

turning storytelling with data into a CREATIVE DRAMA



hura!

HOW TO WOW

mindsapes Creativity Enhanced

hi

we help teams at agencies & brands
think about smart, innovative creative ideas
in a more **efficient & effective** manner

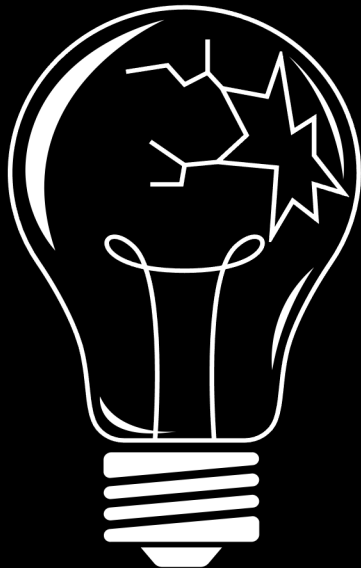
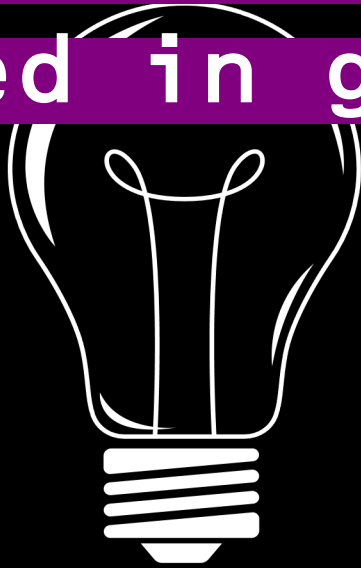
creativity
&
patterns
structure
logic



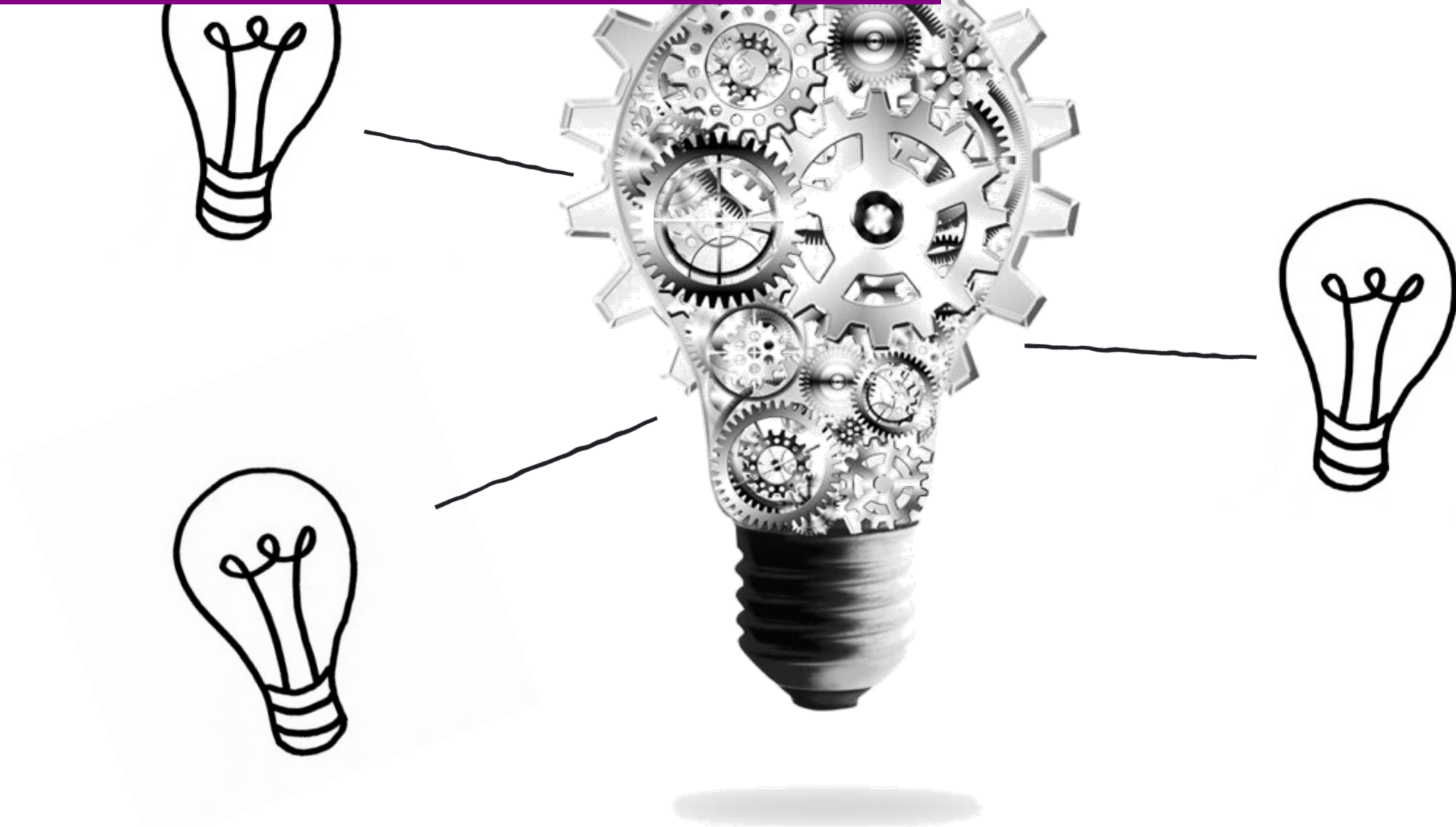
analyze awarded creative ideas

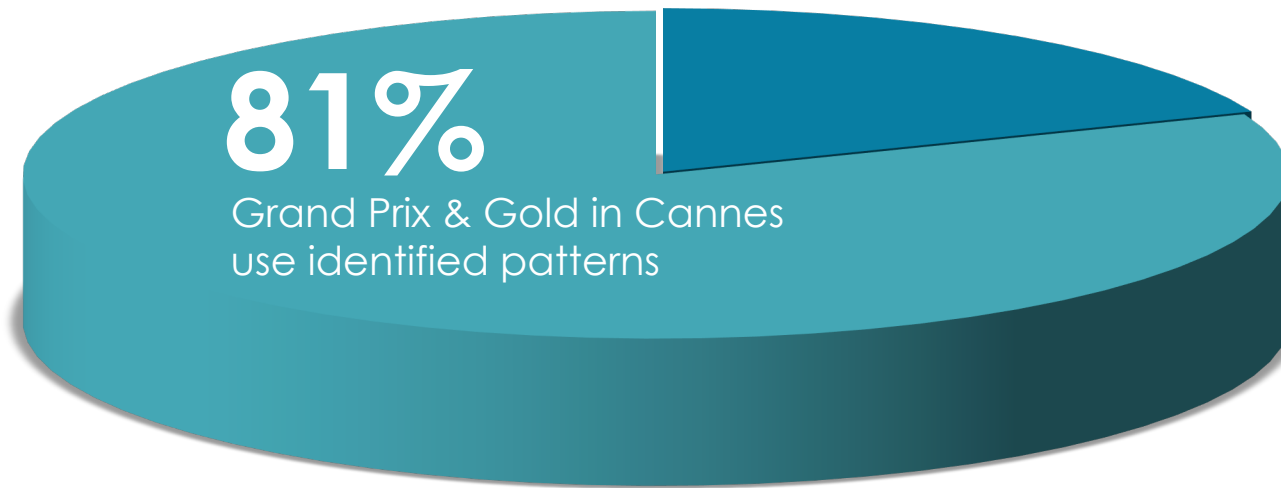


decode recurring thinking patterns
embedded in groups of awarded ideas



transform patterns into structured creative thinking tools





BACK 2 LIFE
THE HACK THAT GOT GAMERS TO LEARN LIFE-SAVING CPR

CPR

MISSION
The mission was to create a game that would teach people how to perform CPR in a fun and engaging way. The game was designed to be played on a mobile device, making it easy to access and play anywhere.

IDEA
The idea was to create a game that would teach people how to perform CPR in a fun and engaging way. The game was designed to be played on a mobile device, making it easy to access and play anywhere.

RESULTS
The game was a huge success, reaching over 1 million downloads and teaching over 100,000 people how to perform CPR. It was also featured in several major news outlets, including CNN and ABC.

THE AMERICAN TAKEOVER

THE CHALLENGE
The challenge was to create a campaign that would promote patriotism and support for the American military. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE STRATEGY
The strategy was to create a campaign that would promote patriotism and support for the American military. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE RESULTS
The campaign was a huge success, reaching over 1 million downloads and generating over \$1 million in revenue. It was also featured in several major news outlets, including CNN and ABC.

THE HIDDEN SUGAR HONEY

THE CHALLENGE
The challenge was to create a campaign that would raise awareness about the hidden sugar in honey. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE STRATEGY
The strategy was to create a campaign that would raise awareness about the hidden sugar in honey. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE RESULTS
The campaign was a huge success, reaching over 1 million downloads and generating over \$1 million in revenue. It was also featured in several major news outlets, including CNN and ABC.

the world's most eligible bachelor

THE CHALLENGE
The challenge was to create a campaign that would raise awareness about the rhinoceros population. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE STRATEGY
The strategy was to create a campaign that would raise awareness about the rhinoceros population. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE RESULTS
The campaign was a huge success, reaching over 1 million downloads and generating over \$1 million in revenue. It was also featured in several major news outlets, including CNN and ABC.

50 Cannes Lions, including 3 Grand Prix won by agencies using our thinking tools

YUBARI CITY CAMPAIGN

NO MONEY BUT LOVE.

Background: With a population of 155 million, Yubari City is a major hub for the region.

Challenge: Promote Yubari City as a vibrant and exciting destination.

Idea: Create a campaign that would promote Yubari City as a vibrant and exciting destination.

Results: The campaign was a huge success, reaching over 1 million downloads and generating over \$1 million in revenue. It was also featured in several major news outlets, including CNN and ABC.

DINNER WITH GEORGIA

THE CHALLENGE
The challenge was to create a campaign that would promote Georgia as a vibrant and exciting destination. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE STRATEGY
The strategy was to create a campaign that would promote Georgia as a vibrant and exciting destination. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE RESULTS
The campaign was a huge success, reaching over 1 million downloads and generating over \$1 million in revenue. It was also featured in several major news outlets, including CNN and ABC.

INTERNET'S RESIDENCY EXAM

IF PEOPLE TREAT THE INTERNET AS A DOCTOR, LET'S TEST IT AS A DOCTOR.

CONTEXT
The context was to create a campaign that would raise awareness about the internet's impact on society. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

IDEA
The idea was to create a campaign that would raise awareness about the internet's impact on society. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

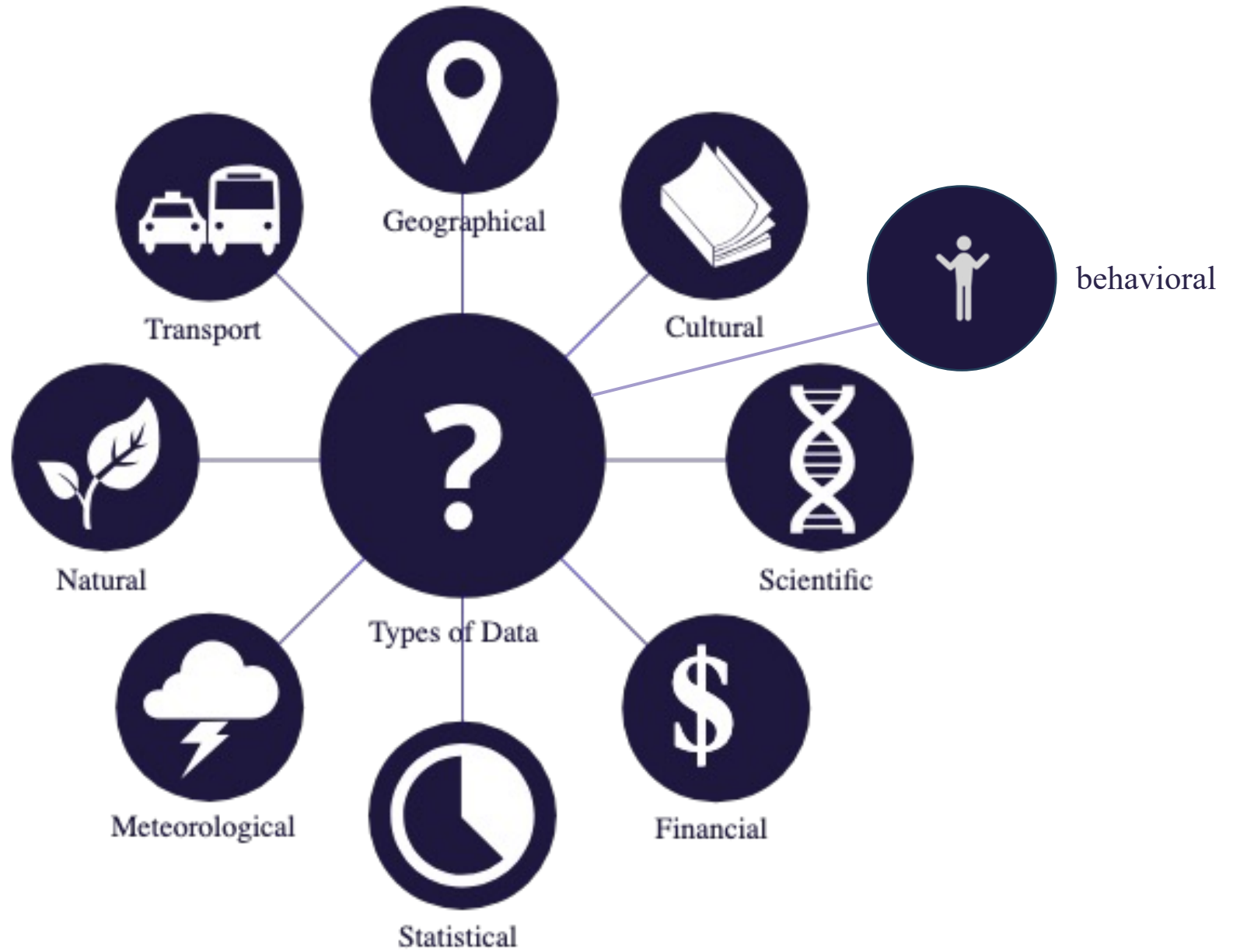
RESULTS
The campaign was a huge success, reaching over 1 million downloads and generating over \$1 million in revenue. It was also featured in several major news outlets, including CNN and ABC.

MORE THAN A SIGN

THE CHALLENGE
The challenge was to create a campaign that would raise awareness about accessibility. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE STRATEGY
The strategy was to create a campaign that would raise awareness about accessibility. The campaign was designed to be played on a mobile device, making it easy to access and play anywhere.

THE RESULTS
The campaign was a huge success, reaching over 1 million downloads and generating over \$1 million in revenue. It was also featured in several major news outlets, including CNN and ABC.



quantities

numbers

What Is Data?

facts

graphs

observations

measurement

quantities

numbers

information

What Is Data?

facts

graphs

observations

measurement

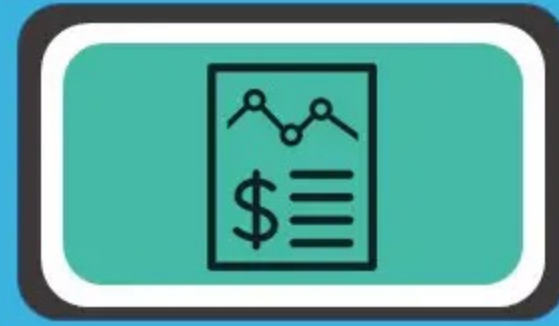
Data and Information



Data

Data can be defined as a representation of facts, concepts, or instructions in a formalized manner which should be suitable for communication, interpretation, or processing by human or electronic machines.

VS



Information

Information is organized or classified data, which has some meaningful values for the receiver. Information is the processed data on which decisions and actions are based.

life

↓ collection

data

processing ↓

information

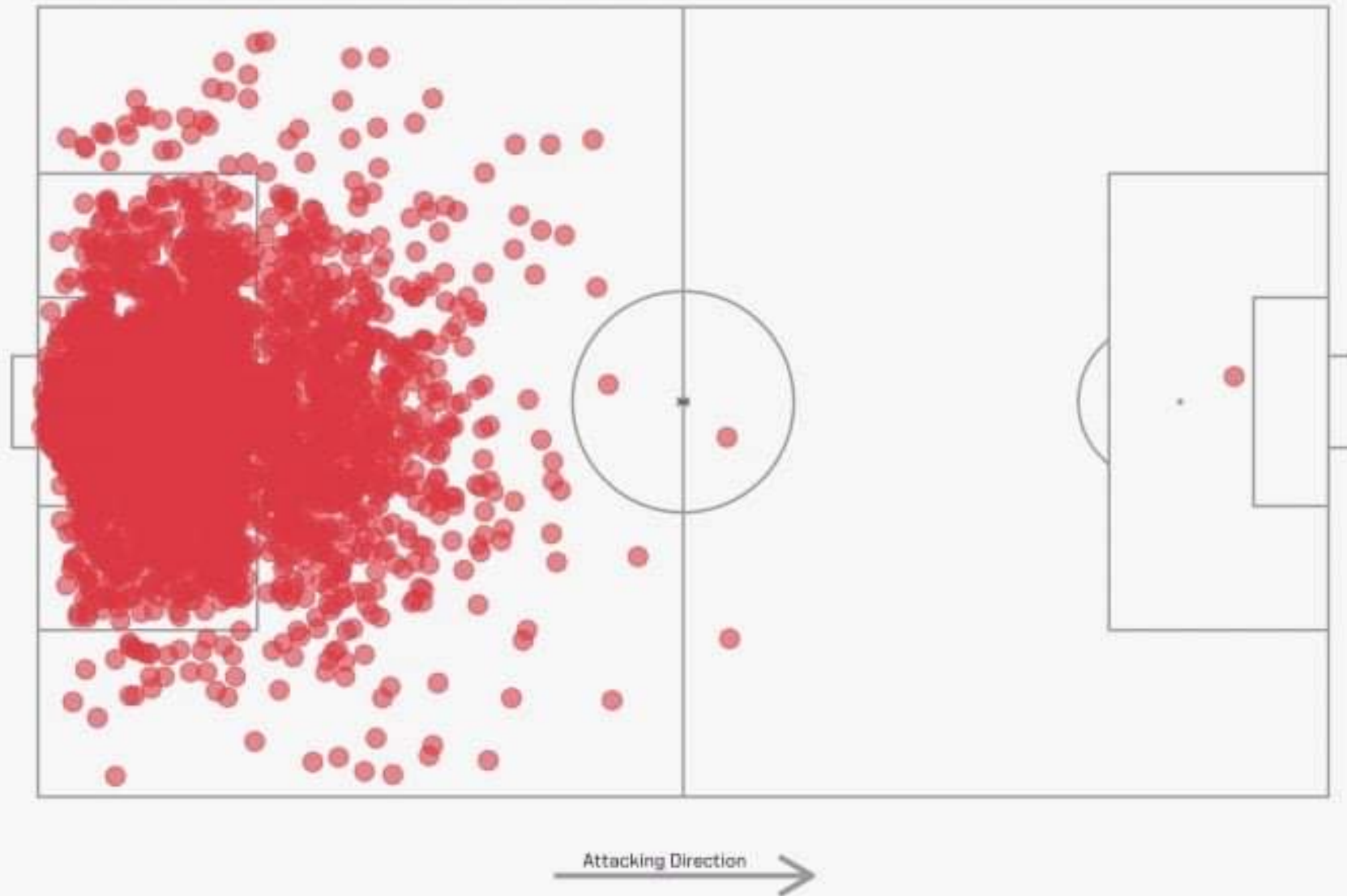
↓ meaning

value

↓
story

Alisson

Liverpool Career (All Comps)

