

an  
alternate  
Ending  
TO THE **WORLD'S STORY**

team[TBD]



GLOBAL COMMONS ALLIANCE  
A PLAN FOR THE PLANET

The End



THE END

The End

THE END

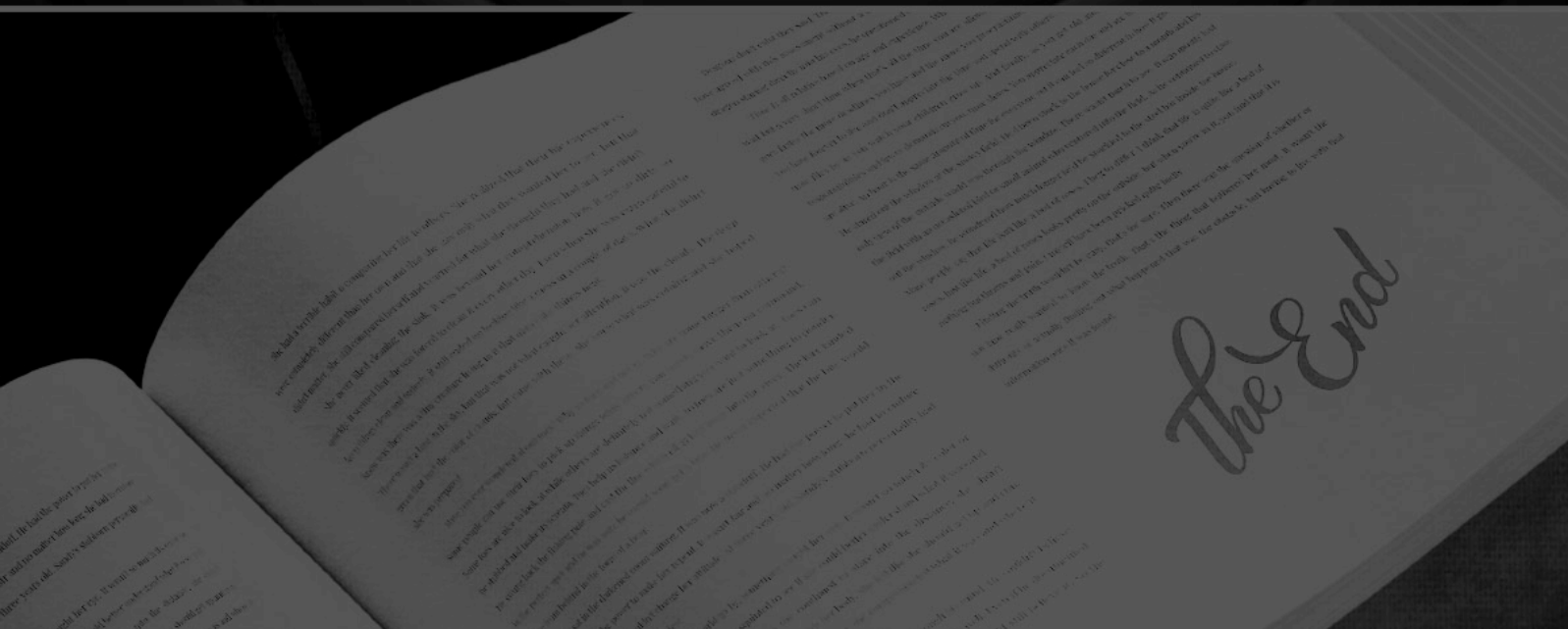
THE END

THE END

The End

ALL STORIES HAVE ENDINGS  
THE END

The End



The End

The  
END

# So what about ours?

Things are not looking great for the world right now. The consequences of the climate crisis are becoming harder and harder to ignore. Predictions show that unless an immediate transformational change happens soon, we are steadily headed towards a point of no return.\*

This paralysing hopelessness has made many of us lose hope. Why try anymore, when it's pretty obvious how things will end for us – and it looks like it won't be a happy end?



\*source: <https://climatedlock.world>

But here comes the **plot twist**.

Our target group are storytellers.

They love a good twist and despise the predictable.

If there's anyone who can still give the world its alternate ending, it's them.

After all, it makes for a great story, right?

**It's time to flip the script.**

We challenge the best professional storytellers,

whose daily bread is subverting expectations,

to give the world one last chance for an alternate ending.

We take over the story-endings as we know them,

and turn them into our communication medium.

# an alternate Ending

TO THE **WORLD'S STORY**

The New York Times

*To Keep Viewers Watching, New Ads  
Come With Varied Endings*

**John Wick 4 Director Confirms a Very Different  
Alternate Ending Exists**

Chad Stahelski says test audiences preferred the more "ambiguous" ending that's seen in the theatrical cut.

