

EARTH'S

Most Powerful Tool



Creative Presentation by
Team Natural Selection

EARTH PUBLIC
INFORMATION
COLLABORATIVE

PROBLEM

The climate crisis is vast and demands urgency. It has been described as an ‘existential threat’ by the United Nations¹ and ‘the biggest health threat facing humanity’ by the World Health Organisation².

Understandably, concern about the climate crisis is at an all time high. However, there is a pervasive gap between awareness and action³.

This gap indicates that our planet has a serious communications problem.

OPPORTUNITY

EPIC has been created to combat this gap, with a crucial mission to deploy a communications plan for the planet.

There’s an opportunity to mobilise EPIC by recruiting passionate experts and organisations.

AUDIENCE

Primary Audience

Senior leaders and decision-makers in advertising, marketing, and media.

Secondary

Senior leaders and influencers across broader corporate and policy organisations.

Tone of voice

Rousing, empowering, unifying.

1. www.un.org/sg/en/content/sg/statement/2018-09-10/secretary-generals-remarks-climate-change-delivered

2. www.who.int/news-room/fact-sheets/detail/climate-change-and-health

3. www.nzwi.org.nz/earth/edelmanreport

INSIGHT

When individuals feel hopeful about their own ability to make a difference they're much more likely to be galvanized into taking action, but current communications have made climate change seem like an insurmountable challenge.

IDEA

What if we put the power to navigate the climate crisis in the hands of our audience?

A CALL TO LEADERS

On the launch day of COP28, 200 creative and communications agencies spanning across the globe will receive a special box.

The box will be addressed to influential leaders who have a demonstrated interest in sustainability.



All items in the kit are made of recycled materials.



It will also come in different languages.



It's passed monumental bills, formed groundbreaking treaties, inspired us to chase our dreams, brought us to tears, brought us together, declared war and brokered peace.

It's single-handedly shaped human history. A symbol of knowledge, hope and human ingenuity.

Without you though, it's simply, a pen.

But in your hands, it's Earth's most powerful tool. And we think that's pretty epic.

That's why you've been handpicked to join us on our mission to rewrite a future for our planet that's worth waiting for.

Our alliance of leaders in the advertising and media industries will help solve the planet's communications problem in the face of the climate crisis.

So for the only home we've ever known, wield this pen proudly. The future of the planet is in our hands, because words, ideas and storytelling can change the world.

Yours is the Earth,

EPIC



Make your mark.
Sign your pledge below.



LEARN MORE ABOUT EPIC

EARTH PUBLIC INFORMATION COLLABORATIVE

Inside in the kit however, only one tool will be found.

EARTH' MOST POWERFUL TOOL

The pen.

In their hands, it has the power to change the world. The letter is an ode to communications, as well as an invitation to sign the pledge to EPIC and help rewrite our planet's future.

There will also be QR code to take them to a landing page where they can learn more and get involved.

COP28 LAUNCH

GUERRILLA ACTIVATION

EPIC's official launch is at COP 28 amidst influential audiences and significant media coverage.

At the venue, attendees will notice several intriguing "In case of climate emergency, break glass" units on display in EPIC branding with a ballpoint pen inside.

These displays will have a QR code and take attendees to the landing page where they can learn more and get involved.

**ADWEEK**

**Check Out The Clever Stunt
Turning Heads at COP28**

The New York Times
**The Humble Pen Inspires New Wave
of Climate Communications at COP28**

ENGAGEMENT AND NURTURE STRATEGY

DRIVING CONVERSION

We're taking our audience on a considered nurture journey.

We'll ask a small group of key industry influencers to post a video of themselves unboxing the survival kit and signing their pledge to EPIC. They'll then share this with their audiences.

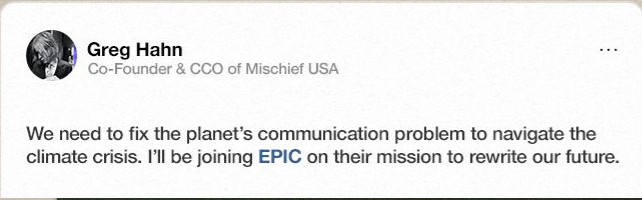
This content will also allow us to create a sizzle reel of unboxing videos that we'll use in a targeted social campaign running paid ads and posting organically in relevant communities (eg Media and Marketing professionals Worldwide, 946k members on LI)

To ensure we are getting maximum reach, we'll also embargo a press release to industry and press publications for the launch date of COP28.

And of course, we will leverage the many influential members of New Zero World and Global Commons Alliance as influencers to share recruitment content and their personal reasons for involvement with their networks.