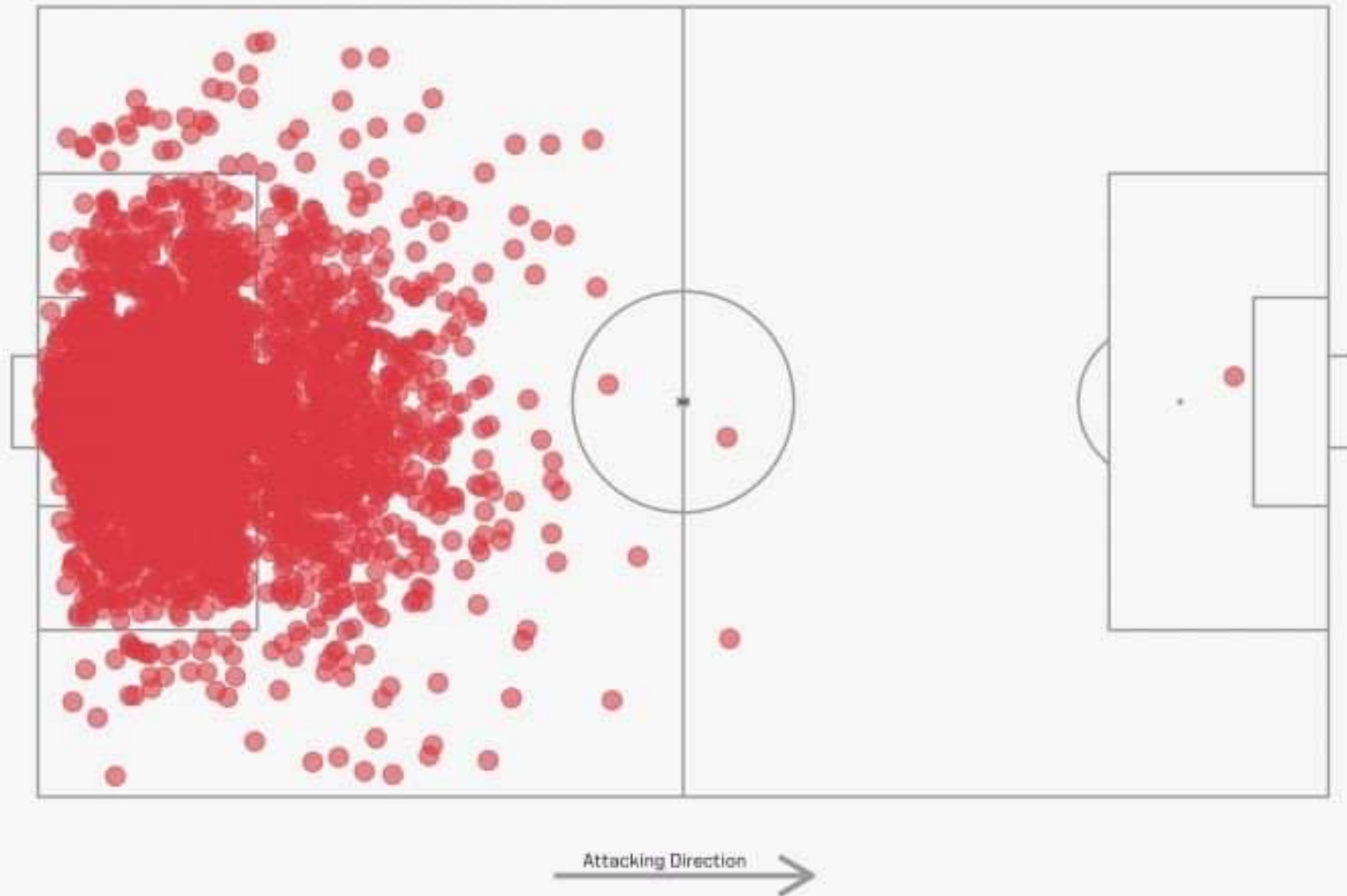


May 16, 2021



Alisson

Liverpool Career (All Comps)



data is only as
valuable as the
meaning it can
provide and the
story it can tell.



classical role:
inspire the story

storytelling

classical role:
inspire the story

storytelling

common current role:
deliver the story

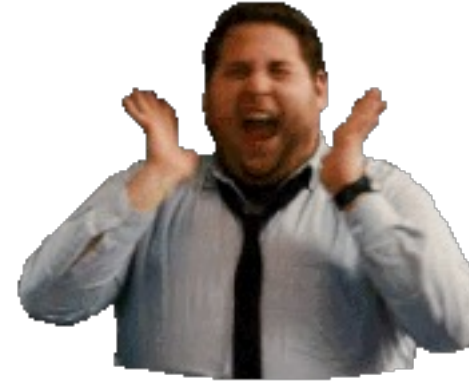
heart of strategic insight
behind the scene/seen

storytelling

heart of strategic insight
behind the scene/seen

storytelling

heart of creative concept
in the spotlight



‘INSIGHTFUL’ → ‘ENTERTAINING’

A man with a shaved head, wearing a dark blue martial arts gi with white trim, is shown in a martial arts stance. He has a serious expression and is looking slightly to the right. His hands are raised in a defensive or ready position. The background is a traditional Japanese-style building with a grid-patterned window. The text "BRING IT ON!" is overlaid in a white, bold, sans-serif font across the center of the image.

BRING IT ON!

the time we have left

AN ALGORITHM THAT PREDICTS THE TIME WE HAVE LEFT WITH OUR LOVED ONES

What is your relationship to Pablo?

friend
family
couple

and, not counting holidays, how many times do you and Pablo see each other?

a week a month a year

each time you see Pablo how many hours do you spend together?

04 hours

56 days
15 hours

Alejandro & Pablo

If you carry on seeing each other with the same frequency as you have done so far, this is the time you have left to spend together.

RELATIONSHIP FREQUENCY

ALMERIA 71,8 78,2

GRADALAJARA 72,1 72,1

HUELVA 74,8 74,8

FATHER MOTHER
SON DAUGHTER
BROTHER SISTER
COUSIN COUSIN
UNCLE AUNT
NEPHEW NIECE
GRANDSON GRANDDAUGHTER
GRANDDAD GRANDMOTHER
SON IN LAW DAUGHTER IN LAW
FATHER IN LAW SISTER IN LAW
BROTHER IN LAW MOTHER IN LAW

Ruavieja, a small Picard Ricard liqueur brand, wanted us to realize that our time is limited, and that it's worth it to spend it with the people we care about. By using a simple calculation, and data collected from the National Institute of Statistics about life expectancy, residency, and relationships, we created an algorithm capable of calculating how much time we have left to spend with somebody. To raise awareness, we rolled out a campaign showing real people's reactions to the results. The campaign received more than 13.5 million views. More than 300,000 users made their calculations using our tool and thousands of them voluntarily shared their get-togethers on social media, thanking Ruavieja for making them possible. The brand then, decided to abandon its digital media plan, and to channel the cash into financing more reunions between people paying thousands of bus tickets allowing people who live far from each other to get together.

5 MIN TV SPOT

THE MOST WATCHED AND SHARED SPANISH AD IN HISTORY.

Google

17,5M VIEWS

310K SHARES

+52% SALES INCREASE

194 COUNTRIES REACHED

+700K CALCULATIONS MADE

"THE PERFECT MARRIAGE BETWEEN DATA AND EMOTION"



"ADVERTISING SERVES A PURPOSE AFTER ALL"

EL ESPAÑOL

"MORE THAN A CAMPAIGN, AN EYE OPENER"

PSTCOMPANY

"THE VIRAL HOLIDAY AD THAT'LL MAKE YOU WANT TO BOOK A FLIGHT HOME"

IHUFFPOSTI INTERNAZIONALE



WE HAVE TO SEE MORE OF EACH OTHER



STELLA ARTOIS
ANNO 1366

THE INSIGHT

The history of Stella Artois can be traced back to the year 1366 and from that time on we can find lots of paintings portraying beers in the history of art.

THE IDEA

We calculated the probability of the beer portrayed in all those paintings to know if they could be, in fact, a Stella Artois.

THE HOW

We crossed the data we gathered from our brand historical records with art history data using the knowledge of mathematicians and historians from The Bellas Artes Museum.

The Artois probability was calculated based on variables such as beer color, shape of glass, year of each painting and the distance between the artist and our original brewery. We uploaded all this data into an app that displayed The Artois Probability when scanning the beer of these paintings.

86%
PROBABILITY OF
Stella Artois

PAINTING BY DAVID TENIERS

PEASANTS CELEBRATING
Twelfth Night

COLOR



0.32

YEAR



0.60

SHAPE



0.20

LOCATION



0.80

Clarín

© El Cronista

"THERE IS *Art* IN *Artois*".

"THE HIDDEN MUSE behind *art*".

RollingStone

"VAN GOGH, TENIERS & MONET MADE ADS FOR *Stella Artois* WITHOUT KNOWING".



13:MINUTES

THAT SLOWED DOWN THE SPEEDING NATION

86%
OF CZECHS ARE
SPEEDING REGULARLY

[AKA THE BACKGROUND]

Despite years of PSA's speeding was a growing issue responsible for 40 % of fatal car accidents in the country. Czech Association of Insurers needed to trigger an all-national debate. Problem was the topic of speeding is a taboo Czechs tend to avoid. We needed topic more relevant to a modern society. A behavioral study showed that crucial motivation for speeding is making up for a lost time. Deep analysis of traffic revealed another interesting fact. Average time saved by speeding on the longest and busiest Czech road is only 13 minutes while a risk of accident grows exponentially. We needed to show people the huge cost of these 13 minutes.

81%
RATED FULL FEATURE
DOCUMENTARY MOVIE

[AKA THE SOLUTION]

We couldn't do another PSA because nobody listens to it. So we created entertainment. A full feature film called **13:MINUTES**. A documentary that meticulously recreated 5 speeding accidents and told powerful stories of 5 ordinary drivers who in trying to save less than 13 minutes became culprits for the rest of their lives. Integrated campaign was precluded with publicity stunt of a staged speeding crash that gone viral and created media and social buzz. Premiere was promoted by massive TV and radio campaign, organic social media and influencers, movie posters crafted by famous art studio Automoblist and all of that followed by series of roadshow events and school seminars.

9%
LESS SPEEDING
ACCIDENTS

[AKA THE RESULTS]

Film aired in national television prime time and became first ever brand produced content in the world picked by HBO. In addition to receiving nomination for Czech Film Critics award it also inspired songs, a book and has even been designated as official study material by the Association of Driving Schools of the Czech Republic. But most importantly it inspired people. Reaching **44%** of population, the campaign had an unprecedented impact on Czech roads. According to research **28%** of drivers immediately slowed down. Accidents from speeding dropped by **20%** saving numerous human lives. And despite a significant year-on-year increase in all accident categories speeding keeps down by **9%**. **13:MINUTES** changed culture by becoming part of it.

Czech Radio

The question between the lines is obvious:
Are these 13 minutes worth it?

HBO

Česká televize

ADWEEK

Czech authorities want speeders
to stop trying to make up
for lost time on its roads

iDNES.cz

How 13 minutes gets you
killed in a split second

PR STUNT



MEDIA COVERAGE



TV COMMERCIAL



MOVIE POSTERS



FULL-LENGTH DOCUMENTARY



REAL LIFE EXPERIENCE EVENT



Pattern?

the time we have left
AN ALGORITHM THAT PREDICTS THE TIME WE HAVE LEFT WITH OUR LOVED ONES

how many times do you and Pablo see each other?
04

how many hours do you spend together?
56
15

Alexandra & Pablo

17.5M views 310K shares +52% more interest 194 countries reached +700K calculations made

WE HAVE TO SEE MORE OF EACH OTHER

STELLA ARTOIS
86% PROBABILITY OF Stella Artois

PEASANTS CELEBRATING Twelfth Night

THE NIGHT
THE HEKA
THE HOW

Clarin®
Rigging Stone

78 74 71 63 52 48 41

čap
13:MINUTES
THAT SLOWED DOWN THE SPEEDING NATION

86% OF CZECHS ARE SPEEDING REGULARLY

81% RATED FULL FEATURE DOCUMENTARY MOVIE

9% LESS SPEEDING ACCIDENTS

Are these 13 minutes worth it?

13:MINUTES

13:MINUTES

Translate It



translate a **relevant conventional form of (data) input** into a new **original form of (creative) output**



which offers a **new meaning / new value** to the data



which offers new value **to the consumer**



conveys the brand idea/message in an innovative engaging way

visiting patterns & life span data
→ time left to spend with other/s



driving speed data
→ time saved



beer attributes & brand history data
→ probability



- > meaning A into meaning B (brand meaning...)
- > value A into value B (brand value...)
- > currency A into currency B (brand currency...)

- > complicated into understandable/applicable
- > abstract into tangible/concrete
- > a 'language' people cannot comprehend into a 'language' people can speak and use
- > analytical into practical

- > help a specific audience with a specific/issue
- > help people appreciate/acknowledge a problem
- > help people appreciate/acknowledge a consequence
- > help tell a clear relatable meaningful story

popular means of translation:

> **machine learning protocol**

> **AI**

> **algorithm**

> **diagnostics test**

> **@#\$%^! #&!***



**'back office
hero'** of the
creative idea

popular forms of output:

- > **creative *prognosis***
- > **creative *calculation***
- > **creative *conversion***
- > **creative *index***
- > **creative *illustration***

**'front office
display'** of the
creative idea



2 opposite
ways

Top-Down Translation

consider an **existing available data input** associated with the message/challenge/problem at hand + what it can mean



CREATIVE OUTPUT

Bottom-Up Translation

DATA INPUT



consider a **desired creative output** which can help address a specific challenge/problem relevant to the brand idea/message or help communicate the brand idea/message + how it can be measured

visiting patterns & life span data
--> time left to spend with other/s



driving speed data
--> time saved



beer attributes & brand history data
--> probability



Time To Read

AN INSTALLATION THAT TURNED DATA INTO THE NUMBER OF BOOKS A PERSON COULD READ PER YEAR.

THE PROBLEM:

27% of adults did not read a single book in 2021 (Source: Pew Research Center). With social media, streaming platforms and video games competing for people's attention, reading was at an all-time low. And Kinokuniya, the UAE's largest bookstore was witnessing a steady drop in sales.

THE INSIGHT:

People want to read. But owing to busy lifestyles, they believe they do not have the time to do so (Source: ThoughtCo). Yet, research showed that the average person in the UAE spends 8 hours on screens every day.



THE IDEA:

Dispel the myth and shock people into realising that everyone has time to read.

THE EXECUTION:

We analysed the UAE's weekly screen time and turned that data into the numbers of books a person could read each year with the time they spent on social media. We brought this shocking data to life by creating graphs formed out of books. The graphs were placed in-store and around the country, and were adjusted at the end of each day to reflect new and updated data. We also tracked peak social media usage hours and offered discounts in-store during those hours.



Think you don't have time to read?

This graph represents the average number of books you could read in a year with the time you spend on social media.

BOOKS Kinokuniya
The world needs more readers.

Christy
Just the push I needed

Chris C.
Brilliant. Made me hang my head in shame.

Rahman Shah
Sometimes you need a visual reality check.

Mohammad B. K.
Don't have time to read? Think again!

Brittany P.
This one hit home...

Cutting my social life to minimum hahah

We targeted people online with social media-specific messages and offered discounts on books based on their interests.

16% INCREASE IN FOOTFALL | **28%** INCREASE IN SALES VERSUS LAST YEAR

HIGHEST BOOK SALES IN THE LAST **10** YEARS



INDEXING



Dec

THE INNOVATION THAT GAVE A SMALL BANK A STRONG VOICE BY MAKING YOUR CONSUMPTION COUNT

PROBLEM:

The state of the Baltic Sea is critical, it is already partly dead. Improvement calls for a significant change of behaviour.

BRIEF:

To increase awareness, strengthen client relationships and position The Bank of Åland as an ambitious and responsible leader of the change.

SOLUTION:

The Aland Index, communicating the environmental impact of every transaction made with your credit card, reported monthly.

RESULTS:

BRAND EARNED REACH
+350 000 000

BRAND AWARENESS
+185,7% [14% to 40%]

FINANCIAL DEPOSITS MADE
+32 275 656 € [+30%]

FINANCIAL ACCOUNTS OPENED
+1 149 [+4,4%]

HOW IT WORKS



THE BALTIC SEA CARD



PARTNERS/PROVIDERS



RESULTS: PRESS



RECOGNITION



*The Baltic Sea is one of the most polluted and threatened marine ecosystems in the world, the single biggest problem being eutrophication caused by an excess of nutrients and toxins. Excess of nutrients leads to a severe disruption of the ecosystem, with bottom areas with no oxygen and extensive algal blooms in summer. Nitrogen (N) and phosphorus (P) caused by man are the blame.

translate
into a
**DIGITAL
CHARACTER**



The #8 on the list

Forbes placed Brazilian corruption on World's Billionaires List and used data from 150 convicts of the crime to create an A.I. billionaire.

IDEA

Every year, **US\$ 61 billion dollars** are diverted to fund corruption in Brazil. It's enough money to rank **8th on Forbes Billionaires List**. To create awareness about the problem we used A.I. and machine learning to create a fictional billionaire owner of the money stolen every year.