The **Clue** movie was innovative with its approach of having three different endings, making it so some filmgoers didn't know which one they'd be seeing when the film was released in 1985. 08 Jul 2023

Examples in video games [ edit ]

*Main article: Video games with multiple endings*

Many video games also have alternative endings. Since video games are an interactive medium, these endings are generally posed as a result of player action, such as completing the game in a harder difficulty, taking a different route through the game's storyline and succeeding or failing at given tasks. It is generally possible to play a game a second time, make different decisions or achieve a different degree of success, and arrive at a different ending than the first time, complicating the canonicity of the ending(s).

**KIA'S SUPER BOWL AD ASKS VIEWERS  
TO CHOOSE AN ENDING ON TIKTOK**

HOW IT WORKS:

# Alternate endings begin here

The sign up process for EPIC will be a fun engaging trial version of the real communicational fight against the climate crisis that will follow. On a simple website alternateending.com we challenge our target group of storytellers to choose their ideal alternate ending of the world's story. With the help of AI we can give them a little teaser of what the ending using their preferred tropes and key works might look like. Pledge to take part in giving the world its well deserved alternate ending. Claim your credits now, work on creating it with EPIC later.

The screenshot shows a web browser window displaying the website [www.thestoryoftheworld.com/alternateending](http://www.thestoryoftheworld.com/alternateending). The page features a large title "an alternate Ending TO THE WORLD'S STORY" and a central question: "Can you imagine an alternate ending to the world's story?". Below this is a timeline of geological eras: OIC ERA, CENOZOIC ERA, and CRISIS ERA. The CENOZOIC ERA is further divided into sub-eras: Flowering Plants, Age of Mammals, Grass, Apes, and Homosapiens. The CRISIS ERA is marked with "THINGS GETTING OUT OF HAND". To the right, there are four selectable alternate ending options: "It was all a dream... ENDING", "THE Happily Ever After", "THE AMBIGUOUS ENDING", "THE plot twist no-one saw coming", and "THE CLIFF HANGER". A "CREDITS" section lists the names of contributors, and a "SIGN ME UP" button is visible at the bottom right.

**an alternate Ending**  
TO THE WORLD'S STORY

Can you imagine an alternate ending to the world's story?

The climate crisis will soon pass its turning point. What comes next? A disaster? Come on, don't let the ending of the story be that predictable. Are you a fan of the last minute plot twist, the cliché happy end, or a good cliffhanger? Choose your Alternate ending of the world and help make it real by joining **Epic**.

**Timeline:**

- OIC ERA
- CENOZOIC ERA
  - Flowering Plants
  - Age of Mammals
  - Grass
  - Apes
  - Homosapiens
- CRISIS ERA
  - THINGS GETTING OUT OF HAND

**Alternate Endings:**

- It was all a dream... ENDING
- THE Happily Ever After
- THE AMBIGUOUS ENDING
- THE plot twist no-one saw coming
- THE CLIFF HANGER

**CREDITS**  
ALTERNATE ENDING BY:

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Brennan Mayer  
Ainhua Mullen  
Shepard Phan  
Elsa Lucas  
Havas Group  
Chance Parrish  
TBWA Paris  
Tiana Huber  
Mac Huerta  
McCann Worldwide  
Ogilvy Johannesburg  
Dulce Shelton  
Leonel Beasley  
Jaylah Zamora  
Quentin McConnell  
Denise Bruce  
Uriah Yu  
Navy Mercado  
Abram McKay  
Dentsu  
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Leanna Chri  
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Mack Hollar  
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Chance Liu  
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Ashton Rode  
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Molly Moss  
Porter Hail  
Lainey McCl  
Reese Corte  
Haven Richa

NAME:  
FIELD OF EXPERTISE:  
COMPANY:  
EMAIL/PHONE:

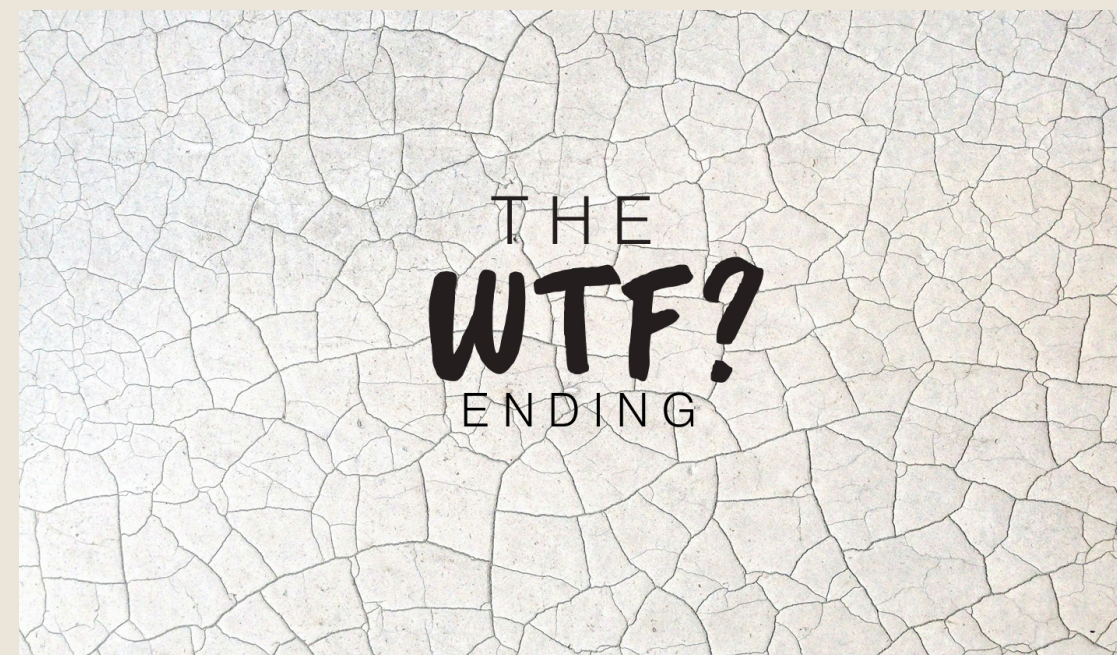
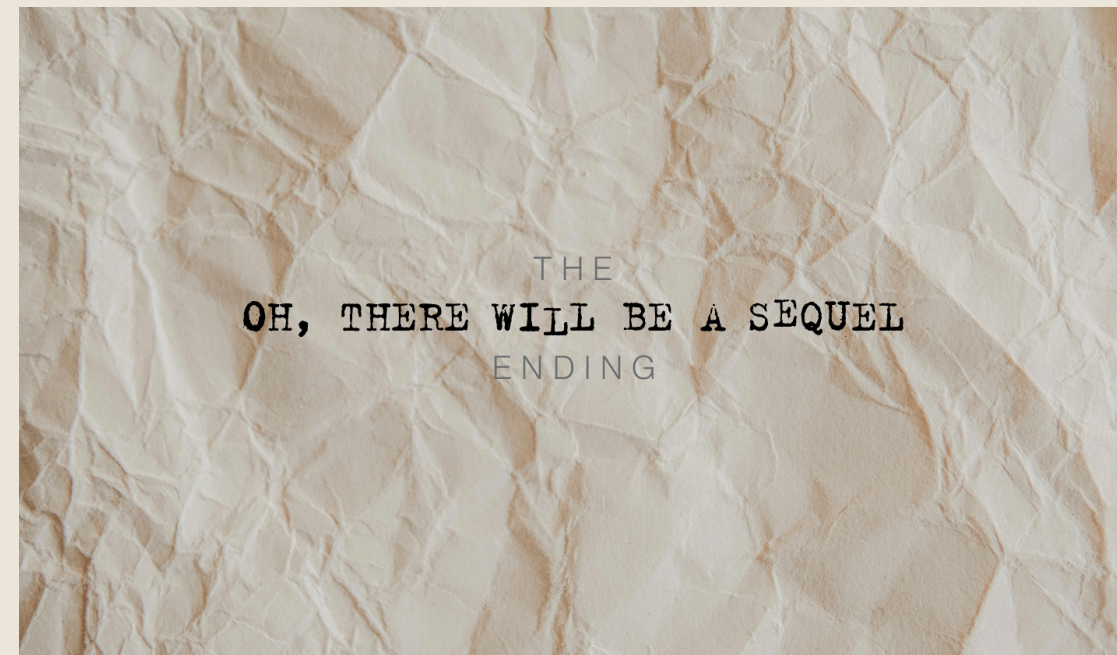
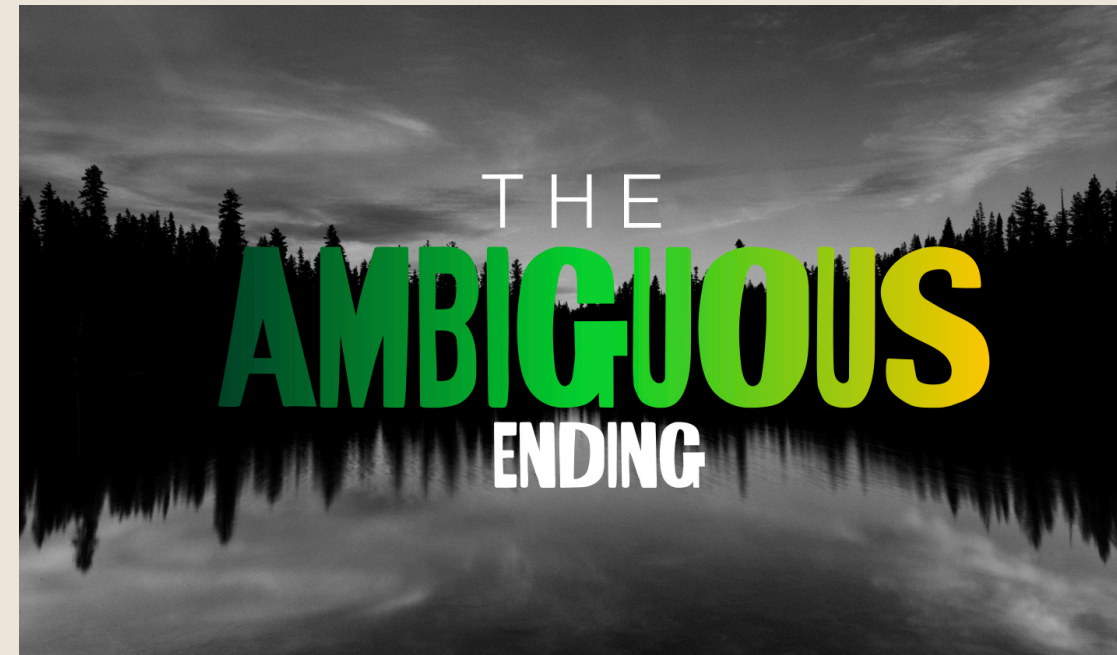
**SIGN ME UP**

