

Team 40-Love

The Brief #3





Brief Background

Climate communications systems are broken, and we need a solution with global scale. Recognizing the urgency, many of the largest media, tech, and marketing companies are now willing to step up and adopt a fresh approach.

New Zero World and the Global Commons Alliance have established the Earth Public Information Collaborative (EPIC) as an answer. With support from global leaders, their goal is to create an ecosystem view of climate communications – aiming to influence perceptions, inspire action, and transform systems together.

Challenge

Support **EPIC's** purpose to solve the planet's 'communications' problem by recruiting expert coalition members through an innovative, creative, and holistic **B2B** outreach campaign for launch.

Audience

There are four main **B2B** target audience segments, each focused on their key contributions and strengths to **EPIC's** mission.

1. Creative Industries – Storytelling, Emotion, & Influence
2. Media Industries – Accuracy, Shaping Narratives, & Collaboration Tools
3. Corporate Sustainability – Industry Standards & Commitment
4. Policy Organizations – Public Duty, Citizen Engagement & Momentum



The Insight

Nature exemplifies the power of teamwork, demonstrating that collaboration can lead to remarkable outcomes.



Ants don't have a central command structure, yet they efficiently find food and build massive colonies.



Termites join forces to construct intricate underground cities, showcasing architectural marvels at a miniature scale.



Flocks of birds fly in perfect formation, seeking out optimal habitats.



Schools of fish that move in harmony to confuse and evade threats.

Nature consistently teaches us that individuals working in unison can achieve feats far beyond what any single entity can accomplish alone.

Honey Bees

Bees are yet another testament to nature's wonders of collaboration. These tiny insects operate within highly organized societies, and their collective efforts have a profound impact on our ecosystems.

However, if a bee worked alone, it would produce only 0.5 ml of honey in its entire lifetime. Not very impressive, is it?



What if we could share this reality with industry professionals all over the world to prove the importance of joining forces to generate a real impact on climate action?



The Lone Bee Honey Jar

Inviting leaders to join EPIC
by demonstrating that working together
is the only way to make a difference.





We will create thousands of miniature honey jars containing the amount of honey a bee would produce during its entire life if it worked alone.

The label will make leaders realize that working together is key and will allow them to sign up (by scanning it) to be contacted by us or find more information about who we are and our mission.

These tiny jars will be used to get the attention of industry professionals all over the world through different kinds of activations and creative executions, highlighting the importance of joining forces to generate a real impact.

Sign up
Sign up today and we'll get in touch soon

First Name Last Name

Phone Number

E-mail Address

I agree with the [Terms and Conditions](#) and the [Privacy Policy](#)

Create Account

About us

What is EPIC?

Earth Public Information Collaborative is a special group with over 70 top organizations focused on climate change and a pivotal initiative to address the pressing climate crisis through effective communication.

Our goal is to deploy climate literacy campaigns globally with your support in a unified 'comms plan' for our planet, generated from each individual's own efforts.

1 (234) 567-89-90





How it works

Direct Mail

We will send our honey jars as a direct mail to hundreds of industry professionals alongside key information about EPIC, inviting them to join and make part of the largest team effort nature has ever seen.



1. Receive direct mail



2. Discover our message



3. Scan QR label



4. Sign up



5. We will get in touch

Industry Events



Business Breakfasts

Adding our honey jars to hotel breakfasts during industry events for leaders from all over the world to discover our message and sign up and/or get more information.

Activating at industry events like Cannes Lions and many others where our honey jars will become the perfect conversation starter to engage with attendees and extend in-person invitations to join.

Pop-Up



We will engage with top industry leaders with pre-event, showtime, and post-event activations over the next year, ensuring we cover all target audiences:

1. **Creative Industries** - Jun 2024 - Cannes (80,000 attendees)
2. **Media Industries** - Jan 2024 - CES (115,000 attendees)
3. **Corporate Sustainability** - Jan 2024 - World Economic Forum (27,000 attendees)
4. **Policy Organizations** - Dec 2023 - COP28 (45,000 attendees)

We will reach 267,000 attendees (minimum conversion of 1% = 2,670 new members). But why stop there? We can also activate film festivals, advertising weeks, investigative journalist conferences, CMO summits, and sustainability forums.

New Zero World
1,203 followers
4mo

Sign up here —> thelonebeehoneyjar.com

Join the largest team effort nature has ever seen



Like Comment Repost Send



Presented at the UN as an example to invite industries to work together and maximize their positive impact.

PR

Targeted online film

An online film on LinkedIn to target all the industry professionals we want to impact through paid ads, so they can learn about what we are doing and join us by clicking the link in the description.

The film will showcase the most amazing examples of teamwork in nature, and will juxtapose them with the need for corporate collaboration in the EPIC context using our 0.5-ml honey jar as an example to prove that nature needs us to work together.

Targeted OOH

We will also target other industry professionals with outdoor communication placed right next to their workplace.

"The tiniest honey jar unleashes the largest industry professionals coalition"

CNN

"Nature's teamwork inspires leaders to join the largest industry network for environmental awareness"

The New York Times



A CONVERSION-LED EFFORT TO BUILD OUR GLOBAL TEAM

No matter what we do, every single touchpoint will lead our audience directly to our microsite to sign up, and will exclusively target industry professionals. Allowing us to reach out and start a conversation with them.



TIMELINE