CREATING RICKY BRASIL

To create his appearance, the cognitive technology analyzed more than **150 photos** of people convicted from corruption in Brazil and defined the average skin tone, eye and hair color, and bone structure. For his personality, we fed Natural Language Understand API with more than **500 hours of audio depositions**, campaign speeches, and gathered data from **65 different sources**, about politicians, lobbyists and businessmen convicted for corruption. **The A.I. then was ready to talk about corruption, politics, business and economics.**



We combined 6 A.I. APIs to build Ricky Brasil



Improvement Studio



Knowledge Studio



Text to speech



Natural language Understand



Personality Insights



Ai Assistant



MEET RICKY BRASIL

To find out how corruption thinks, we set up interviews with journalists, anti-corruption NGOs, journalism and law classes and even a former district attorney. Ricky Brasil had his interview published in various media.

It was possible to see the A.I. Searching for the answer and how it felt about the question: angry, frustrated, happy, energetic, confident and so on.



Interviewer

"What are your thoughts on compliance programs?"

Ricky's Answer

"The theory is beautiful, but I'm skeptical about big companies that claims 100% transparency."

RESULTS

The news spread quickly, and Brazil got to know the problem of corruption in a unique way.

97% Positive Reactions

23% more mentions on social media

180M media impressions

"A provocative strategy to spotlight corruption"

CONTAGIOUS I/O

"A billionaire Brazil should meet."

TRANSPARENCY INTERNATIONAL

"The A.I. tool to understand how corruption thinks." IHUFFPOSTI

TVCULTURA

LA OTRA ESCUELA

The image features a complex, abstract digital artwork. The central focus is a series of thick, three-dimensional ribbons with a pink and black horizontal striped pattern. These ribbons are intertwined and looped, creating a sense of depth and movement. The background is a vibrant, multi-colored geometric composition. It includes various shapes like triangles and polygons in shades of cyan, magenta, and purple. Some areas have a halftone or dot pattern, while others are solid. The overall aesthetic is reminiscent of digital art or graphic design from the late 20th or early 21st century.

translate
into **(DIGITAL) ART**



PROBLEM

Stress is a leading contributor to 41 million preventable deaths every year*. But with the signs and symptoms often invisible, how can people around the world be expected to control something they can't see?

*World Health Organization

SOLUTION

As a champion of preventative care, Cigna took on the challenge to show the world the stress affecting their bodies.

We created the first real-time stress visualization technology, translating biometric data into unforgettable motion portraits that inspired action. This technology then toured the globe, helping people around the world see their stress differently and make a plan to take control.

RESULTS

OVER **US\$24M** IN EARNED MEDIA VALUE

OVER **150,000 UNIQUE PORTRAITS** GENERATED SO FAR

187% INCREASE IN VISITS TO CIGNA.COM

OVER **2.5 MILLION PEOPLE** HAVE SINCE ACTED ON THEIR STRESS AT CIGNA'S STRESS CARE HUB.

EXPERIENCE

HONG KONG

TAIWAN

THAILAND

UNITED KINGDOM

SPAIN

NETHERLANDS

BELGIUM

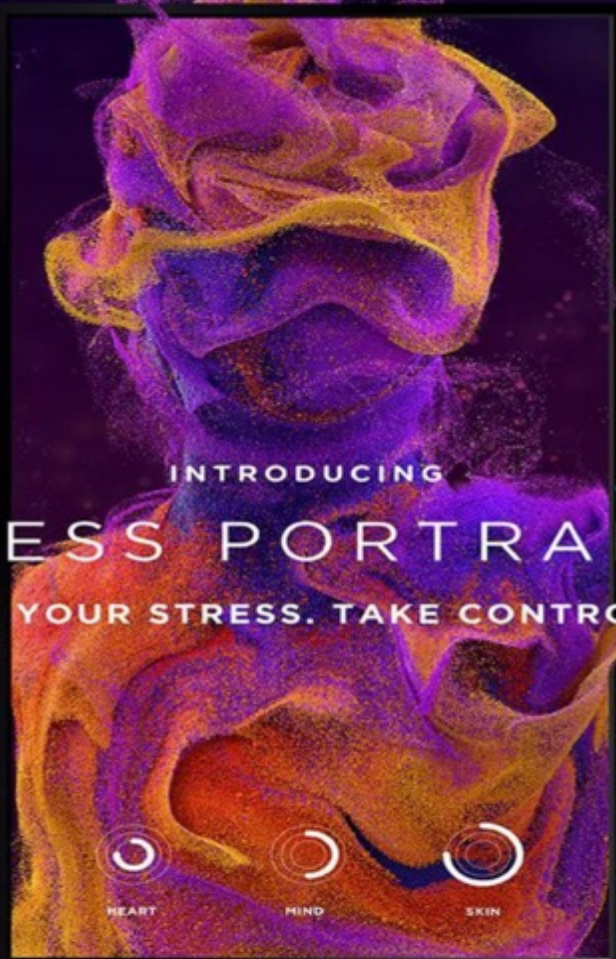
KENYA

UNITED STATES

SINGAPORE

U.A.E

SWITZERLAND



INTRODUCING STRESS PORTRAITS SEE YOUR STRESS. TAKE CONTROL.

DEVICES



MACHINE

Hand-built device the size of a large shoe box that can plug and play across 4 continents.



Custom made 8GPU renderfarm for adaptable real-time rendering of 20TB disk cache.

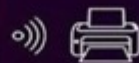
Real-time visual effects generated in 3D at 60 FPS, using dozens of custom compositing operations.



STRESS PORTRAIT

20 million particles per visualization.

36,000 frames per real-time animation.



Personalized portraits made printable and shareable in HD on social media.

Total experience time: 2 minutes

FILM CONTENT



EVERY PORTRAIT UNIQUE



LOW STRESS

HIGH STRESS

NEXT!



JFKUNSILENCED

55 YEARS AFTER HIS DEATH, JFK GIVES HIS FINAL SPEECH



CONTEXT

On the 22/11/63 as he was on his way to give a speech at the Dallas Trade Mart - President Kennedy was silenced.

EXECUTION

Data usually sharpens a story, but for JFK it made it possible to actually tell the story and allowed over **1 billion people** to finally hear JFKUNSilenced.

RESULTS

- Covered by **59 countries** worldwide.
- Total Editorial Reach: **1 billion**
- Advertising Value Equivalent (AVE): **€8.9 million**
- Total Social Reach: **26 million** (*Potential to reach 21.5m Twitter users & and 5.5m users on other social networks*)
- Total Twitter Impressions: **52.1 million**
- All our **rivals covered our story.**

COVERED BY

The Guardian

BBC

NEWS

NEW YORK POST

THE SCOTSMAN

FINANCIAL TIMES

sky NEWS

Mirror

CBS

The Washington Post

THE  TIMES
Find your voice



Jessie Smith
the woman at the Trade Mart in 1963
hears the speech for the first time

VIVALDI'S FOR SEASONS

COMPOSED BY CLIMATE DATA

TICKETS
SOLD OUT WITHIN
3 MINUTES

900 MILLION
MEDIA IMPRESSIONS

626 BROADCASTS
IN 130 COUNTRIES

150.000
LIVE VIEWS ON FACEBOOK

NDR
Elbphilharmonie
Orchester

WE'VE HEARD ALL ABOUT CLIMATE CHANGE. NOW, IT'S TIME TO LISTEN. #listenup

PROBLEM:

Climate change has become the greatest threat to life on earth. A threat so overwhelming, people prefer to ignore it. The NDR Elbphilharmonie Orchestra wanted to use the power of music to make people listen up.


SOLUTION:

With a team of software developers and music arrangers, we adapted the Four Seasons to today's weather conditions. Custom-built algorithms used 300 years of climate data to recompose Vivaldi's masterpiece. The result, For Seasons premiered to the world with a concert at Elbphilharmonie Hamburg.

RESULT:

The voice of climate change was heard by millions. The For Seasons achieved a global reach of over 1 billion contacts, TV & radio stations in 130 countries reported on the event.



 "We love your For Seasons project. Can we work together to fight climate change?"

PLEASE WATCH THE CASE FILM



airtel

175*

RE-PLAYED



1947

1983 WORLD CUP SEMI FINAL

1983



1983



1987



2001



2011



2019



2023

RECREATING A GAME THAT CHANGED THE COURSE OF INDIA'S HISTORY, BUT LEFT NO RECORDS

In 1983, Kapil Dev single-handedly scored 175 runs in a crucial Cricket World Cup match, creating a world record. But BBC, which was on a strike, didn't cover this game. Australia vs England, played on the same day, was covered nonetheless.

British broadcasters thought this match wasn't even worth recording

So Airtel, India's leading telecom brand recreated this match faithfully for all of India to see. We had no data, no records, no commentary - just three images. So interviewing everyone who saw this game - the spectators, the umpires and the players - we gathered every detail we needed to recreate the same era, same stadium and same environment. We proceeded to recreate this match with an oscar-winning VFX studio. Kapil Dev himself was deaged to his 1983 self.

India finally saw this match that made cricket a religion in this country. And they did so in a never-seen-before way thanks to Airtel 5G - in a specially created 5G arena, with multiple viewing angles, 360 degree in stadium view and real-time analysis.

A look at our unseen past, and a glimpse of the future, together



2021

RESULTS

49 MILLION OWNED MEDIA

193 MILLION VIEWS

900 MILLION IMPRESSIONS

+14% BRAND PERCEPTION



Mashable

"THE FUTURE OF IMMERSIVE SPORTS ENTERTAINMENT IS HERE THANKS TO AIRTEL"

THE HINDU

"AIRTEL 5G RECREATES KAPIL DEV'S LEGENDARY INNINGS CRICKET WORLD CUP '83"

mint

"INTERACT WITH THE FANS IN REAL-TIME AND WALK THEM THROUGH THE KEY MOMENTS OF HIS INNINGS"

Business Standard

"A VIEWING EXPERIENCE FOR EVERY INDIAN SPORTS LOVER"

THE TIMES OF INDIA

"BROUGHT TO LIFE USING TECHNOLOGY, GIVING VIEWERS AN IMMERSIVE AND FUTURISTIC EXPERIENCE"

CNN

"VIEWERS VISIT THE PAST BY THE WAY OF THE FUTURE"

pattern?

JFK UNSILENCED

50 YEARS AFTER HIS DEATH, JFK GIVES HIS FINAL SPEECH

CONTEXT
On the 50th anniversary of his death, JFK gives his final speech. President Kennedy was silenced.

PROBLEM
This newly discovered story, but the JFK it made it possible to actually tell the story and silence over 1 billion people to finally hear JFK's silence.

RESULTS

- Covered by 89 countries worldwide.
- Total Editorial Reach: 1 billion
- Advertising Value Equivalent (AVE): \$8.9 million
- Total Social Reach: 26 million (Projected to reach 25.5m Twitter users & 5.5m users on other social networks)
- Total Twitter Impressions: \$1.1 million
- All our rivals covered our story.

CREATED BY

THE NEW YORK TIMES
Find your voice

FOR SEASONS

COMPOSED BY CLIMAX BATA

TICKETS: 900 MILLION
626 BROADCASTS
150,000
NPR
Eligible for a Grammy

WE'VE HEARD ALL ABOUT CLIMATE CHANGE. NOW, IT'S TIME TO LISTEN. #listenup

PROBLEM:
Climate change has become the greatest threat to the world, but it's hard to understand the full impact of the problem. We created a series of short stories to help people hear up.

SOLUTION:
We created a series of short stories and music to help people understand the full impact of the problem. We created a series of short stories and music to help people understand the full impact of the problem.

RESULTS:
The story of climate change was heard by millions of people. It was a global success. It was a global success. It was a global success.

"We love your For Seasons project. Can we work together to fight climate change?"

PLEASE WATCH THE LAST FILM

175 RE-PLAYED

1987 WORLD CUP SEMI FINAL

RECREATING A GAME THAT CHANGED THE COURSE OF INDIA'S HISTORY, BUT LEFT NO RECORDS

RESULTS

- 49 MILLION TWEET MEDIA
- 193 MILLION VIEWS
- 900 MILLION IMPRESSIONS
- +14% BRAND PERCEPTION

Rewrite History



create a compelling story by **re-writing / faking the past**
and giving it a **new meaning / illustration**



in a way which **represents the brand idea/message**

suggest a new interesting **'brand
version'** of something **from the past**

identify a relevant story/event from the past



- > show what was **not possible** to see then
- > show what has **never** been seen
- > give it a **new ending or beginning**
- > demonstrate what happened **before or after**
- > **add / remove** something which wasn't/was there
- > make something or someone **available or unavailable**
- > alter **the time / the setting**

identify a relevant story/event from the past



- > show what was **not possible** to see then
- > show what has **never** been seen
- > give it a **new ending or beginning**
- > demonstrate what happened **before or after**
- > **add / remove** something which wasn't/was there
- > make something or someone **available or unavailable**
- > alter **the time / the setting**

**use data
to do so**

identify a relevant story/event from the past



> **recreate** a part which is no longer accessible / available

> revive / relive it with a savvy **relevant twist**

> give it a new **updated life / version**

> give it a new **meaning / illustration**

> **change something** which might change everything:

characters, actions, decisions, credit, etc.

identify a relevant story/event from the past



> **recreate** a part which is no longer accessible / available

> revive / relive it with a savvy **relevant twist**

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JFK UNSILENCED

50 YEARS AFTER HIS DEATH, JFK GIVES HIS FINAL SPEECH



CONTEXT

On the 50th anniversary of his death, JFK gave his final speech. President Kennedy's voice silenced.


PROBLEM

His newly deceased story, but for JFK it made it possible to actually tell the story and silence over 1 billion people to finally hear JFK's silence.


RESULTS

- Covered by **89 countries** worldwide.
- Total Editorial Reach: **1 Billion**
- Advertising Value Equivalent (AVE): **€8.9 million**
- Total Social Reach: **26 million** (Projected to reach 25.5m Twitter users & 4.5m users on other social networks)
- Total Twitter Impressions: **€1.1 million**
- All our rivals covered our story.

CREATED BY



THE NEW YORK TIMES
Find your voice



FOR SEASONS

COMPOSED BY CLIMATE DATA

TICKETS: 900 MILLION
626 BROADCASTS
150,000
NPR
Eligible for charitable deductions

WE'VE HEARD ALL ABOUT CLIMATE CHANGE. NOW, IT'S TIME TO LISTEN. #listenup


PROBLEM: Climate change has become the greatest threat to the world's future. It's a threat that requires global action. It's a threat that requires global action. It's a threat that requires global action.

SOLUTION: With a team of artists, scientists and engineers, we created a symphony that tells the story of climate change. The result, For Seasons, presented to the world's largest audience of Earthkeepers.

RESULTS: The story of climate change was heard by millions. It was shared in a global reach of over 1 billion countries, 150,000 countries, in 100 countries reported on the night.

"We love your For Seasons project. Can we work together to fight climate change?"

UNEP



PLEASE WATCH THE LAST FILM

175 RE-PLAYED


1947 1952 1956 1960 1964 1968 1972 1976 1980 1984 1988 1992 1996 2000 2004 2008 2012 2016 2020 2024

1982 WORLD CUP SEMI FINAL

RECREATING A GAME THAT CHANGED THE COURSE OF INDIA'S HISTORY, BUT LEFT NO RECORDS

RESULTS

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- +14% BRAND PERCEPTION



play with the dimension of time/setting:

> show the past in a prism of the present/future (using data)

> show the present/future in the prism of the past (using data)

VIVALDI'S
FOR SEASONS

COMPOSED BY CLIMATE DATA

NDR

Elbphilharmonie
Orchester

bring back to life by... bringing data to life

JFKUNSILENCED

55 YEARS AFTER HIS DEATH, JFK GIVES HIS FINAL SPEECH



CONTEXT

On the 22/11/63 as he was on his way to give a speech at the Dallas Trade Mart - President Kennedy was silenced.

EXECUTION

Data usually sharpens a story, but for JFK it made it possible to actually tell the story and allowed over **1 billion people** to finally hear JFKUNSilenced.

RESULTS

- Covered by **59 countries** worldwide.
- Total Editorial Reach: **1 billion**
- Advertising Value Equivalent (AVE): **€8.9 million**
- Total Social Reach: **26 million** (*Potential to reach 21.5m Twitter users & and 5.5m users on other social networks*)
- Total Twitter Impressions: **52.1 million**
- All our **rivals covered our story.**

COVERED BY

The Guardian

BBC

NEWS

NEW YORK POST

THE SCOTSMAN

FINANCIAL TIMES

sky NEWS

Mirror

CBS

The Washington Post

THE  TIMES
Find your voice



ING PRESENTS
**THE NEXT
 REMBRANDT**

BRINGING BACK THE GREAT MASTER
 TO CREATE ONE MORE PAINTING

How can one of the most forward-thinking banks in the world start a conversation about where innovation can take us?

We brought data and technology to ING's sponsorship of Dutch arts and culture by bringing back the great painter Rembrandt to create a new painting — 347 years after his death. The painting sparked a global discussion about man vs. machine, and about the endless possibilities of innovation.

Together with experts from various fields, over 160,000 fragments from all of Rembrandt's 346 paintings were analysed.

Facial recognition software was designed to understand Rembrandt's style and generate new facial features, which were assembled based on his use of geometrical proportions.

Finally, using a height map to mimic Rembrandt's brushstrokes, the painting was brought to life through an advanced 3D printer that printed 13 layers of paint based ink.

And so, 347 years after his death, a new Rembrandt painting emerged and was unveiled in Amsterdam where experts, the press, and the general public were invited to view the exhibition.

01
**GATHERING
 THE DATA**
 To distill the artistic DNA of Rembrandt, an extensive database was built and analyzed, pixel by pixel.

02
**DETERMINING
 THE SUBJECT**
 Data from Rembrandt's body of work shaped the way to the subject of the new painting.

03
**GENERATING
 THE FEATURES**
 A software system was designed to understand Rembrandt's style and generate new features.

04
**BRINGING IT
 TO LIFE**
 Once the 2D image was complete, a height map was created to mimic the brushstrokes used by Rembrandt.