ADD YOUR NAME TO THE CREDITS

THE OPTIONS:

# Alternate endings

There are no wrong options when it comes to joining EPIC.



“ ... and so humanity finally breathed a collective sigh of relief as the temperatures started to drop for the first time in ages. They learned from their mistakes and... wait, what's that sound? A SPACE INVASION?! ”

We feel you, this whole climate crisis storyline has been dragging for way too long. Feel free to finally wrap it up just to drop a bomb at the very last minute and keep us on our toes.

Can you imagine an alternate ending of the world's story? Join EPIC and help create it.

**AWARENESS AND ROLL-OUT**

# We take over endings to help us start

Let's introduce our message in spaces that our target group inhabits naturally. We offer them a challenge to exchange the predictable endings for the alternatives. We simply end things – differently. This simple trick works great across different media types and builds awareness where we need it.



Can you imagine an alternate ending?

- The Gorilla starts drumming for a Swedish metal band
- The Gorilla speaks and sells you new insurance
- The Gorilla offers you noise-canceling headphones



Sign up to EPIC and help give the world its happy end. Or a wild plot-twist, up to you. [alternateending.org](http://alternateending.org)

**3 PUTTING THE ICONS OF ADVERTISING TO WORK:**

We all know those classic stories. Now we run them as our own ads – with permission – to give our audience a chance to choose their own alternative endings.

# AdAge

CRAIN COMMUNICATIONS October 11, 2022

The Business of Brands

Marketing News & Strategy

## Marketing during a crisis: Should you pull your ads?

Recent events have put pressure on marketers cautious of appearing tone-deaf  
By Adrienne Pasquarelli

Two years ago, Plaster was gearing up for a big Super Bowl spot and campaign that included the death of its century-old mascot Mr. Peanut. But not long after the brand touted his demise and advertised a funeral during the Big Game, the real-life death of basketball



## McDonald's bets on nostalgia, Gen Z streetwear culture

Behind the Cactus Plant Flea Market collaboration  
By E.J. Schultz

On a Tuesday morning in late November of 2020, McDonald's revealed what it the time seemed to be a passing observation without much significance: "One day you ordered a Happy Meal for the first time and you didn't even know it."

But the tweet—and consumer reaction to it—went on to become the genesis for a major marketing and retail effort. Cactus Plant Flea Market has the limited-edition food and merchandise items created in partnership with the buzzy streetwear brand that the fast-food giant has positioned like a Happy Meal for adults.

The meals, which hit restaurants on Oct. 5, appear to be a major hit. McDonald's declined to release sales figures, but the boxes are selling out in various regions, according to local media reports. And the promotion has drawn lots of media attention, from local TV stations to late-night talk shows, including

Continued on Page 6



## Metaverse comes to TV

Executives discuss the value of evolving NFT technologies for building audiences and revenue  
By Parker Herren

Since exploding in popularity over the past year and a half, NFTs have begun offering the ways brands interact with consumers in retail, gaming, fast food and more. Now, the future of Web3 is starting to take shape on TV screens with shows such as Fox's "The Masked Singer," AMC's "The Walking Dead" and History Channel's "Ancient Aliens" experimenting with digital tokens, as well as shows

Continued on Page 6

Digital Marketing & Ad Tech News

## 11 execs connecting gaming to marketing

A look at brand and agency leaders diving into Roblox, mobile games and esports  
By Erika Whiteless



The gaming industry keeps on extending its already massive influence on culture and commerce. Brands increasingly realize that many of their customers are gamers, and have cranked up efforts to authentically show up in spaces such as Fortnite and Roblox, Twitch streams, esports tournaments and mobile games. Gaming has strongly resonated with Gen Z, an audience that is typically harder to reach via traditional media. To show the investment to worth brands' budgets, there have been efforts to improve measurement around gaming ads, including

Continued on Page 10

Can you imagine an alternate ending?



