities around the world to collaborate and expand the campaign to new markets. Invite them to join the campaign by highlighting their support and commitment, even if their products remain out of the spotlight.

# Results



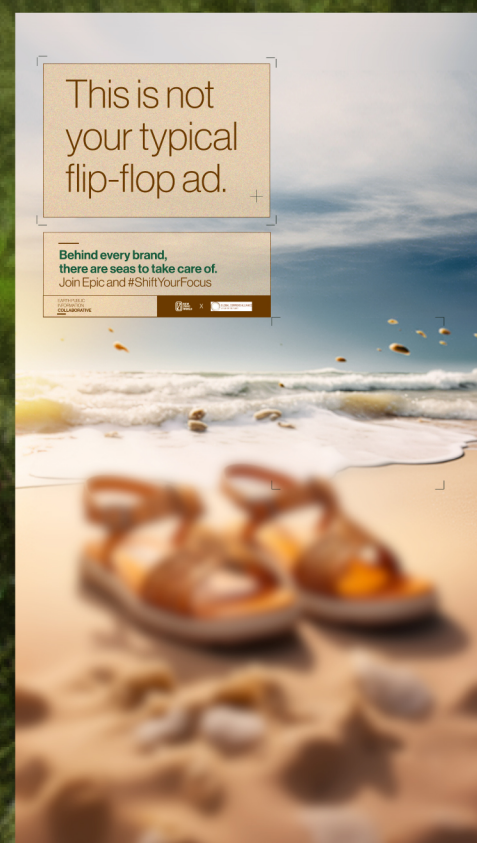
**If things go even more incredible as we want:**

**"Corona and other leading brands shift their focus with EPIC to spotlight climate change."**

*The New York Times*



# SHIFT YOUR FOCUS



## Idea:

In the "Shift Your Focus" campaign, the emphasis pivots from the product to the environment it exists within. Rather than the product taking the spotlight, we blur its prominence to draw attention to the background – landscapes undergoing drastic changes due to climate change. This symbolizes that without a stable environment, there's nothing tangible to advertise or enjoy.

## Strategy:

Humans tend to be complacent about matters not directly impacting them. Capitalizing on this insight, we aimed to generate a sense of empathy and urgency. By distorting the regular and spotlighting the overlooked, we intended to establish a link between distant environmental catastrophes and their real-time implications on everyday life. The strategy was not just to inform but to incite action by underscoring the fact that climate change touches everyone, including the products they cherish.

## Target Audience:

Our primary focus was to rally influential figures from varied sectors under EPIC's cause. We aimed to reach senior leaders and decision-makers from the advertising, marketing, and entertainment industries, such as chief creative officers, film creators, designers, marketing directors, and communication strategists. These individuals wield the power to influence masses and usher industry-wide change.