Unveiling @ Exhibition

Exhibition (Detail)

Online Film

Website - Explore Mode

Website - In Depth (Subject)

Documentary



PRESENTING PARTNER: ING
 SPONSORING PARTNER: Microsoft
 ADVISOR: TU Delft
 ADVISOR: M+ Museum
 MADE BY: REMBRANDTHUIS

12.5
 MILLION EUROS
 EARNED MEDIA VALUE

1400+
 ARTICLES WRITTEN

**TRENDING
 GLOBALLY**
 ON TWITTER

1.8 BILLION
 MEDIA IMPRESSIONS

BBC theguardian INSTAPPANY abc NEWS Mashable GIZMODO THE TIMES OF INDIA LE FIGARO TORONTO STAR
 The Telegraph FOX Mirror The INDEPENDENT The ECONOMIST YAHOO! NEWS
 CNN Los Angeles Times THE HUFFINGTON POST WIRTDI JOURNAL DE L'ESPRESSO EL PAIS PCWorld EL DIARIO DE LA MONTAÑA
 Smithsonian Institution NBC NEWS The China Times THE NEW YORKER CBSNEWS Newsweek THE WALL STREET JOURNAL

Ayrton Senna
Ayrton Senna 1989

Driving data brings back Ayrton Senna's fastest lap from 24 years ago.

Challenge

Internavi is a car navigation system provided by Honda that designs driving experiences with the power of real-time driving data collected from vehicles.

The origin and core technology of Internavi's navigation, which is driving data, is still not widely known. Our mission was to tell the true possibilities of this technology.

Idea

To tell the story of its unique technology and history we re-enacted the world's fastest lap set by Ayrton Senna while qualifying for the 1989 Formula 1 Japanese Grand Prix.

Every aspect of Senna's engine and acceleration data from that race was digitally restored and analyzed. The engine sound of Senna's F1 machine McLaren Honda MP4/5 was re-created by combining Senna's driving data collected in 1989 with various engine tones recorded today. Then the re-created engine sound was played according to the driving data bringing back Senna's fastest lap from 24 years ago.

Result

Right after its launch, this project became a sensation and was covered by media from Japan as well as Brazil, Europe, the US and other regions with zero PR or media budget. Becoming the most watched YouTube video by an automobile company in Japan's history as well as the most watched viral video two weeks in a row worldwide.



TVCM/Online Video/Outdoor

Hundreds of networked speakers and LED lights were placed along the 5,807-meter long Suzuka circuit bringing back Senna's fastest lap from 1989 with engine sounds and LEDs.



Radio

A radio ad featuring Senna's engine sound was aired. Motorsports journalist Jun Imamiya who is an old acquaintance of Senna's did the narration.



Website

Everyone could see telemetry data and hear Senna's engine sound of the full lap. On a WebGL-based website, everyone could experience Senna race through Suzuka circuit by generating his record-breaking 1:38:041 lap re-created with 3DCG.



App

An app where everyone could enjoy driving to the engine sound of Senna's McLaren Honda MP4/5 using GPS and acceleration sensor on their smartphone was developed and distributed.



what would happen if....



MOZART 80

Bringing Mozart back to life to uplift a pandemic-stricken world

BACKGROUND

In 2020, the COVID-19 pandemic toppled industries and claimed millions of lives worldwide. Pfizer, the world's largest pharmaceutical company, wanted to bring hope to the world, and not just through COVID-19 vaccines.

IDEA

Wolfgang Amadeus Mozart, a musical maestro who died at only 35 years old. Imagine if he could have lived up to his 80s, what other masterpieces could he have composed?

We used Open AI to generate an extraordinary symphony. We trained the system by feeding it with Mozart's works, as well as the musical trends within 45 years after his death. The data was processed by the deep neural network, and then it was able to generate a new Mozart symphony. On September 22, 2020, this symphony was performed live for the first time by the Shanghai Philharmonic Orchestra at the Shanghai Symphony Hall.

Through Mozart 80, Pfizer empowered the world with a simple but impactful message: Science will win, and will save more lives like Mozart's.

PARTNERS

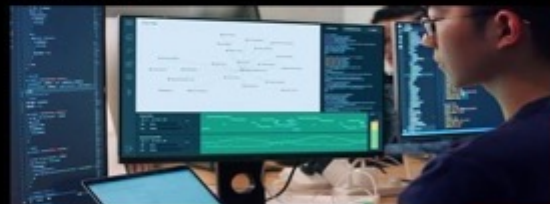


BEAUTY OF SCIENCE
美丽科学

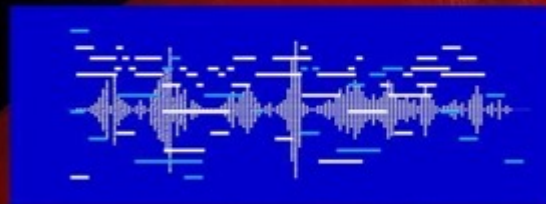
KURT SCHMID

Teoman Acikgoz

HOW IT WORKS



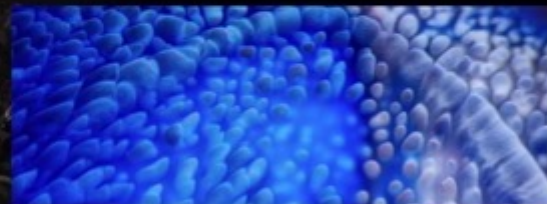
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The data was processed by the deep neural network and then it was able to generate a new Mozart symphony.



The symphony was performed live for the first time by the Shanghai Philharmonic Orchestra on September 22, 2020.



Microscopic videos of drug development were projected, paying tribute to the scientists behind COVID-19 vaccine.



600+ live audience

2Million+ livestream viewers

4,873 applicants from 211 universities during the first 8 weeks

81 applicants from Ivy League universities



雇主品牌学院
EMPLOYER BRAND ACADEMY

The Most Responsible Company of China 2020

RESULT

Not only did Mozart 80 rock the pharmaceutical community, it was also able to help Pfizer become China's Most Responsible Company in 2020. It also generated more interest from the youth for the pharmaceutical and medical fields.

BACKGROUND

In 2020, the COVID-19 pandemic toppled industries and claimed millions of lives worldwide. Pfizer, the world's largest pharmaceutical company, wanted to bring hope to the world, and not just through COVID-19 vaccines.

IDEA

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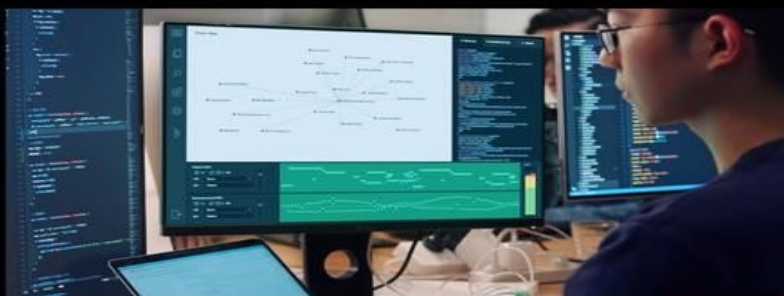


BEAUTY
OF
SCIENCE
美丽科学

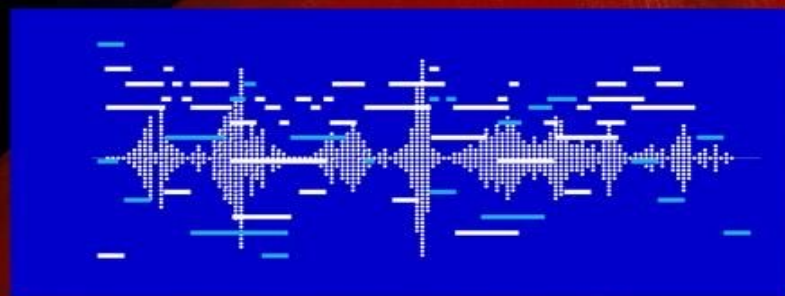
KURT
SCHMID

Teoman
Acikgoz

HOW IT WORKS



We trained the open AI system by feeding it all works by Mozart and the musical trends within 45 years after his death.



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“SURREAL”

RollingStone

“FASCINATING
USE OF AI”

SVFV

“IMAGINE THE MUSIC
THEY COULD HAVE MADE”

Forbes

“PRETTY DAMN
HAUNTING”

INPUT

“A SAD REMINDER”

VICE

OVER THE BRIDGE | Music Industry
Mental Health Support

LOST TAPES OF THE 27 CLUB

Using AI to create the album lost to music’s mental health crisis.

For generations, musicians have struggled with mental health at a rate far exceeding the general population. And this issue hasn't just been ignored. It's been romanticized - by society's obsession with tortured artists, like the 27 Club: a group of iconic musicians all lost to mental health struggles like depression, anxiety, and addiction at just 27 years old.

To show the world what's been lost to this crisis, we used artificial intelligence to create music the 27 Club could have created, had they gotten the mental health support they needed.

1B+ EARNED
MEDIA
IMPRESSIONS

830% INCREASE IN
MUSICIANS
SEEKING HELP



RollingStone

HYPEBEAST

NME

VICE

abc

CNN

GQ

BBC

DAZED



Forbes

Daily Mail

COS

billboard

npr

engadget

LOUDER

brobible

CBC

mht

GUITAR

UNILAD

FOX NEWS

yahoo!

METAL INJECTION

TNW

INDEPENDENT

FORTUNE

BARSTOOL SPORTS

iHeart RADIO

REPUBLICWORLD.COM

EXHIBIT-ON

SÖZCÜ

deVolkskrant

樂手網

noisetrend

+

DERSTANDARD

europa

NATIONAL POST

InsideHook

JUNKEE.

In 2006, 15 year-old Kiyon Prince – a highly regarded youth-team soccer player for Premier League club, Queens Park Rangers, was stabbed to death outside his school. Were he alive today, Kiyon would be 30 and living the dream as a professional footballer. What better example of the potential knife crime robs, we thought, than to show the life he would have had.

Working with deep-fake/VFX artists, a professor of artificial intelligence, former team mates and coaches, we worked out how Kiyon would look, and play, were he alive today.

Then, on the fifteenth anniversary of his passing, and in collaboration with some of the biggest brands in football, we got to show the world what could have been.

The campaign raised much needed funds for the charity that lives on his name and showed a generation of young people what can be achieved if you steer clear of knives.



LONG LIVE THE PRINCE



FIFA 21



OVER 3 YEARS' WORTH OF DONATIONS RAISED IN THE FIRST 24 HOURS



1000+ PIECES OF NEWS COVERAGE INTERNATIONALLY



64% OF YOUNG PEOPLE HAD HEARD OF KİYAN POST-LAUNCH



74% WOULD RECOMMEND THE CHARITY TO A FRIEND IN NEED



Kiyon was made a playable character in **FIFA21** – the world's largest sports video game



He became the face of **JD** – the UK's biggest sportswear retailer



He got his own **Match Attax** football trading card



And his name was added to the first team squad of his former club, **Queens Park Rangers**

NEXT!



The first credit card with a CO2 limit

Building consumer engagement by connecting transaction data with a real time CO2 emissions limit.

THE OBJECTIVE

Create awareness, understanding, and engagement in reducing consumption-based CO2 emissions to reach the 50% reduction targets outlined in the UN IPCC special report. Create a tangible tool for Everyday Climate Action.

THE IDEA

The first credit card with a carbon emission limit; DO Black – is a radical new tool tackling the climate crisis.

An innovation using individual real-time data, stopping you from overspending, not based on available funds but the impact caused by your consumption.

THE RESULT

- Awareness in only a few months has led to an earned media reach of +20.000.000
- Initial targets have been exceeded, with 4.000 user registrations in Sweden alone
- Over 40 banks worldwide are already in contact to discuss white label solutions
- Additional credit card companies have reached out to discuss a potential collaboration and implementation.



Transaction denied!
You've reached your CO2 emission limit.

now



Take urgent action to combat climate change and its impacts



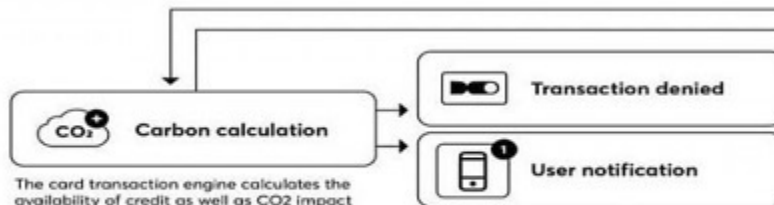
DO BLACK IS MADE POSSIBLE THROUGH A UNIQUE UNORTHODOX ALLIANCE, BRINGING TOGETHER TWO GIANTS, REPRESENTING DIAMETRICALLY DIFFERENT PERSPECTIVES TO ENDORSE AN INNOVATION COMBATING CLIMATE CHANGE.



A purchase is made in store / online using PIN or EMV / Contactless

The purchase is processed by the merchant, sent via the acquirer to Mastercard / MIP and further to the Bank's Card System.

The Card System receives the requests, verifies the card, account and PIN. The card system checks the available amounts of funds as well as CO2-limit.



The card transaction engine calculates the availability of credit as well as CO2 impact through Åland Index.

If the purchase exceeds the CO2 emission limit the transaction is denied. The Card System returns the response to the Merchant (via Mastercard and Acquirer).



"People are thinking about the environment in their daily lives, including making more informed decisions about what they buy. That's why we are pleased to welcome this initiative being undertaken by Doconomy"

Patricia Espinosa
Executive Secretary of the United Nations Framework Convention on Climate Change

	Consumption based emission	Tonne CO ₂	Annual Limit
Sweden	55%	10,95	5,47 ton
Japan	65%	5,74	2,87 ton
Uk	38%	16,77	8,39 ton
USA	70%	18,91	9,46 ton

Data sources: UN, UNFCCC official data (2016) and Our world in data (Oxford)

The recommended monthly CO2 emission level in compliance with UN's 2030 target

Sweden per month / capita

239 Kg CO₂

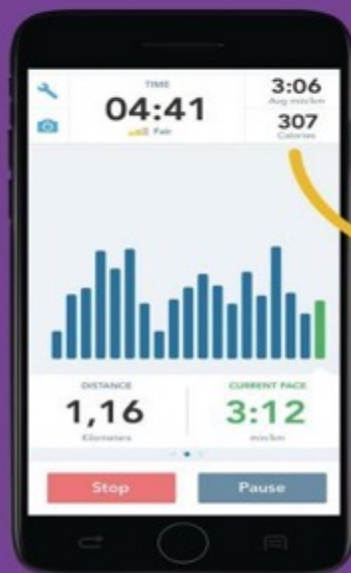


The more you move in real life the better you become at gaming

GitHub
OPEN SOURCE PROJECT
AVAILABLE ON GITHUB



Connect your mobile
games with MOVE Update



Run, ride a bike, skate,
play volleyball etc.

Change
a drop of ketchup
into more powerful
drop of mayo



Exchange achievements
for power-ups in games

PROBLEM

On average teenagers spent over twenty hours a week playing games on their devices. That's another twenty hours with no physical activity.

IDEA

MOVE Update is the world's first environment turning real life data collected by fitness apps into mobile games bonuses. All you have to do is connect the game with your fit app like RunKeeper, Fit Bit or Strava. From now on, the more you move in real life the more powerful, faster and stronger you become in the games. We updated already existing McDonald's games, while new ones will come out with this feature already included.

OPEN SOURCE PROJECT



We encourage all developers to implement the code in their own games.

FIRST COMMERCIAL GAMES TO INCLUDE MOVE UPDATE:



Omnomster from MadellApp



Godfire: Rise of Prometheus
by Platige Image and Vivid Games



[HUNGERITHM]

ANGRY INTERNET = CHEAPER SNICKERS



AN ALGORITHM THAT TURNED PRICE INTO A MEDIUM WORTH FOLLOWING

For five weeks, the Hungerithm monitored online mood and when anger went up, Snickers prices went down at every 7-Eleven in Australia. Every day, the Hungerithm analysed over 14,000 social posts and updated prices 144 times.

To visitors, users visited the Hungerithm mobile site and got a 7-Eleven barcode instantly.

- 144 PRICE CHANGES PER DAY
- UNDERSTOOD SLANG AND SARCASM
- NO DOWNLOADING APPS REQUIRED

- BUILT ON A 3,000 WORD LEXICON FROM HIT
- OVER 810,000 SOCIAL POSTS ANALYSED

30 MILLION+ MEDIA IMPRESSIONS

+67% SALES INCREASE

5,040+ PRICE CHANGES

+120% TWITTER MENTIONS



Push Mobile Price Updates



Reactive Social



Launch Post



Pricing



In-Store Digital Displays



Scarfy

amount of CO₂ emissions & credit limit

The first credit card with a CO₂ limit

Building consumer engagement by connecting transaction data with a real time CO₂ emissions limit.

DOCONOMY now

Transaction denied!
You've reached your CO₂ emission limit.

THE IDEA
The first credit card with a carbon emission limit, **DO Black**, is a radical new tool leading the climate action.

THE RESULT

- Assessors in only a few months has led to an annual media reach of 100,000,000
- A total of 10,000+ copies have been requested, with 4,000+ copies delivered to banks across the world
- Over 40 banks worldwide are already in contact to discuss white label solutions
- A additional credit card companies have reached out to discuss a potential collaboration and engagement.

239 Kg CO₂

amount of anger on internet & price of product

McDonald's MOVE UPDATE

The more you move in real life the better you become at gaming

Connect your mobile games with MOVE Update

Run, ride a bike, skate, play volleyball etc.

Exchange achievements for power-ups in games

PROBLEM
McDonald's managers spend over 100,000 hours a week playing games in their downtime. That's another 100,000 hours with no professional output.

OPEN SOURCE PROJECT
McDonald's is the world's first environment turning user data collected in their games into real world gaming benefits. All you have to do is connect the game with your MyMcDonald's Rewards app. The app will track your progress in the game and reward you with real world benefits. It's a win-win for everyone involved.