Sign up to EPIC and help give the world its happy end. Or a wild plot-twist, up to you. [www.alternateending.org](http://www.alternateending.org)

**1 UNFINISHED ARTICLES GIVE US SPACE:**

Articles in newspapers and industry magazines (AdAge etc) just end unexpectedly with a blank space. Partner newsletters (Cannes Lions) can also end without finishing. Our call to sign up to help write an alternative ending will be at the bottom of the white space. This also works for the online versions of this media.

Ads:World Highlighted Professional Student Collections Watchlist

La Famiglia Rana Italy's Best Kept Secret Agency: BMB

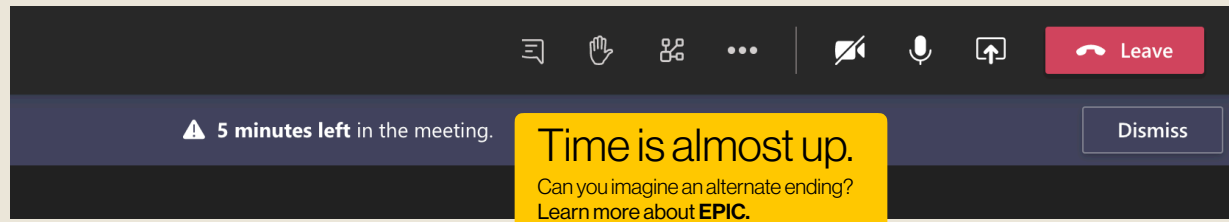


**2 TURNING THEIR OWN WORK INTO OUR MEDIUM:**

As a stunt, we temporarily give new & iconic ads on lovethework.com and adsoftheworld.com alternate endings. When the industry professionals go through the crème de la crème of advertising – and, let's be honest, their own work, they'll get greeted by our message instead. Fool-proof targeting.

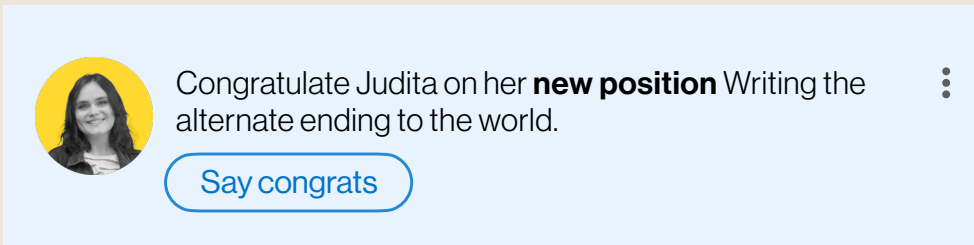
You can see where this is going. But can you imagine an alternate ending?

Sign up to EPIC and help give the world its happy end. Or a wild plot-twist, up to you. [alternateending.org](http://alternateending.org)



**4 THE ZOOM MEETINGS THAT MATTER. FINALLY.**

We partner with ZOOM, Google Meets & Microsoft Teams and turn the pop up window we all know way too well into a notification with our message.