The landing page all executions direct to will capture pledges, subscribers and referrals who can then be retargeted via EDMs.

EPIC will also appear amongst key audiences at Cannes Lions 2024 to host a networking event.



LANDING PAGE

All QR codes will lead to our landing page which is home to a video explaining EPIC's mission, why you should join, and how different industries can get involved.



www.epiccoalition.com/pledge

EARTH PUBLIC INFORMATION COLLABORATIVE

ABOUT PARTNERS HOW TO JOIN CONTACT

EARTH'S Most Powerful Tool

1,658 PEOPLE HAVE SIGNED THE PLEDGE

Make your mark. Sign your pledge below.

Share your pledge Refer a friend Subscribe

nselmo Ramos from **gut** just pledged • Richard Brim from **adam & eve** just pledged • Azsa West from **Wieden Kennedy+** just pledged • Bianca Guimaraes from **te**

CAMPAIGN STAGES

01



LAUNCH

02



GUERILLA ACTIVATION

03



DRIVING CONVERSION

04



NETWORKING AT CANNES

EARTH'S Most Powerful Tool

Putting the power to rewrite
our planet's future, in the
hands of our audience.

PROBLEM

The climate crisis is vast and demands urgency. It has been described as an 'existential threat' by the United Nations and 'the biggest health threat facing humanity' by the World Health Organisation.

Understandably, concern about the climate crisis is at an all time high. However, there is a pervasive gap between awareness and action.

This gap indicates that our planet has a serious communications problem.

AUDIENCE

Primary Audience: Senior leaders and decision-makers in advertising, marketing, and media.

Secondary: Senior leaders and influencers across broader corporate and policy organisations.

Tone of voice: Rousing, empowering, unifying.

OPPORTUNITY

EPIC has been created to combat this gap, with a crucial mission to deploy a communications plan for the planet.

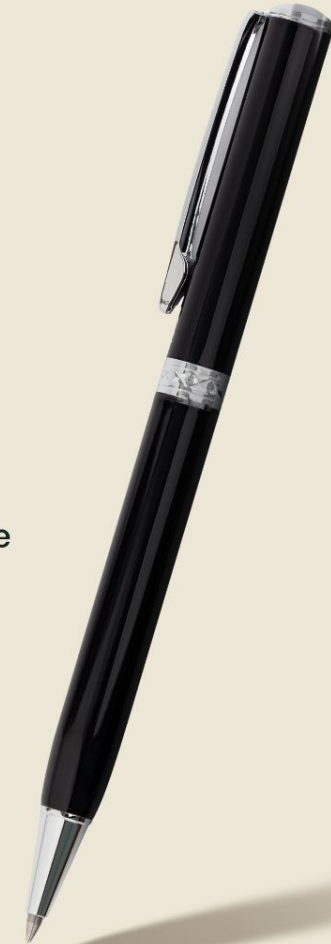
There's an opportunity to mobilise EPIC by recruiting passionate experts and organisations.

INSIGHT

When individuals feel hopeful about their own ability to make a difference they're much more likely to be galvanized into taking action, but current communications have made climate change seem like an insurmountable challenge.

IDEA

What if we put the power to navigate the climate crisis in the hands of our audience?



CAMPAIGN ROLLOUT



A CALL TO LEADERS

On the launch day of COP28, 200 creative and communications agencies spanning across the globe will receive a special box. Curiously labeled Humanity's Survival Kit.



EARTH'S MOST POWERFUL TOOL

Within the kit, there's just one tool: a ballpoint pen. In their hands, it possesses the power to rewrite the future of our planet. It serves as a call to action, an invitation to pledge to EPIC. A QR code is included for them to learn more and get involved.



GUERRILLA ACTIVATION AT COP28

EPIC's highly anticipated launch at COP 28 showcases intriguing displays labeled 'In case of climate emergency, break glass', containing EPIC-branded ballpoint pens. Each display includes a QR code directing attendees to the landing page for further engagement.



SOCIAL, INFLUENCER AND PR

We'll ask key industry influencers to post a video of themselves unboxing the survival kit and signing their pledge to EPIC. We will also create a sizzle reel of unboxing videos that we'll use in a targeted social campaign. There will be a press release to industry and press publications for the launch date of COP28.



EDM AND LANDING PAGE

The landing page at executions direct to will capture pledges as well as subscribers and referrals who can then be retargeted via EDMs.



NETWORKING EVENT AT CANNES LIONS 24

EPIC will also appear amongst key audiences at Cannes Lions 2024 to host a networking event.