FIRST COMMERCIAL SHARE TO INCLUDE MOVE UPDATE
PESD CHAMPIONSHIP THE ULTIMATE MOVIE

[HUNGER]ITHM

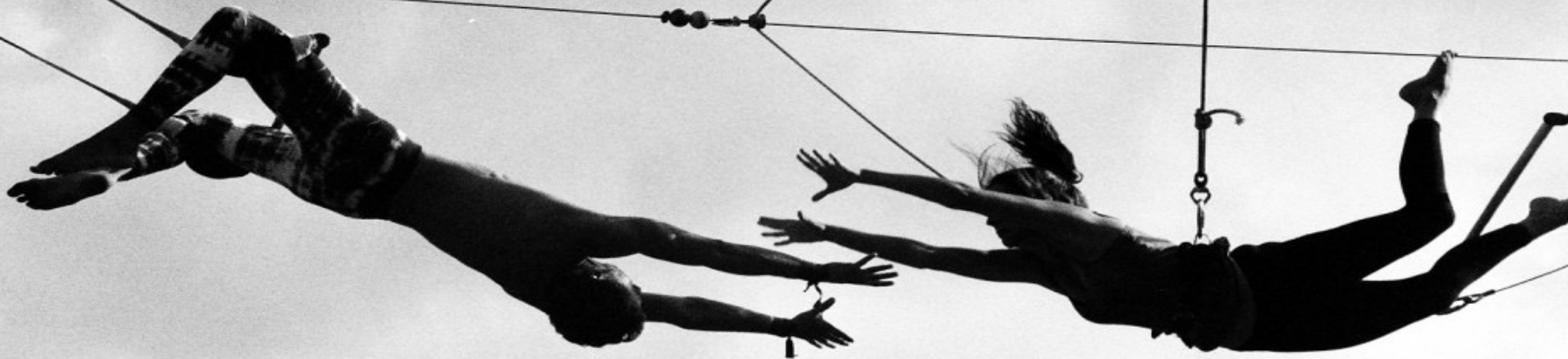
ANGRY INTERNET - CHEAPER SNICKERS

AN ALGORITHM THAT TURNS PRICE INTO A REGION IN NORTH FALLOWS

30 MILLION+ users
5,040+ reviews
+67% increase in sales
+120% increase in engagement

amount of outdoors activity & power in game

Dynamic Connection



create a **new Dynamic Connection between variables** of a system which were **not connected before**

↓
unexpected occurrence

↓
reinforcing the brand idea/message
in an innovative way

create a **new Dynamic Connection between variables** of a system which were **not connected before**



DATA

↓
unexpected
↓
reinforcing
in an innovative way

A man with white hair, wearing a grey suit, is sitting in a chair and eating popcorn from a yellow bucket. He has a wide-eyed, surprised expression on his face. The background is dark with some lights, suggesting an indoor setting at night. The text "now... this is where it gets interesting" is overlaid in white, bold, sans-serif font across the middle of the image.

now... this is where it
gets interesting

Internal Variable:

any variable which is in **the creator's complete control**



e.g. price of product, size of product, shape of product, shape of packaging, type of ingredients, availability of service, length of service, etc.

Internal Variable:

any variable which is in **the creator's complete control**



usually derived from the **brand offering**



HD

External Variable:

any variable which is **not in the creator's control**



e.g. location, temperature outside during consumption, speed of consumption, level of green consumption, mood of consumer, etc.

External Variable:

any variable which is not in the creator's control



usually derived from the message/benefit to be delivered



amount of CO₂ emissions (**external variable**)
& credit access (**internal variable**)

McDonald's MOVE UPDATE

The more you move in real life the better you become at gaming

GitHub
OPEN SOURCE PROJECT AVAILABLE ON GITHUB

Change a drop of ketchup into more powerful drop of mayo

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OPEN SOURCE PROJECT
We encourage all developers to implement the code in their own games.

FIRST COMMERCIAL GAMES TO INCLUDE MOVE UPDATE:

FEED GIMMONSTER
Crematorium from RodeoApp

Quilax: Rise of Prometheus
by Phinger Image and Wild Games

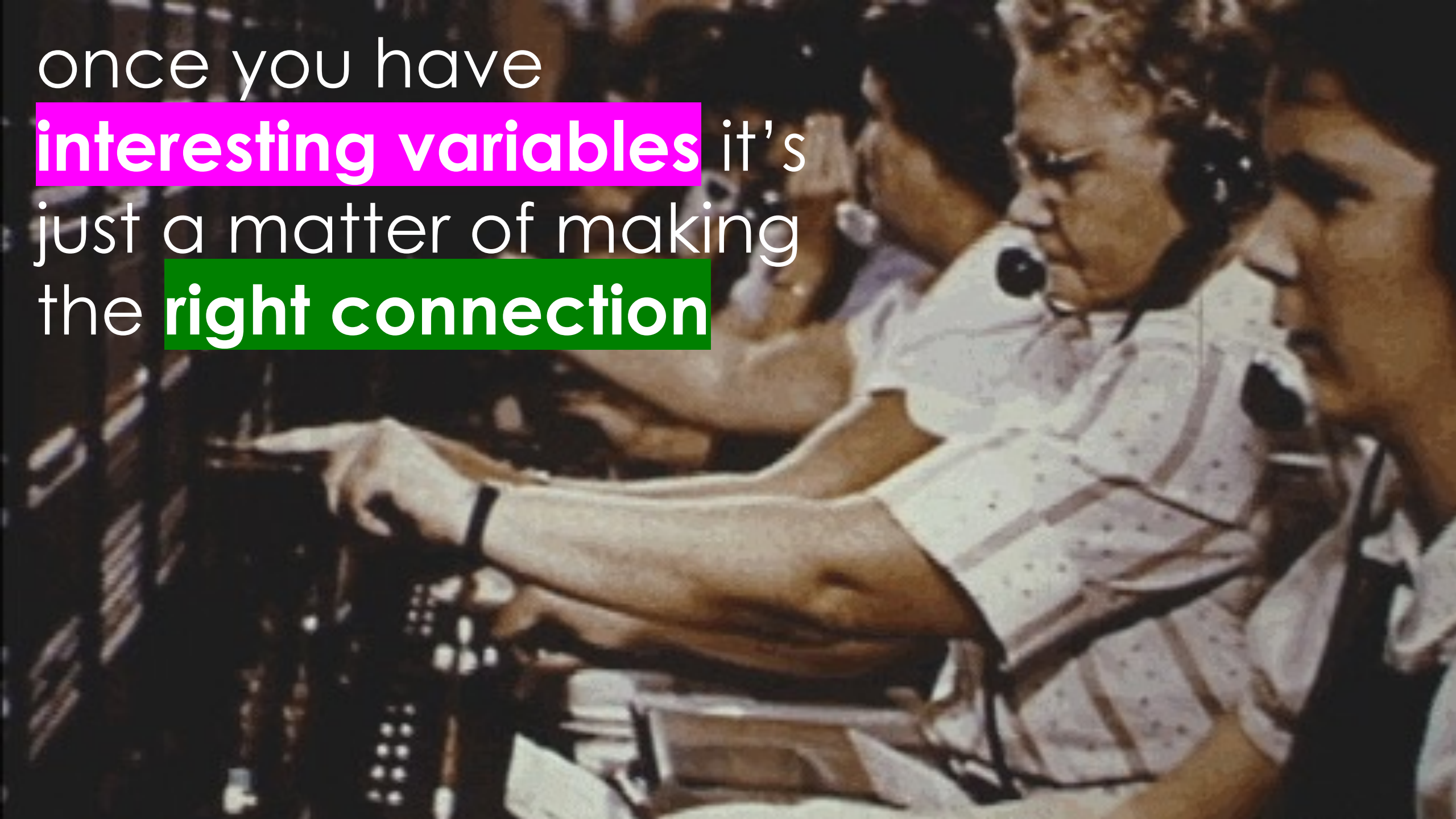
amount of outdoors activity (**external variable**)
& power in game (**internal variable**)



amount of anger on internet (**external variable**)
& price of product (**internal variable**)

list it to nail it!



A photograph of several call center agents sitting at their desks, wearing headsets and looking at their computer monitors. The scene is dimly lit, with the primary light source coming from the screens, creating a focused and busy atmosphere.

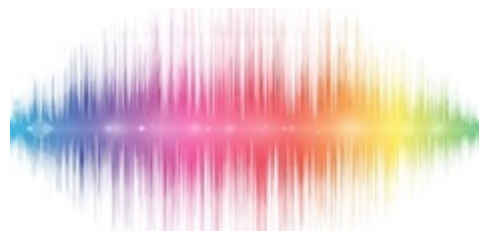
once you have
interesting variables it's
just a matter of making
the **right connection**



manual connections



automatic connections



spectrum of values/levels

01100
10110
11110

binary



manual connections



automatic connections

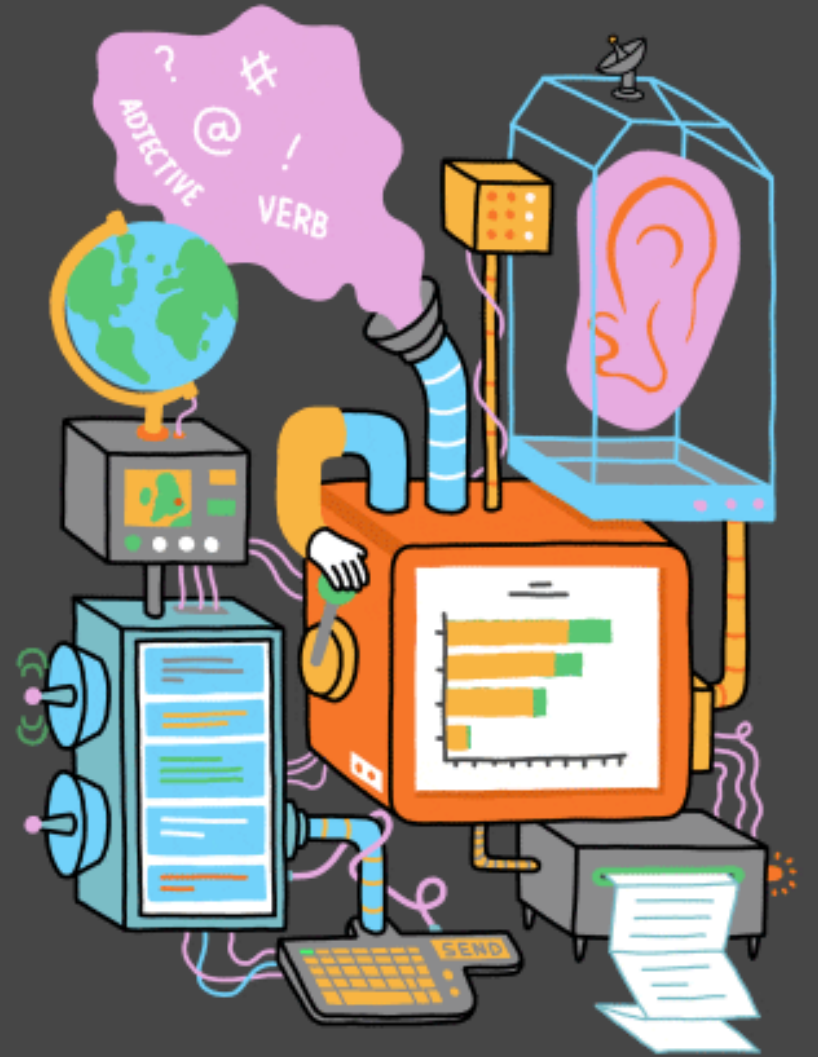


spectrum of values/levels



binary

brings data
to life





Slow Down GPS

A satnav app that automatically switch to a child's voice near child-dense areas.

In Scandinavia, 65% of the drivers are speeding near schools and day-care centres. If Insurance, the largest insurance company in the region wanted to do something about the problem.

In an effort to get drivers to slow down where it matters the most, we developed the sat nav app "Slow Down GPS". It works like any other voice navigation app, except for one childish feature: when driving in areas where it's more likely to be children around

the navigation voice automatically switches to a child's voice.

At launch, GPS-locations for all schools and day care centres were added. And by inviting the public to contribute with local knowledge of child-dense areas, the app improves with each update.

The free app was launched in June 2015 through PR and supported by bought media on TV, radio and online.

// After launch Slow Down GPS became the second most downloaded navigation app in Scandinavia.

// 20.000 people got engaged and contributed during the first two weeks with local knowledge of child-dense areas.

// The story spread to 164 countries and earned a potential reach of 87,500,000 people.

// It's been selected for a research program regarding traffic safety at The Swedish National Road and Transport Institute.





Slow Down GPS | A satnav app that automatically switch to a child's voice near child-dense areas.

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number of children near car (**external variable**)
& type of voice (**internal variable**)

SLOW DOWN DAD



THE FIRST DRIVE SAFE ASSISTANT
FATHERS CAN'T IGNORE.

PROBLEM

Every 18 minutes, a child is hurt in a traffic accident in Germany.
58% of all fathers confess that they exceed speed limits – even with family on board. Mothers know this, but are unable to change their partners' driving behavior.



SOLUTION:

We created SlowDownDad, an audiobook player that entertains children during road trips. And it supports mothers in mobilizing an emotional force fathers can't ignore: **BY MAKING THEIR CHILDREN SPEAK UP.**

OpenStreetMap and GPS track the car's speed and position.



1. In the kid's area...



2. Kids choose their favorite audiobook.



3. If the car exceeds the speed limit...



4. ...the audiobook speeds up as well.

→ Kids cannot follow the story, so they alarm the driver:
NO FATHER CAN IGNORE THAT.

To spread our solution to families, we talked to mothers. They were already aware of the problem, but have failed to change their partner's driving behavior so far. We involved mothers with an online teaser and started a discussion through YouTube, Facebook and blogs. In addition to these channels, several banners led them to our microsite.

MEDIA LANDSCAPE



RESULTS

- 14.8 million media impressions
- Almost 620,000 women got involved
- 350,000 website visits
- More than 50,000 views on YouTube in the 1st week
- 11,000 downloads in 4 days at the Samsung App Store
- 3,572 users on German roads in the 1st week

... making countless families reach their destination safely.



SlowDownDad



Download for
Android 4.0+ with GPS



ROAD SAFETY
GRANT PROGRAMME

The "Automobile Club of Romania" and the
"International Automobile Federation"
present.

MR BEAR DRIVER

The kids' game that makes parents drive safe.



CONTEXT

Every day, 500 children worldwide become victims of speeding on the road. To convince drivers to slow down, we decided to partner up with the kids themselves.

IDEA

ACR (The Automobile Club of Romania) and FIA (The International Automobile Federation) present: "Mr Bear Driver" - a fun and educational mobile game that quickly reached number 1 in App Store, becoming children's favorite companion. BUT PEOPLE DIDN'T KNOW THERE WAS A CATCH...

HOW IT WORKS

When played in a moving car, the game connects to GPS and Google Maps to track the real-life speed. Whenever the limit is exceeded by more than 10km/h, Mr. Bear (the in-game character) asks children to tell mommy or daddy to slow down. If drivers don't slow down, kids lose points and the game ends in a crash. This way, little passengers become safety copilots and learn that speeding is a big no-no.



PLEASE WATCH
THE CASE VIDEO



Mr. Bear asks players to tell drivers to slow down.



If drivers don't slow down, the game ends in a crash.



Prime time TV: "Mr Bear Driver, a Game for Safety"

orange partner

RESULTS
TO DATE:

25% of Romanian
population reached

9104x Slowdowns
(Google Analytics data)

Being adapted & implemented by
the Automobile Club of Portugal

7x National Prime Time
TV Stations

400k Earned
media

#1 in App Store
15/09/2016

Please download the game by typing "Plimba Ursul" in App Store or Google Play.

A close-up shot of a man with a full white beard and hair, looking slightly to the right with a thoughtful expression. His right hand is raised to his chin. The background is dark and out of focus.

HMM...

SALF



mechanism for generating a powerful combo:
promotion (internal value)
+ message/story (external value)
+ engaging content (disruptive connection)



[HUNGERITHM]

ANGRY INTERNET = CHEAPER SNICKERS



AN ALGORITHM THAT TURNED PRICE INTO A MEDIUM WORTH FOLLOWING

For five weeks, the Hungerithm monitored online mood and when anger went up, Snickers prices went down at every 7-Eleven in Australia. Every day, the Hungerithm analysed over 14,000 social posts and updated prices 144 times.

To visitors, users visited the Hungerithm mobile site and got a 7-Eleven barcode instantly.

KEY



144 PRICE CHANGES PER DAY



UNDERSTOOD SLANG AND SARCASM



NO DOWNLOADING APPS REQUIRED



BUILT ON A 3,000 WORD LEXICON FROM HIT



OVER 810,000 SOCIAL POSTS ANALYSED

RESULTS

30 MILLION+ MEDIA IMPRESSIONS

+67% SALES INCREASE

5,040+ PRICE CHANGES

+120% TWITTER MENTIONS



Price Checker Price Updates



Reactive Social



Launch Film



Pricing



In-Store Digital Displays



Scarfy

“BURGER KING IS TURNING MORE THAN 14,000 McDONALD’S RESTAURANTS INTO BURGER KINGS”

- The New York Times



The Whopper Detour was designed to draw attention to Burger King’s newly updated app — now with order-ahead functionality — which was late to the category and not very newsworthy. To get people interested in downloading the app, we invited them into BK’s notorious trolling of McDonald’s.

The promotion worked by geofencing 14,000 McDonald’s locations across the country. If a customer was inside one of these geofenced areas, the BK app unlocked the promotion. Once the 1¢ Whopper order was placed on the app, the user was “detoured” away from McDonald’s, as the app navigated them to the nearest BK for pickup. Because the promo was a mind twist, it was extremely important to be simple & consistent in how we designed the experience.

1.5 MILLION
DOWNLOADS IN 9 DAYS

3.3 BILLION
IMPRESSIONS

40X BK’s RECORD
DIGITAL PROMO

HIGHEST NUMBER OF
STORE VISITS IN 4 YEARS

27:1 RETURN ON
INVESTMENT



“GENIUS? OR PURE EVIL?”

“RIVALRY JUST ESCALATED TO A WHOLE NEW LEVEL”

“BK’S 1-CENT WHOPPER OFFERS A TASTE OF THE FUTURE”

“BK PROMOTION SENDS CUSTOMERS TO McDONALD’S”

“BURGER KING DID THE UNTHINKABLE”



CBS

WIRE

FOX NEWS

BUSINESS INSIDER



my home is an oven.com

THE LONGER THE EXPOSURE TO SUNLIGHT, THE BIGGER THE DISCOUNT ON A BGH AIR CONDITIONER.

SITUATION

During the summer, homes with the greatest exposure to sunlight turn into serious ovens.

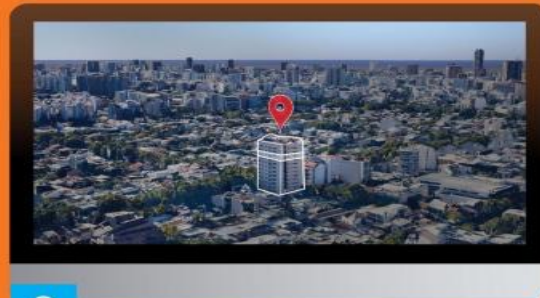
IDEA

We designed a website that calculates the number of hours any given home in Argentina spends exposed to direct sunlight. The accumulated hours are then converted into a corresponding discount to be used toward the purchase of a BGH air conditioner.



1

You enter your address.



2

Google Maps locates your home.



3

The software calculates the hours of sunlight exposure.



4

The hours are converted into a discount toward the purchase of a BGH air conditioner.

RESULTS: 49,000 UNITS SOLD. WITH AN INVESTMENT OF 40 THOUSAND DOLLARS, WE ACHIEVED A TURNOVER OF 14 MILLION DOLLARS.