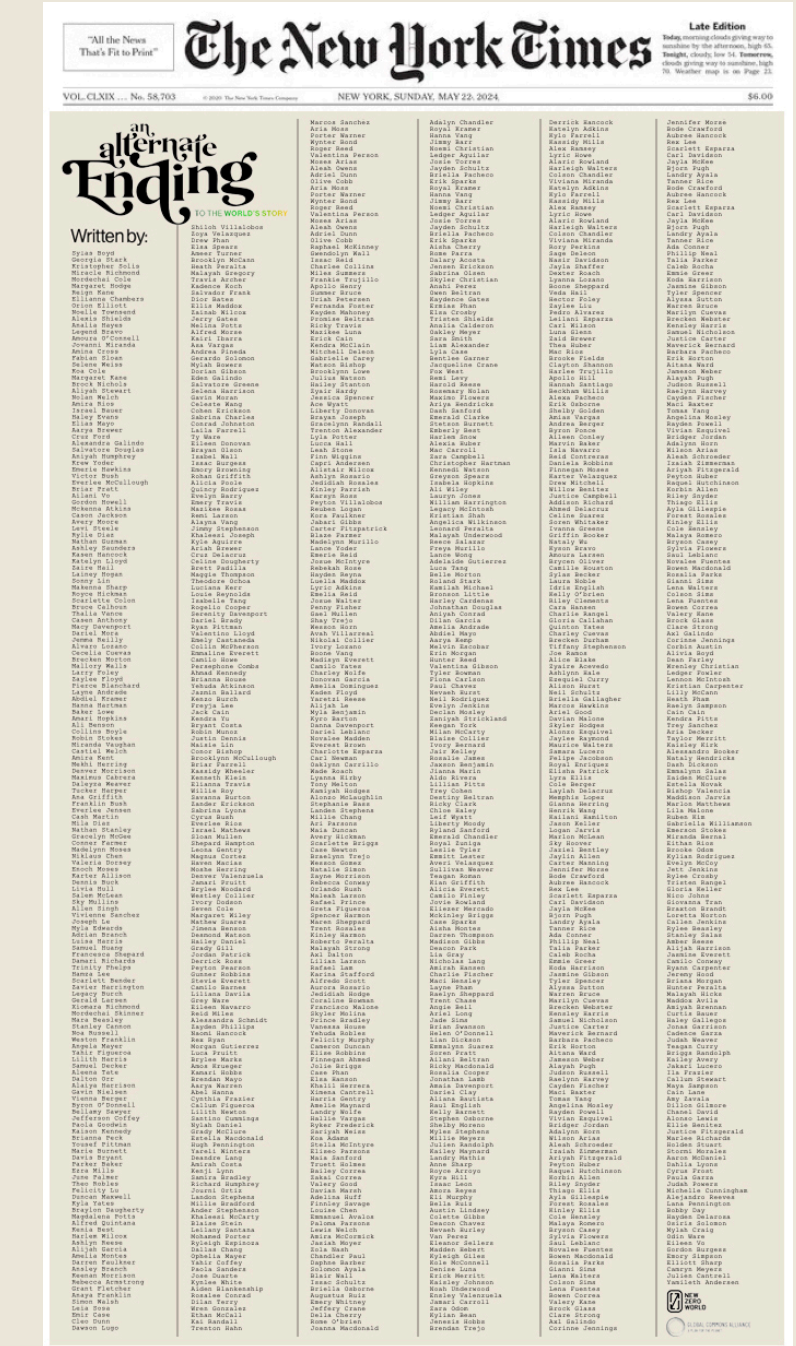
**5 EARN THOSE BRAGGING RIGHTS:**

Postings on **LinkedIn**



**6 FOLLOW UP:**

After signing up and leading up to Cannes 2024, participants will receive a "leaderboard" (via Whatsapp) with updates of the alternate endings (which one is in the lead) along with other info pertaining to the campaign.



**7 END CREDITS:**

The final list of credits will be published in a mass-medium like the back page of newspapers so that everyone can see their names (and have bragging rights!)

EPIC WORK BEGINS

# Cannes Lions 2024: The Finale & The Kickoff

Cannes Lions as an existing partner and **THE** event of the industry is the ideal opportunity to bring our Alternate Ending campaign into its final stage. We will hold the very first (live & virtual) kickoff session for the registered professionals under EPIC at the end of the festival. We use the potential of the Cannes Lions week to the max and collect the last – but definitely not least – registrations from the very best in the industry.



## CANNES LIONS EVENTS WITH ALTERNATE ENDINGS

It will be impossible to miss our call to action during the festival. We will take over a very special slot in the programme: the endings of every interesting event. Just before the event is over, EPIC steps in with its message and rolls out an unexpected ending. It will become an exciting surprise element of the festival. David Drogá's talk on AI ends with... Beyoncé's short performance. WARC workshop on effectiveness ends with... a bunch of puppies running around during Q&As. The more unexpected the twist, the better.

Pass holders can sign up through different touch points on the festival just in time for the first kick off session by EPIC at the end. A motivation in the form of winning the Pass for 2025 certainly wouldn't hurt.



