

THE BRIEF #3 | TEAM GROOT

TEAM 41

MESSAGE FROM THE FUTURE >>

EARTH PUBLIC
INFORMATION
COLLABORATIVE



GLOBAL COMMONS ALLIANCE
A PLAN FOR THE PLANET



/BACKGROUND

Climate change is one of the most pressing issues facing humanity today. It is already having a devastating impact on the planet, and the consequences will only worsen if we do not take urgent action. Some examples of climate change events that show us this include European heat waves, Australian bushfires, floods in Germany and Belgium, and Hurricane Ida.

/CHALLENGE

We must promote climate action through a radical new communications strategy, collaborating with policy organizations, advertising, marketing, media, and corporate executives around the world. This is needed to shift public opinion, promote behavioral change by positively reimagining our vision of the future, and recruit members to join the EPIC.

/INSIGHT

Talking to senior executives is not easy. They are almost inaccessible, always busy, have several urgent matters to resolve. Additionally, because they are very important people and very sought after, (off the record) they often have big egos. That's why we decided to use as our spokespeople the only person they will listen to: themselves. This way, we will not be another NGO asking for donations. Instead, we will launch a unique and attention-grabbing campaign to show the impact of climate change does not only affect the climate or the environment. It also threatens jobs, economies, migrants, food production, and more.

MESSAGE FROM THE FUTURE >>

AN INVITATION TO EXECUTIVES FROM
THE ONLY PERSON THEY SHOULD
LISTEN TO: THEMSELVES IN THE FUTURE.

DAVID DRÖGA,
2054



/IMPLEMENTATION

When we say our target audience are senior leaders and decision-makers from the advertising, marketing, media, corporate and policy organizations, we are talking about a few thousand individuals. Since ideas have no limits but investment does, we suggest starting by focusing on the top of the top, or key influencers.

KIs examples:

David Droga, Accenture
Arthur Sadoun, Publicis
Yannick Bolloré, Havas
Hiroshi Igarashi, Dentsu
Jeongkeun Yoo, Cheil
Mark Zuckerberg, Meta
Sundar Pichai, Alphabet
James Quincey, Coca-Cola
Tim Cook, Apple

1.

We plan to launch the campaign at the world's largest creativity festival to reach the top executives of advertising and media groups. The campaign will begin with a surprise: before the seminars and award ceremonies, we will show a message from the future for some senior executives.

2.

In the following days, we will keep the conversation going by explaining what EPIC is, its purpose, and how to join. We will take a three pronged approach, in person, via ads and with our cross-channel digital campaign. This will include being at the Palais des Festivals entrance, an automated drip campaign across personalized email, WhatsApp, sms, web and social ads, on festival digital displays, print ads and at sponsors' stands.

3.

From our targeted launch at Cannes, the last step is to host an exclusive dinner with the EPIC team. Our CTA for the broader campaign will call for sign ups to our in-person dinner. This dinner will allow EPIC to bring the mission to life (in person) and begin a broader discussion around how EPIC will harness this group for good in the coming years.

/LAUNCH VIDEO

Before the Lions award ceremonies, the screen in the exhibition halls will be taken over by a hacker, a hacker who came to form the future. It's David Droga from the year 2054 telling David Droga from 2024 that humanity has stopped climate change and saved the planet. He attributes this success to his decision to join EPIC, the Earth Public Information Collaborative, in 2024. He urges David Droga from 2024 to join EPIC as well.