E·MOVING

STEEP DISCOUNT

AN ALGORITHM THAT GENERATES CUSTOMIZED DISCOUNTS TO PURCHASE ELECTRIC BIKES BASED ON HILLY COMMUTES

HOME
ZIPCODE
04111000

WORK
ZIPCODE
04109000



PROBLEM

SÃO PAULO HAS OVER THAN 8.8 MILLION VEHICLES AND IT'S ONE OF THE MOST CHAOTIC CITIES IN THE WORLD WHEN WE TALK ABOUT MOBILITY. OVER 30% OF ITS STREETS HAVE HILLS AND ELEVATIONS MAKING IT VERY HARD TO PEOPLE WHO WANT TO USE BIKES IN THEIR DAILY COMMUTE. FOR A CITY WITH THIS STEEP TOPOGRAPHY, ELECTRIC BIKES WOULD BE AN OPTION BUT THEY ARE TOO EXPENSIVE.

IDEA

TURN THE CITY HILLY STREETS INTO DISCOUNTS. THE STEEPER THE VARIATION OF YOUR DAILY COMMUTE, THE MORE AFFORDABLE THE PRICE OF THE ELECTRIC BIKE.

SOLUTION

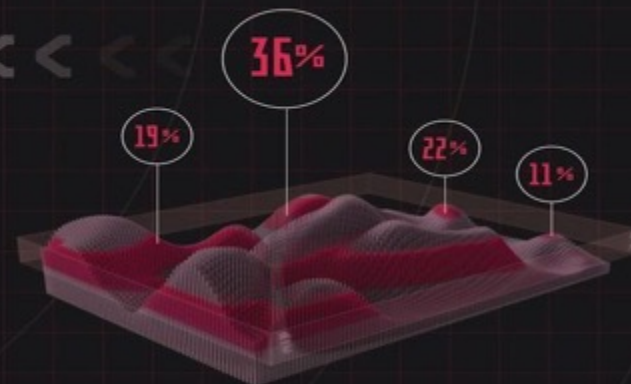
A DYNAMIC PRICING ALGORITHM THAT GENERATES DISCOUNTS WHICH VARY ACCORDING TO THE ALTIMETRY OF PEOPLES' ROUTES.

RESULTS

E-COMMERCE GROWTH ESTIMATED IN BRAZIL/2019 // 10%
GROWTH OF E-MOVING E-COMMERCE/2019 // 40%



TOPOGRAPHIC DATA FROM Google Maps



HOW IT WORKS

- 1 ANALYZING ZIP CODES FROM WHERE YOU LIVE AND YOUR WORK PLACE
- 2 CROSSING IT WITH OPEN SOURCE TOPOGRAPHIC DATA FROM GOOGLE MAPS API
- 3 WE COLLECTED OVER 1530KM2 OF ALTIMETRY DATA
- 4 GENERATING CUSTOMIZED DISCOUNTS ON THE E-COMMERCE IN REAL TIME.

"A BUSINESS SOLUTION THAT POSITIVELY IMPACTS PEOPLE'S LIVES"

ITMEDIA

"FINALLY A PRICING ALGORITHM TO HELP YOU FACE YOUR HILLY COMMUTE."

GIZMODO

"THE MORE YOU GO UP, THE MORE THE BIKE'S PRICE GOES DOWN"

msn | money

the **way a variable is measured** can be an additional creativity and content source



One more thing...



internal & internal can also work...



“The perfect synthesis between utility and art”

VOGUE

“Entertaining and absolutely useful”

FASTCOMPANY

“An experience that changes a whole brand image”

34 DRE

“Who needs a timer anymore?”

Daily Mail



+510K MINUTES OF MUSIC STREAMED

1.5 BILLION PR GLOBAL REACH

#1 GLOBAL FOOD BRAND ON SPOTIFY

1.8 MILLION SOCIAL INTERACTIONS

Barilla | Spotify PLAYLIST TIMER

The first pasta timer on Spotify

Cooking time = Playlist length

2020's pandemic has forced millions of people to cook at home everyday. Pasta seems one of the simplest meals to cook, but it's not. Cooking a good "al dente" pasta is almost impossible if you don't pay attention to the exact cooking time.

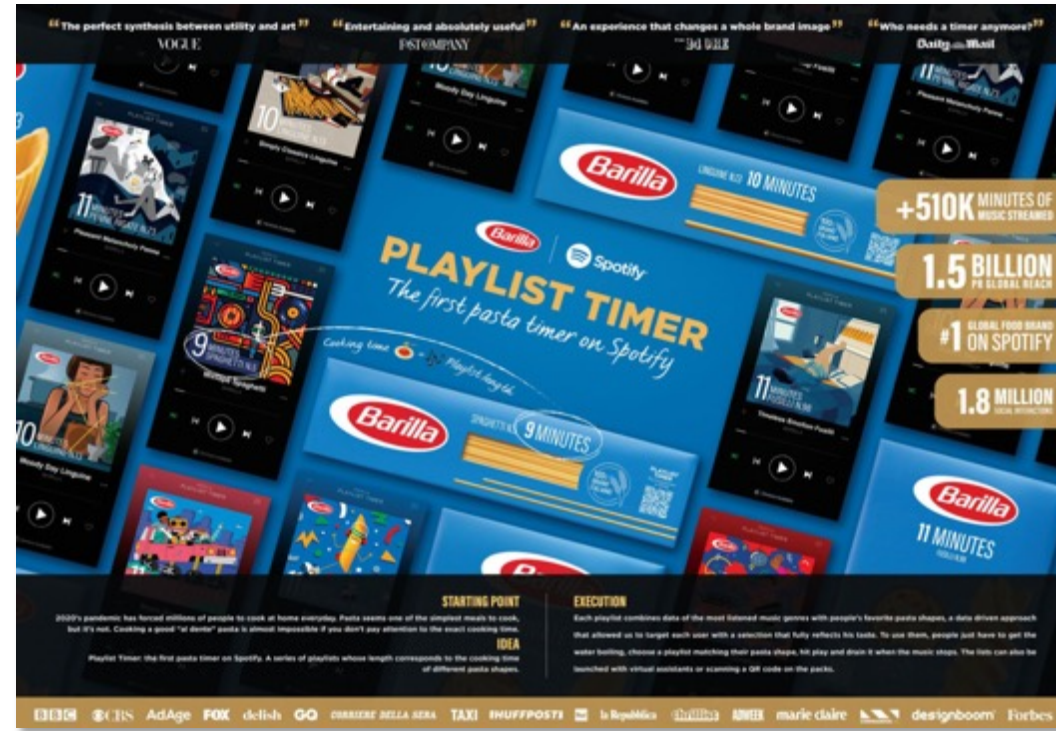
IDEA

Playlist Timer: the first pasta timer on Spotify. A series of playlists whose length corresponds to the cooking time of different pasta shapes.

STARTING POINT

EXECUTION

Each playlist combines data of the most listened music genres with people's favorite pasta shapes, a data driven approach that allowed us to target each user with a selection that fully reflects his taste. To use them, people just have to get the water boiling, choose a playlist matching their pasta shape, hit play and drain it when the music stops. The lists can also be launched with virtual assistants or scanning a QR code on the packs.



type of pasta (**internal variable**)
& length of playlist (**internal variable**)

NEXT!





In 2018, Domino's tackled what no pizza brand—or any other type of brand, for that matter—would think to do: fix our nation's roads. We realized that almost all carryout customers share an unexpected archnemesis: bad roads that can ruin good pizza by bumping it around on the drive home. So, with Paving for Pizza, we committed to paving potholes and fixing roads in all 50 states, in order for those customers to be guaranteed a smoother ride home for their pizzas, no matter where they live.



MAKING YOUR CARRYOUT SMOOTHER

PAVING FOR PIZZA



U.S. Senator Bernie Sanders

It's the same day in a Jacksonville morning and cyclist says the 11 early Friday morning @PavingForPizza

U.S. Senator Bernie Sanders
 It's time to get up to Domino's to repair our country's infrastructure. Today the United States spends less on infrastructure as a percent of GDP than any time in the past few decades. The result is that every day, Americans drive to work on potholed roads and rickety bridges. They ride in underfunded buses and subways. They travel through deadly airports. This is what happens when a nation abandons the general infrastructure on which its people and economy depend. We need to be spending more on infrastructure, not less, and we should not be hearing Republicans like Sen. Menendez say we need to reauthorize it.



THE NEST ADDRESS

SAVING STORKS FROM ELECTROCUTION:
THERE'S AN APP FOR THAT

CONTEXT

Each spring, over 10,000 storks return home to Romania, after completing the second longest migration in the world. But, because their nests sit on power lines, thousands tragically die of electrocution, leading to power outages and the further decline of the continent's biodiversity. With utility poles spread along more than 90,000 km of cable, it seemed impossible to locate all endangered nests.

The number 1 energy company in Romania, Enel, wanted to protect the storks nesting on their power lines.

IDEA

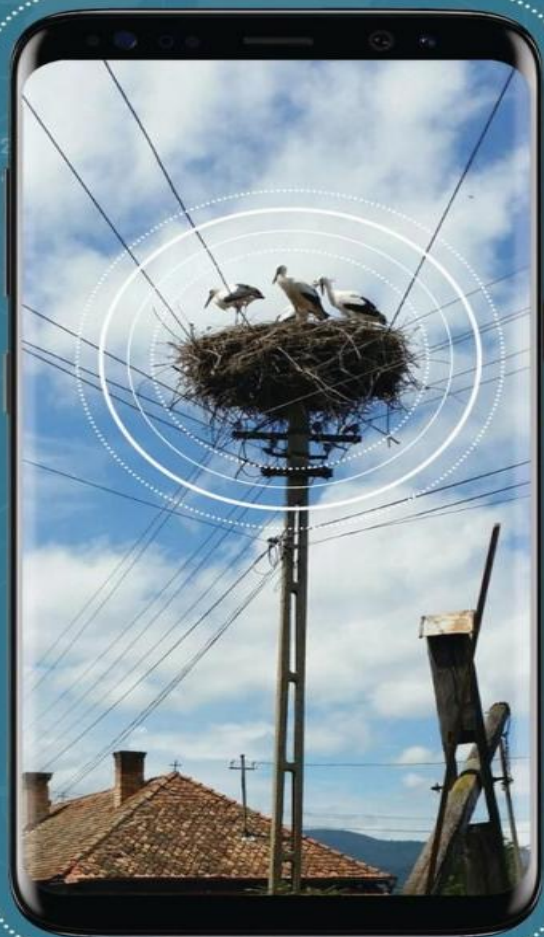
Enel, working together with the Ornithological Society of Romania, created **The Nest Address**, the first geolocation app that people can use to send GPS coordinates of any stork nest they see, helping Enel crews locate and secure nests against electrocution.

HOW IT WORKS

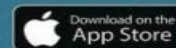
People only have to send a photo of the stork nest, using the app. Its location is automatically embedded in the picture and sent to Enel crews. Users can also submit extra info about the nests. All data is also shared with the Ornithological Society of Romania, helping their conservation efforts.

OUTCOME

Local authorities quickly got involved, helping our campaign go prime time. With new locations coming in every day, Enel crews secured the endangered nests. The app will be used by Enel for the next migrating seasons, continuing to protect the storks' wellbeing in the future.



Download "Uite Barza!"
(Romanian app name) on:



N 44°26'49.179"
E 26°53'26.761"



Power lines endanger stork nests around the country



N 44°28'65.179"
E 26°42'98.761"

People send the coordinates of any stork nest they see



Enel crews secure nests and even give them physical addresses



Located
80%
of total stork
population

Found
54%
of nests in danger
of electrocution

Secured
93%
of the hazardous
nests

N 48°28'65.100"
E 34°42'98.412"



PLEASE WATCH
THE CASE FILM

N 48°28'65.184"

enel



"Volvo shares its safety knowledge in campaign to help protect women in collisions"

AdAge

"Volvo closes the gender crash gap."

THE SUNDAY TIMES

"Called Project E.V.A., it openly gives access to the car maker's own research data."

Daily Mail

"Volvo will allow other carmakers and research entities access to the data it has been collecting since 1970, via a new digital library"

WIRED

"Volvo's EVA initiative aims to make cars safer for women and children"

techradar

VOLVO THE E.V.A. INITIATIVE EQUAL VEHICLES FOR ALL

SHARING MORE THAN 40 YEARS OF RESEARCH TO MAKE ALL CARS SAFER FOR WOMEN.

Background:

Women are 71% more likely to be injured in a car crash and 17% more likely to die. The reason: most crash tests are based on male crash test dummies. And even when a female dummy is being used, it's often with a scaled-down dummy. However, Volvo has gathered real-world data since the 1970s to learn what happens during a collision — regardless of size and gender.

Idea:

We collected all of Volvo's safety research and made it available to the rest of the car industry. By creating a digital library with data from more than 43,000 collisions and 72,000 people, it became open and free to any company to learn from. We then gave the numbers a face and showed how the inequality personally affects women in a global campaign with film, print, social, outdoor, and PR.

Results:

The campaign quickly became news and sparked a global conversation about equal road safety. So far, the film has over 12 million views in over 70 countries. It has been featured in over 450 articles and has earned 115 million social media impressions. And other carmakers also embraced the initiative. But most importantly, more than 11,000 people have downloaded the data, which gives hope that EVA will improve the safety of women in all cars.

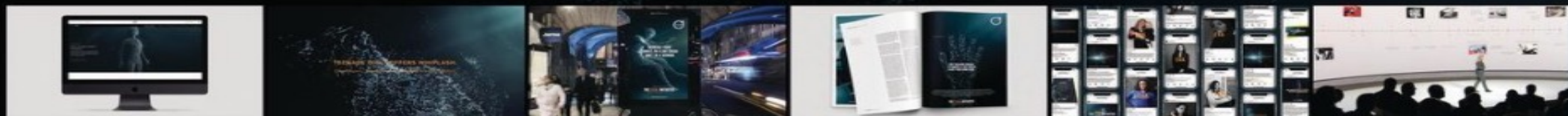
457 News Outlets

120.000.000 Social Media Impressions

317.000.000 Earned Media Reach

11.000 + Database Downloads

12.000.000 Film Views



pattern?



THE NEST ADDRESS

SAVING STORKS FROM ELECTROCUTION. THERE'S AN APP FOR THAT.

CONTEXT
The United States and the Commonwealth of Massachusetts created The Nest Address, the first geo-location app for storks. It provides a location-based service that allows storks to find safe nesting sites and avoid power lines. The app is available on both iOS and Android.

IDEA
The idea was to create a service that would help storks find safe nesting sites and avoid power lines. The app is available on both iOS and Android.

HOW IT WORKS
The app uses a combination of GPS and a database of power lines to provide storks with safe nesting sites. The app is available on both iOS and Android.

OUTCOME
The app has been downloaded over 100,000 times and has helped storks find safe nesting sites. The app is available on both iOS and Android.

Download "The Nest" (Available on the App Store)

80% of storks used the app
54% of storks used the app
93% of storks used the app

enel

VOLVO THE E.V.A. INITIATIVE

EQUAL VEHICLES FOR ALL

SHARING MORE THAN 40 YEARS OF RESEARCH TO MAKE ALL CARS SAFER FOR WOMEN

Background:
The average female driver is 5 feet 4 inches tall, 125 pounds, and has a 35-inch reach. This is significantly different from the average male driver, who is 5 feet 9 inches tall, 175 pounds, and has a 40-inch reach. This difference in body dimensions can lead to safety issues, such as difficulty seeing over the hood or reaching the pedals.

Results:
The average female driver is 5 feet 4 inches tall, 125 pounds, and has a 35-inch reach. This is significantly different from the average male driver, who is 5 feet 9 inches tall, 175 pounds, and has a 40-inch reach. This difference in body dimensions can lead to safety issues, such as difficulty seeing over the hood or reaching the pedals.

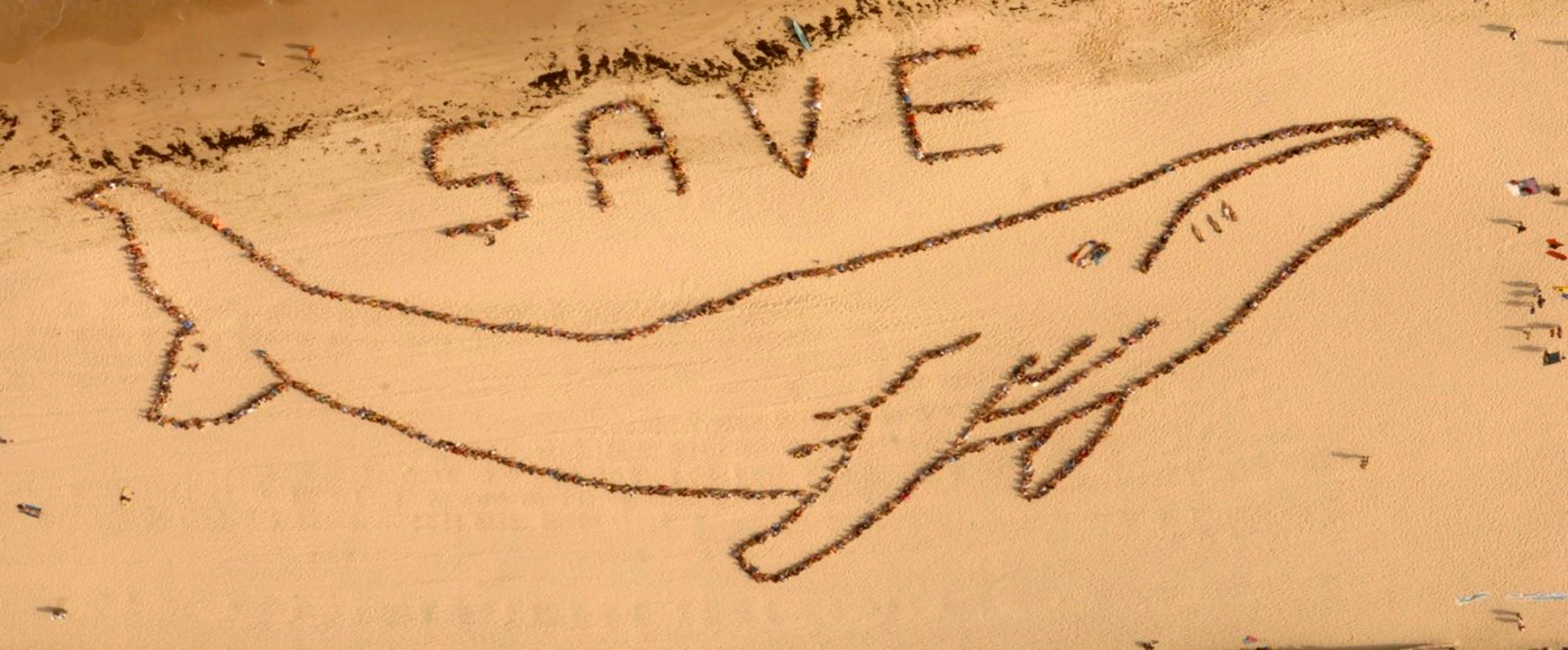
457 News Outlets
317,000,000 Shared Social Media Posts
12,000,000 Website Downloads