# Roll-out and timeline



COP28 Summit

Cannes 2024

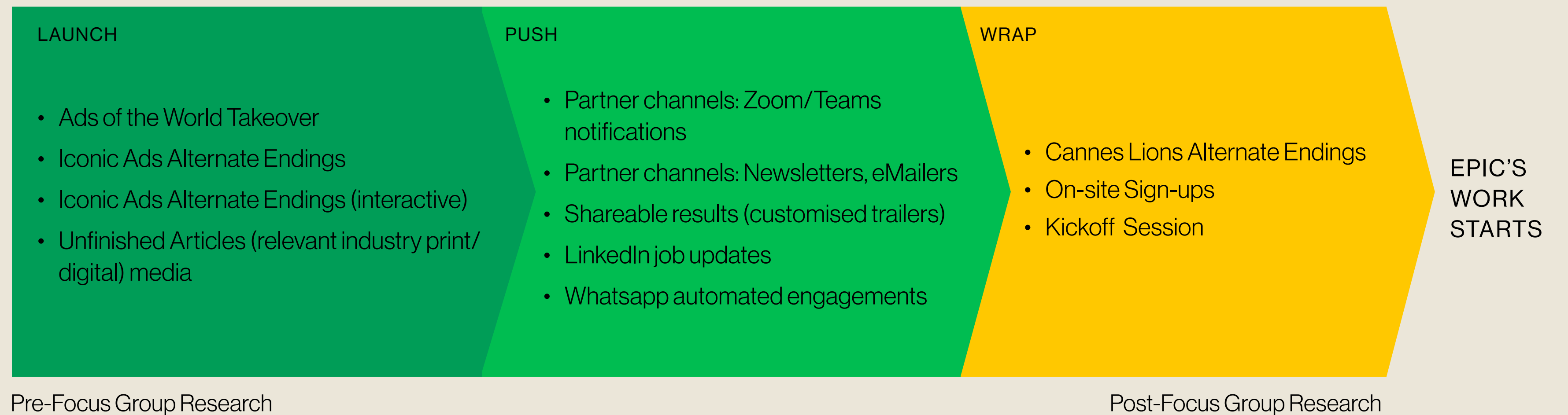
upper funnel

**awareness** (budget 40%)

**consideration** (budget 40%)

**conversion** (budget 20%)

lower funnel



Campaign destination: [alternateending.org](https://alternateending.org)



team [TBD]



team [ TBD ]

# an alternate ending TO THE WORLD'S STORY

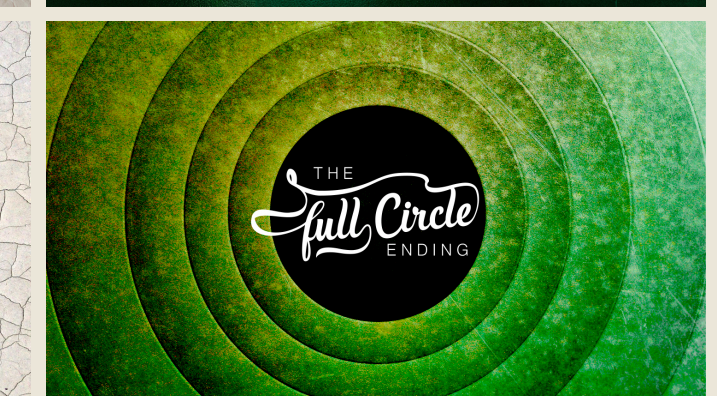
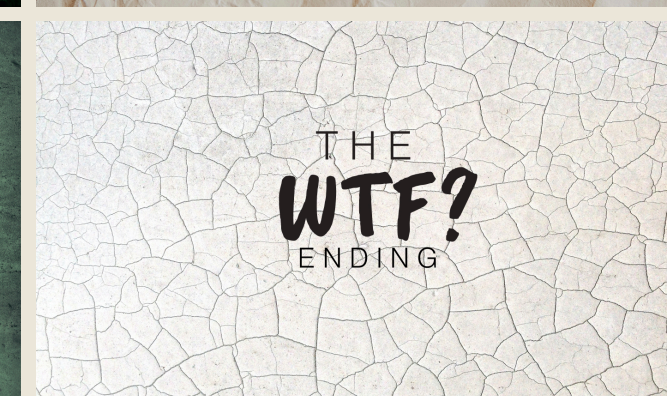
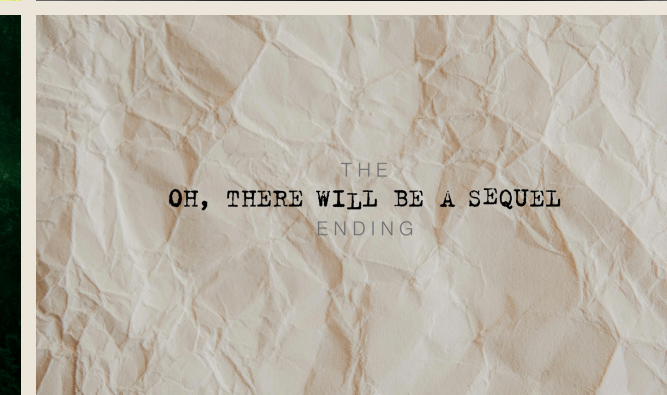
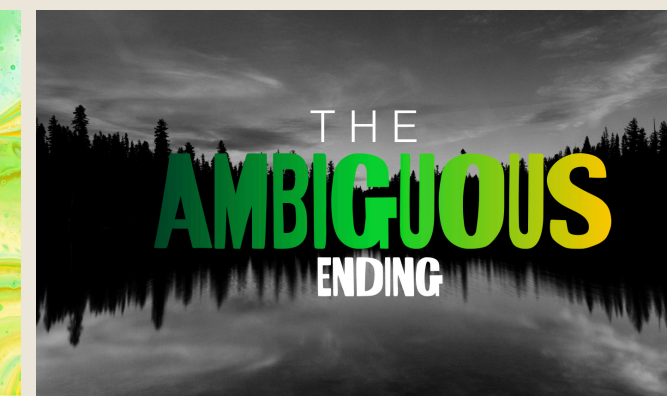
Can you imagine an alternate ending of the climate crisis?  
Join EPIC and help write it.