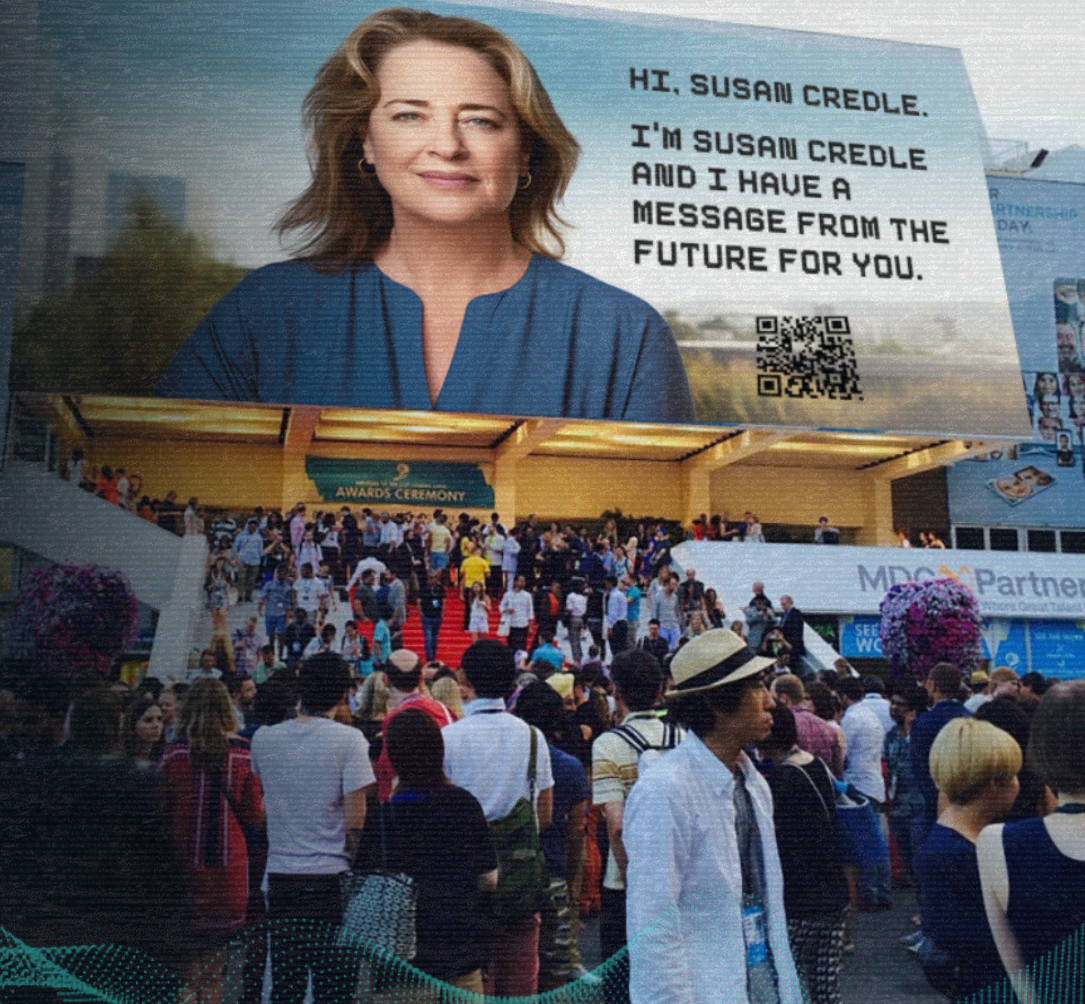
David Droga

You have a message from the future from David Droga.

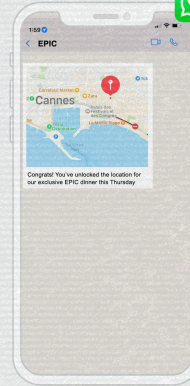
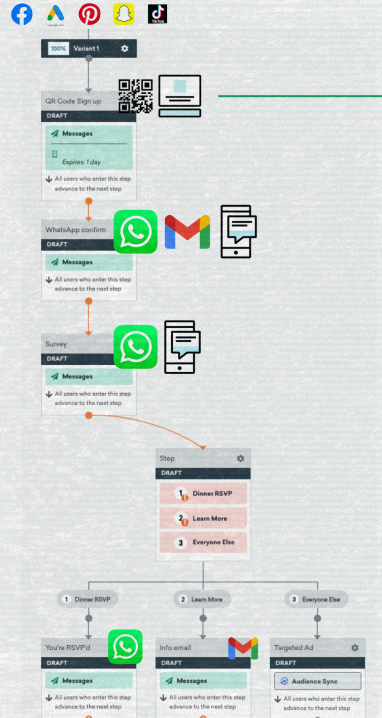
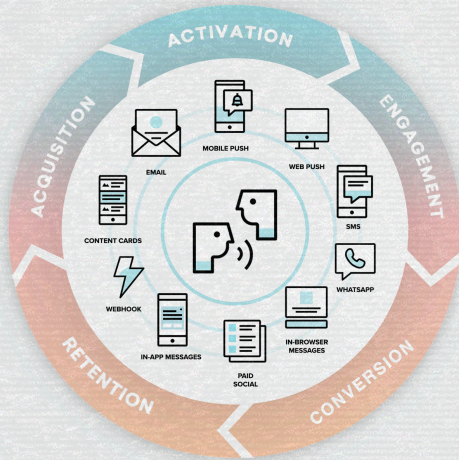


/VIDEO WALL

On the festival's red carpet and in many other media, we will showcase the biggest names in advertising and marketing of the future sending a message to themselves in the present.



KEY INFLUENCERS JOURNEY



/EPIC LION

In 2024, the Cannes Lions International Festival of Creativity will award the first-ever members-only Lion for sustainability to the brand with the best campaign to fight climate change. This Lion will be called the EPIC Lion.



1. MESSAGE FOR CANNES KIS

Futuristic versions of the world's top advertising and marketing executives will appear by surprise in video calls on the stages of the Cannes Lions International Festival of Creativity. They are messages from the future.

3. GET TOGETHER

EPIC will host an exclusive dinner that will bring together those we have targeted all week and begin to pitch the future of EPIC with their involvement.

5. FUTURE EVENTS TAKEOVER

Next, we will rule the world by implementing the same activation at the main congresses, fairs, conferences, and exhibitions around the world.

2. MESSAGE FOR DELEGATES

In the following days, we will dominate the festivals media with characters from the future appearing in our cross-channel drip campaign, targeted social posts, print ads and digital displays.

4. EPIC LION

On the last day of the festival, we will offer the first EPIC Lion, an innovative award for Sustainable Marketer of the Year.

6. FIRST ANNUAL MEETING

When we reach the membership target, we will bring together members in a zero-carbon work meeting in an iconic location in the world (tbd).