120,000,000 Social Media Impressions
11,000+ Database Downloads

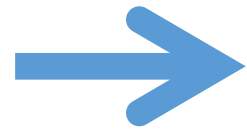


*Fight for
a Cause*

NOT CRM or CSR

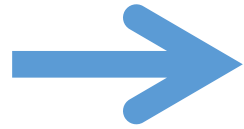


brand idea/
message



cause

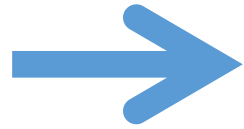
brand idea/
message



cause

NOT in the
public spotlight

brand idea/
message

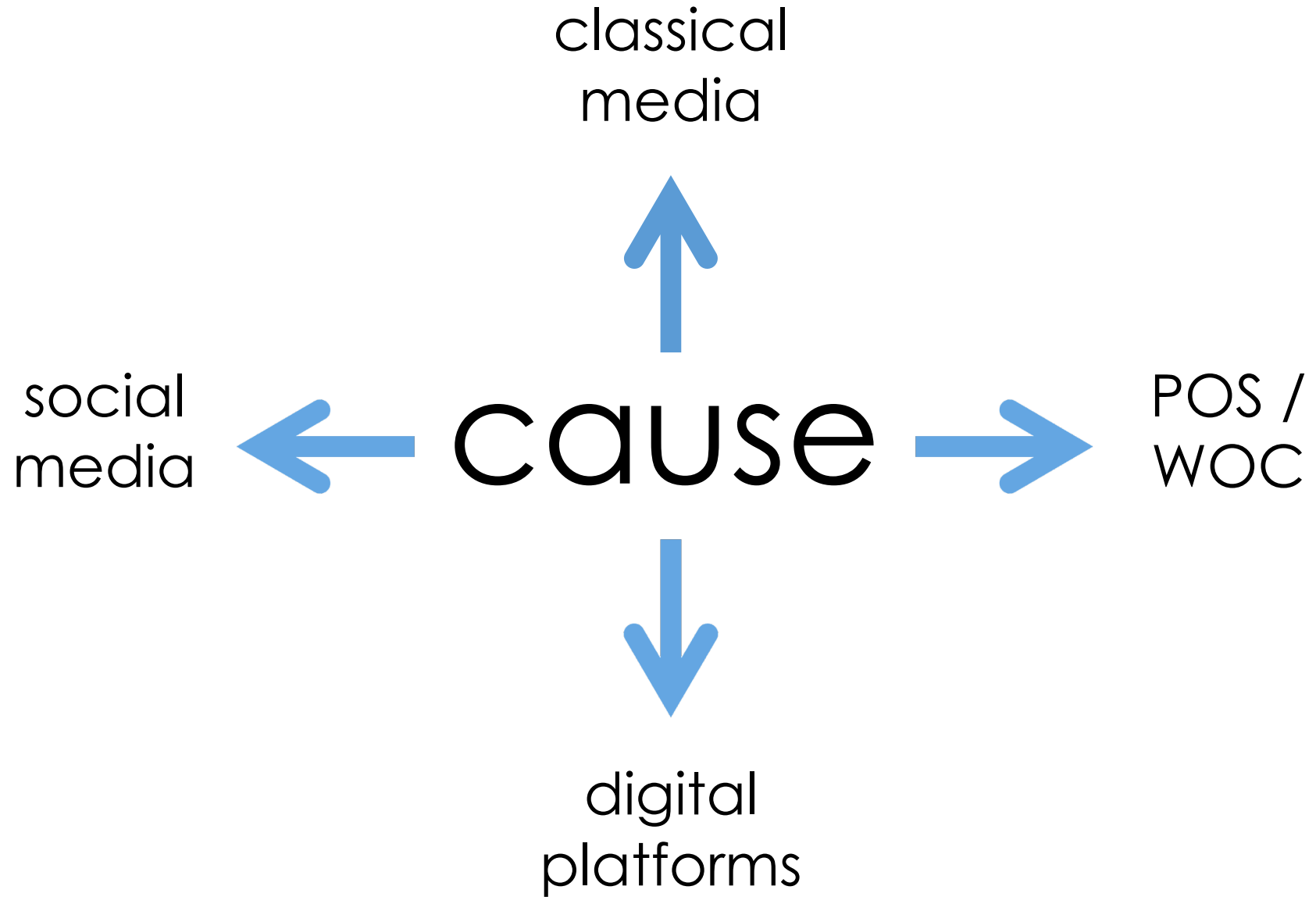


cause

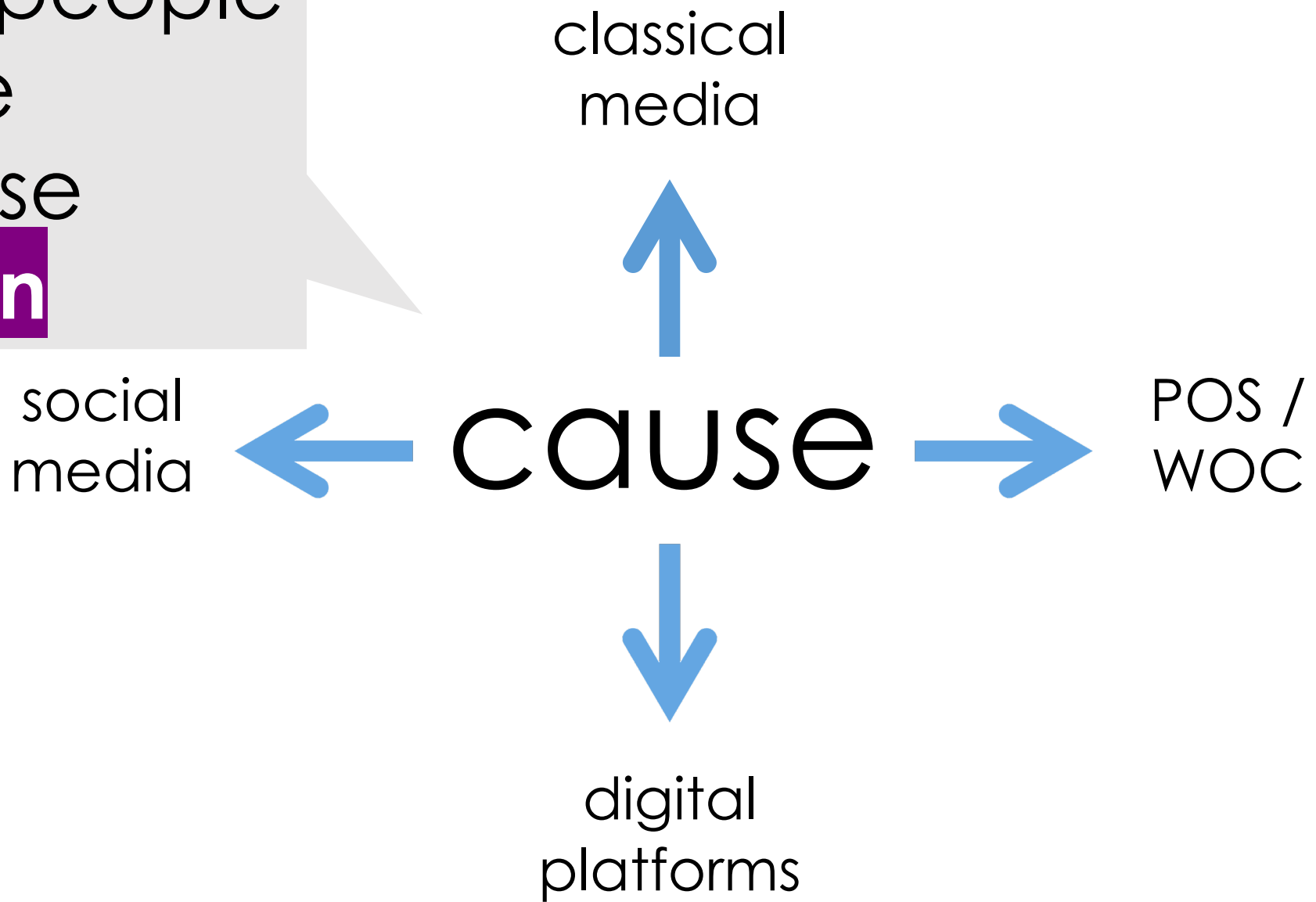
New!

brand idea/
message

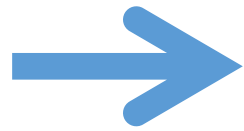




enable people
to make
the cause
their own



brand idea/
message



cause



in summary, looking for:

- a **specific cause** which **embodies a brand message** and is relevant to the task at hand
- is significant to the **TA's lives and needs**
- is **not emphasized** on the public stage enough
- can **utilize available data from consumers or the brand** to help them fight for the cause
- **measures/collects data from consumers or the brand** to help them **fight for a cause**



movement



personal
expression



cause



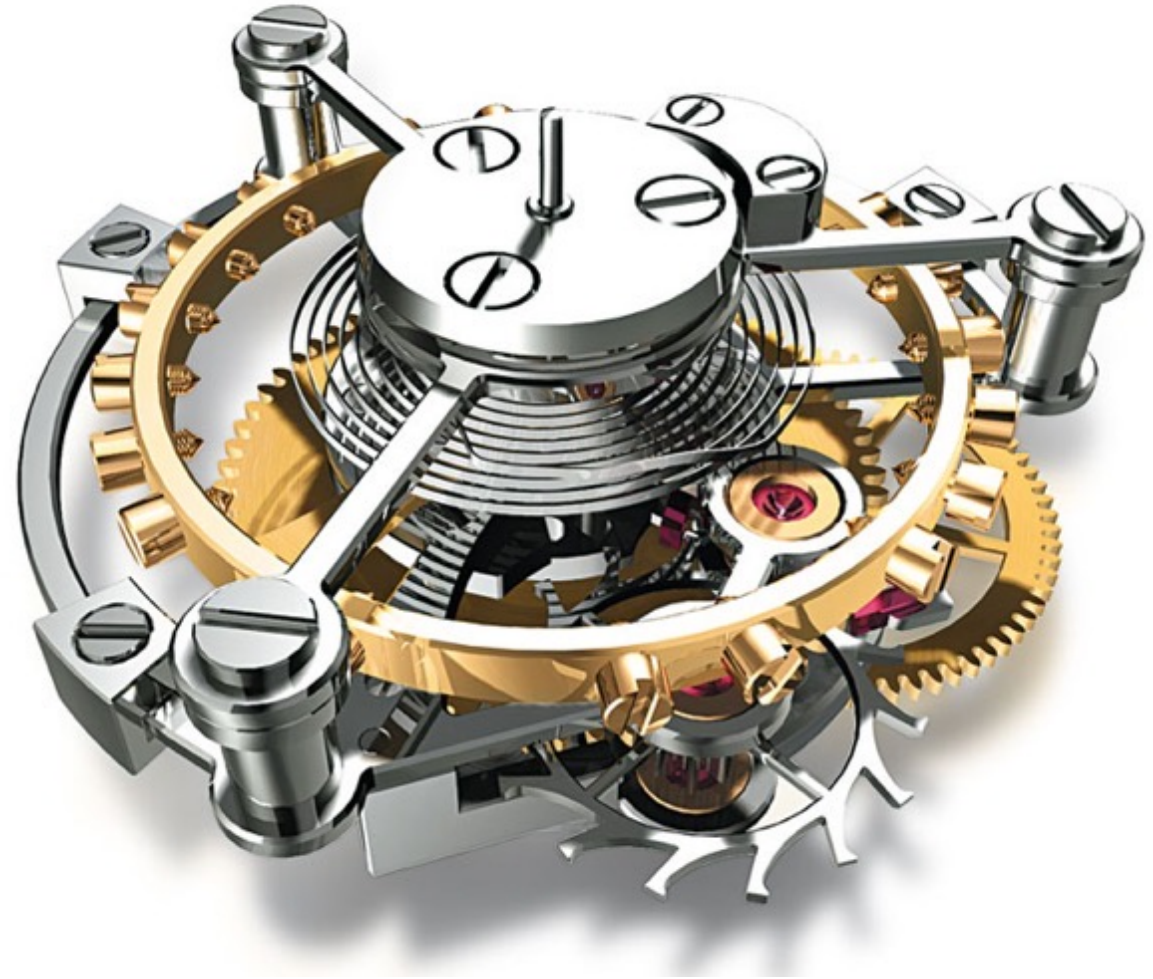
debate





**even by just
showing you
understand
and tried.**

creative
mechanism =
mechanism for
creative use of
data



cause born from the brand communications goal
to deliver a brand idea/message



can be **controversial**

can be **humoristic**

can be a **'small'** annoying pain in the @\$\$ which
is not 'deadly' serious



#rightmyname

Nando's crossed the line to get rid of the red line.

In a brave media first, the nation's largest newspaper allowed Nando's to underline all African names on their cover and inside spread, sparking a national, media ethics debate.



Burning Issue:
Every day, South Africans with non-English names are told by spellcheck that their names are a mistake. Nando's launched #rightmyname to get rid of the red line and right this wrong.

Solution:
A campaign that encouraged people to add their name to an online database, which when downloaded the list corrected their dictionary.

Results:
70 000+ unique names
53 million impressions (91% consumer generated)
R 5.4 mil in PR



The big debate: Did the Sunday Times cross a line with Nando's #rightmyname campaign?
Posted by Danga herself on March 15, 2018 in Newspapers



Featured on:



the cause can represent:

> a **national drama** (frustration, injustice, conflict, etc.)



In 2018, Domino's tackled what no pizza brand—or any other type of brand, for that matter—would think to do: fix our nation's roads. We realized that almost all carryout customers share an unexpected archnemesis: bad roads that can ruin good pizza by bumping it around on the drive home. So, with Paving for Pizza, we committed to paving potholes and fixing roads in all 50 states, in order for those customers to be guaranteed a smoother ride home for their pizzas, no matter where they live.



MAKING YOUR CARRYOUT SMOOTHER

PAVING FOR PIZZA



U.S. Senator Bernie Sanders



THE NEST ADDRESS

SAVING STORKS FROM ELECTROCUTION:
THERE'S AN APP FOR THAT

CONTEXT

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IDEA

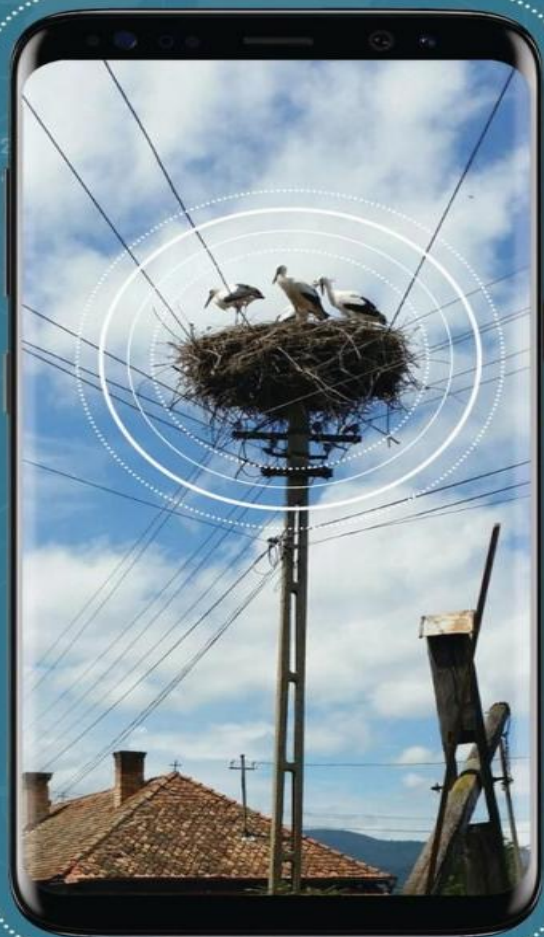
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HOW IT WORKS

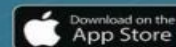
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OUTCOME

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Download "Uite Barza!"
(Romanian app name) on:



N 44°26'49.179"
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Power lines endanger stork nests around the country



N 44°28'65.179"
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People send the coordinates of any stork nest they see



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Located
80%
of total stork
population

Found
54%
of nests in danger
of electrocution

Secured
93%
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nests

N 48°28'65.100"
E 34°42'98.412"



PLEASE WATCH
THE CASE FILM

N 48°28'65.184"

enel





ROMANIANS ARE DENIGRATED ON THE INTERNET



IF YOU'RE NOT SCUM, UGLY OR RUDE, THEN VISIT

romaniansaresmart.com

AND LET'S CHANGE ROMANIA'S IMAGE ON THE INTERNET!



THE CHALLENGE

Since its launch in 1964, ROM chocolate bar was a beacon of patriotism. After challenging Romanians' ego in 2010 with the American Rom campaign, the brand had consolidated its position. But after one year off air, ROM's market share and brand indicators were going down. We were challenged to create a brand activation to rekindle Romanian young people national pride for December 1st - Romania's National Day.

THE STRATEGY

Our solution was rooted in a stunning discovery... If one googled 'Romanians are' in various languages the suggested search predictions were all derogatory.

We launched the insulting screenshots online and redirected ROM's web page to a landing page - www.romaniansaresmart.com. Here people could generate automated positive searches on Google for 'Romanians are smart'. The campaign became a grassroots national pride movement. Once the campaign ignited the online, the public support brought it to mainstream media. Where intense coverage and a one-day live broadcast TV marathon on Romania's National Day made people respond with positive searches and content massively.

THE RESULTS

664,332 searches via ROM's web site in one month | Even more searches were generated by people directly on Google | 600 national and international online posts with thousands of positive comments generating momentum | 487,000 Euros worth of earned online media and 577,000 Euros worth of offline media with a total investment of under 60,000 Euros | 20% boost in sales and 8% in market share. But most importantly we mobilized the skeptical Romanians to turn Romania into the first country to change its image over the Internet.