**The insight:** Things are not looking great for the world right now. The consequences of the climate crisis are impossible to ignore. Unless an immediate transformational change happens soon, we are steadily headed towards a point of no return. It's pretty obvious how this story will end for us – and it looks like it won't be a happy end.

**The idea:** The world is in a desperate need for a big plot-twist. Therefore, EPIC introduces its acquisition campaign: **An alternate ending for the world's story.** It's time to flip the script. We challenge the best professional storytellers, whose daily bread is subverting expectations and coming up with clever plot-twists, to give the world one last chance for an alternate ending and a hope for a sustainable future. We take over the story-endings as we know them, and turn them into our communication medium.

**The execution:** On [alternateending.org](http://alternateending.org) we challenge our target group to choose their ideal alternate ending of the world's story. Whether it's a happy end or a wild plot-twist, we invite them to sign up for making it real. To spread awareness, we take over spaces that our target group inhabits naturally. We offer them a challenge to exchange the predictable endings for the alternatives across different well-targeted media types. By giving the ads in the industry's archives and relevant online platforms alternate endings, we use their own work as our medium.

We invite them to imagine alternate endings through ZOOM ending reminders, print ads using iconic ads themselves, and unfinished articles in relevant media. The grand finale happens at the Cannes Lions festival, where we give an alternate ending to different events, collect the last relevant leads and kick off the EPIC collaboration at the end of it all.



**END CREDITS:**  
team[TBD]  
Judita Ružičková  
Fiona O'Connor  
Mert Unsal  
Cian McIntyre  
Rosalyn Patrick  
Dentsu  
Derrick Hancock  
Katelyn Adkins  
Kyló Farrell  
Kassidy Mills  
Alex Ramsey  
Lyric Howe  
Havas Group  
Alaric Rowland  
Harleigh Walters  
Colson Chandler  
Publicis Groupe  
Viviana Miranda  
Rory Perkins  
Sage DeLeon  
Nasir Davidson  
Jayla Shaffer  
Dexter Roach  
Lyanna Lozano  
Boone Sheppard  
Veda Hall  
TBWA Dublin  
Hector Foley  
Zaylee Liu  
Pedro Alvarez  
Leilani Esparza  
Carl Wilson  
Luna Glenn  
Zaid Brewer  
Ogilvy Hong Kong  
Thea Huber  
Mac Rios  
Brooke Fields  
Clayton Shannon  
Harlee Trujillo  
Apollo Hill  
Hannah Santiago  
Beckham Willis  
Alexa Pacheco  
Erik Osborne  
Shelby Golden  
Amias Vargas  
Andrea Berger  
Byron Ponce  
Aileen Conley  
Marvin Baker  
Isla Navarro  
Reid Contreras  
Daniela Robbins  
Finnegan Moses  
Karter Velazquez  
Drew Mitchell  
Willow Benitez  
Justice Campbell  
Addison Richard  
Ahmed Delacruz  
Celine Suarez  
Soren Whitaker  
Ivanna Greene  
Griffin Booker  
Nataly Wu  
Kyson Bravo  
Amoura Larsen  
Brycen Oliver  
Camille Houston  
Sylas Becker  
Laura Noble  
Idris English  
Kelly O'Brien  
Riley Clements  
Cara Hansen  
Charlie Rangel  
Glória Callahan  
Quinton Yates  
Charley Cuevas  
Brecken Durham  
Stephenson  
Joe Ramos  
Alice Blake  
Zyaire Acevedo  
Ashlynn Hale  
Ezequiel Curry  
Alison Hurst  
Neil Schultz  
Brielle  
Gallagher  
Marcos Hawkins  
Ariel Good  
Davian Malone  
Skyler Hodges  
Alonso Esquivel  
Jaylee Raymond  
Maurice Walters  
Sara Lucero  
Felipe Jacobson  
Royal Enriquez  
Elisha Patrick  
Lyra Ellis  
Cole Berger  
Laylah Delacruz  
Memphis Lopez  
Gianna Hering  
Henrik Wang  
Kailani Hamilton  
Jason Keller  
Logan Jarvis  
Marlon McLean  
Sky Hoover  
Jaziel Bentley  
Jaylin Allen  
Carter Manning  
Jennifer Morse  
Bode Crawford  
Aubree Hancock  
Rex Lee  
Scarlett Esparza  
Carl Davidson  
Jayla McKee  
Bjorn Pugh  
Landry Ayala  
Tanner Rice  
Ada Conner  
Phillip Neal  
Talia Parker