THE CAMPAIGN HITS THE NEWS

ONE DAY TV MARATHON AT ROMANIAN TOP NEWS TV CHANNEL



WWW.ROMANIANSARESMT.COM



TOP BLOGGERS ADOPTED THE CAMPAIGN



PEOPLE PROUDLY SUPPORT ROM'S MOVEMENT

the cause can represent:

- > a **national drama** (frustration, injustice, conflict, etc.)
- > a **personal drama** (experienced by a specific TA)

"Volvo shares its safety knowledge in campaign to help protect women in collisions"

AdAge

"Volvo closes the gender crash gap."

THE SUNDAY TIMES

"Called Project E.V.A., it openly gives access to the car maker's own research data."

Daily Mail

"Volvo will allow other carmakers and research entities access to the data it has been collecting since 1970, via a new digital library"

WIRED

"Volvo's EVA initiative aims to make cars safer for women and children"

techradar

VOLVO THE E.V.A. INITIATIVE EQUAL VEHICLES FOR ALL

SHARING MORE THAN 40 YEARS OF RESEARCH TO MAKE ALL CARS SAFER FOR WOMEN.

Background:

Women are 71% more likely to be injured in a car crash and 17% more likely to die. The reason: most crash tests are based on male crash test dummies. And even when a female dummy is being used, it's often with a scaled-down dummy. However, Volvo has gathered real-world data since the 1970s to learn what happens during a collision — regardless of size and gender.

Idea:

We collected all of Volvo's safety research and made it available to the rest of the car industry. By creating a digital library with data from more than 43,000 collisions and 72,000 people, it became open and free to any company to learn from. We then gave the numbers a face and showed how the inequality personally affects women in a global campaign with film, print, social, outdoor, and PR.

Results:

The campaign quickly became news and sparked a global conversation about equal road safety. So far, the film has over 12 million views in over 70 countries. It has been featured in over 450 articles and has earned 115 million social media impressions. And other carmakers also embraced the initiative. But most importantly, more than 11,000 people have downloaded the data, which gives hope that EVA will improve the safety of women in all cars.

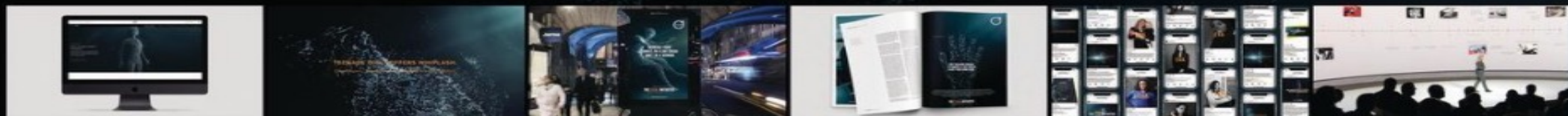
457 News Outlets

120.000.000 Social Media Impressions

317.000.000 Earned Media Reach

11.000 + Database Downloads

12.000.000 Film Views





#rightmyname

Nando's crossed the line to get rid of the red line.

In a brave media first, the nation's largest newspaper allowed Nando's to underline all African names on their cover and inside spread, sparking a national, media ethics debate.



Burning Issue: Every day, South Africans with non-English names are told by spellcheck that their names are a mistake. Nando's launched #rightmyname to get rid of the red line and right this wrong.

Solution: A campaign that encouraged people to add their name to an online database, which when downloaded the list corrected their dictionary.

Results: 70 000+ unique names
53 million impressions (91% consumer generated)
R 5.4 mil in PR

The big debate: Did the Sunday Times cross a line with Nando's #rightmyname campaign?

Posted by Dlanga Khaya on March 15, 2018 in Newspapers

The Nando's #rightmyname campaign is generating more heat than readers' initial confusion as to why South Africans' names were underlined in spellcheck's red squiggles. It has opened debate on how far advertising should encroach into editorial space.



Featured on:



SEPHORA

Reclaiming Black Beauty in Search

How Sephora fought search and content bias online

When you search for "Black beauty" on Google, the results are drastically different than the results for "Japanese Beauty" or "French Beauty". Instead of a vibrant and thriving beauty culture, there are black horses. These results not only erase the contributions of Black beauty culture—from the cut crease to sew-in weaves—but also show how racist tropes and bias persist online.

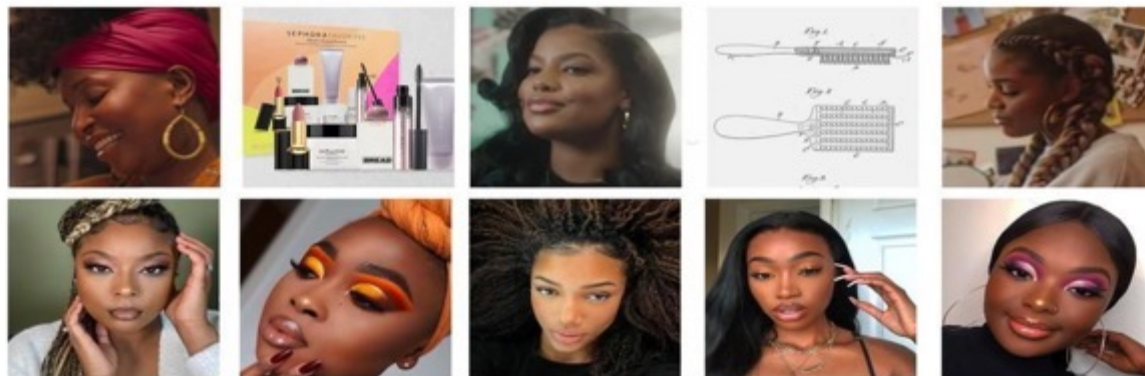
As a leading beauty retailer, Sephora wanted to show people the Black beauty responsible for the trends, styles and products we all love. So we launched a multi-channel campaign to spotlight Black trends, creators, and brand founders, all in service of an SEO hack that brought actual Black beauty to the top of the search results. We also enlisted the help of the masses to tag Black beauty content across the Internet, and search results are already looking so much better. Giving Black beauty the respect it deserves? Now that's a beautiful thing.



Ad · <https://www.sephora.com/>

Sephora® Black Beauty is Beauty

Join us in supporting the Black beauty community.



Doubled Black-Owned Brands in Stores



Black Beauty Is Beauty Short Film



#BlackBeauty Social Challenge

350%
CTR over benchmark

All facts!!!
@sephora_us_marketing

700%
Increase in search

A step towards progress
@sephora_us_marketing

1 Billion+
Earned media impressions

Not just an ad, also an education.
@sephora_us_marketing

the cause can represent:

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- > a **personal drama** (experienced by a specific TA)
- > an **undiscussed given fact/reality** (people take for granted)

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"Volvo closes the gender crash gap."

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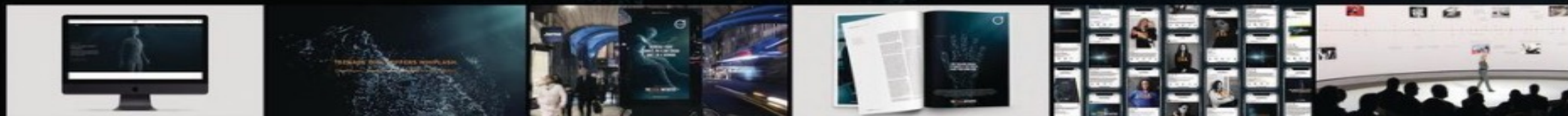
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THE NEST ADDRESS

SAVING STORKS FROM ELECTROCUTION:
THERE'S AN APP FOR THAT

CONTEXT

Each spring, over 10,000 storks return home to Romania, after completing the second longest migration in the world. But, because their nests sit on power lines, thousands tragically die of electrocution, leading to power outages and the further decline of the continent's biodiversity. With utility poles spread along more than 90,000 km of cable, it seemed impossible to locate all endangered nests.

The number 1 energy company in Romania, Enel, wanted to protect the storks nesting on their power lines.

IDEA

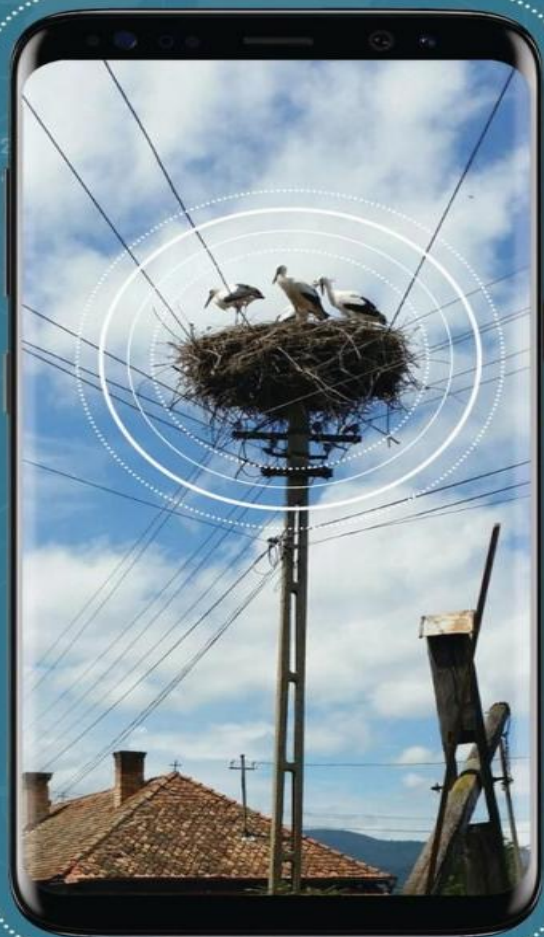
Enel, working together with the Ornithological Society of Romania, created **The Nest Address**, the first geolocation app that people can use to send GPS coordinates of any stork nest they see, helping Enel crews locate and secure nests against electrocution.

HOW IT WORKS

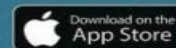
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OUTCOME

Local authorities quickly got involved, helping our campaign go prime time. With new locations coming in every day, Enel crews secured the endangered nests. The app will be used by Enel for the next migrating seasons, continuing to protect the storks' wellbeing in the future.



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enel



The UNstereotyped Search

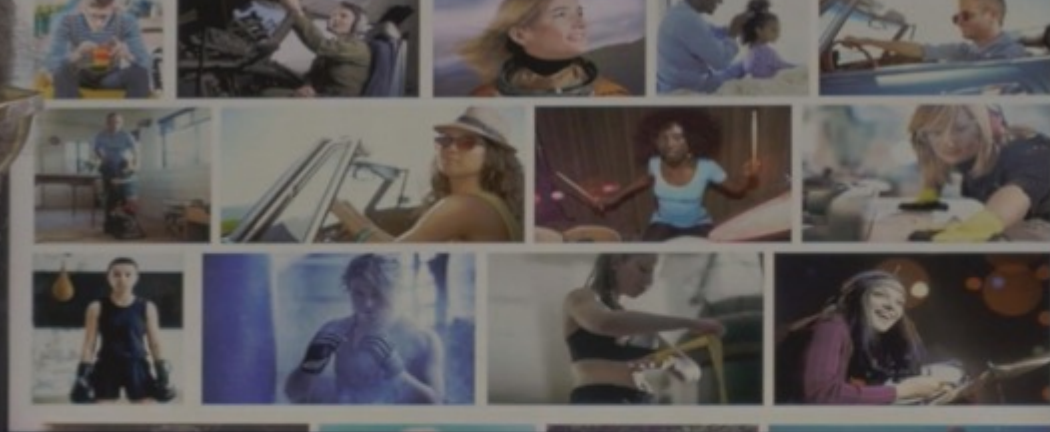
A GETTY IMAGES INITIATIVE FOR GENDER EQUALITY

GETTY IMAGES BELIEVES THAT CLICHÉS ONLY EXIST BECAUSE WE KEEP CHOOSING THE SAME OLD IMAGES. THE FACT IS THAT WE'VE GOT THOUSANDS OF OTHER POSSIBILITIES. SO WE THOUGHT: WHY DON'T WE USE THE POWER OF IMAGES TO DO AWAY WITH STEREOTYPES AND MAKE PEOPLE RE THINK THEIR CHOICES?

RESULTS

82% INCREASE IN SEARCHES FOR IMAGES OF WOMEN, COMPARED TO THE SAME PERIOD LAST YEAR.

NEW SEARCHES IMAGES THAT WOULD NEVER HAVE BEEN CONSIDERED BEFORE ARE NOW BEING SEARCHED FOR THROUGH GETTY.



WEBSITE

GETTY IMAGES' SEARCH SYSTEM WORKS ON AN ALGORITHM. THE MOST COMMONLY SEARCHED-FOR IMAGES COME UP FIRST IN THE RESULTS. SO WE CREATED A WEBSITE WHERE EVERY SEARCH FOR A STEREOTYPED IMAGE WILL PROMPT A NUMBER OF SUGGESTED 'UNSTEREOTYPED' IMAGES.

MOBILE SITE

ON BOTH THE DESKTOP AND MOBILE VERSIONS, USERS CAN BUY THE IMAGES DIRECTLY FROM THE GETTY IMAGES WEBSITE.

PRINTS

OVER 1200 UNSTEREOTYPED IMAGES WERE USED IN EACH OF OUR ADS.

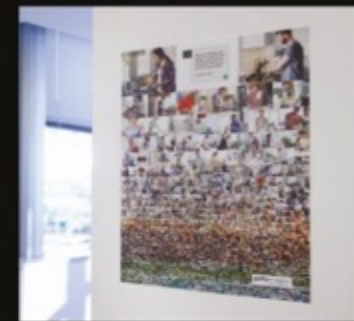
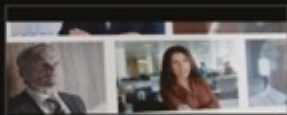
POSTERS

POSTERS WERE DISTRIBUTED TO EDITORS AT NEWSPAPERS, MAGAZINES, AND AD AGENCIES.



ONLINE FILM

WE CREATED AN ONLINE FILM WHERE THE DATABASE'S PHOTOS THEMSELVES GIVE A LIGHT-HEARTED EXPLANATION OF THE CAMPAIGN'S MAIN CONCEPT.



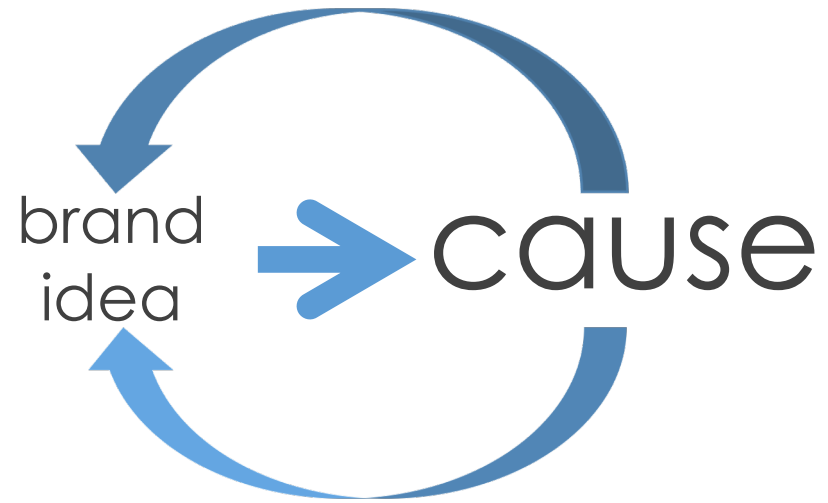
MEDIA COVERAGE

THE CAMPAIGN GENERATED A GREAT DEAL OF FREE MEDIA COVERAGE AND SPARKED BROADER DEBATES ABOUT GENDER STEREOTYPES, MOVING BEYOND SPECIALIZED VEHICLES.



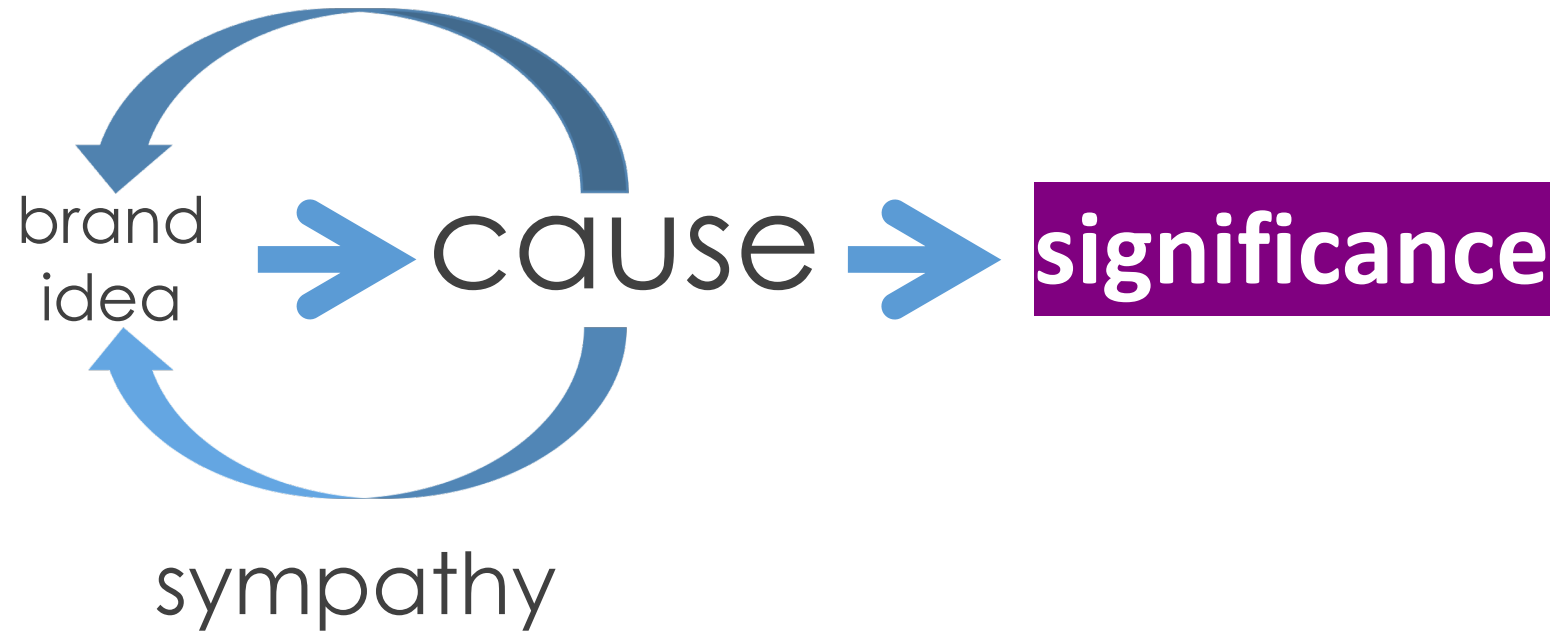
Getty Images brakes gender stereotypes

awareness

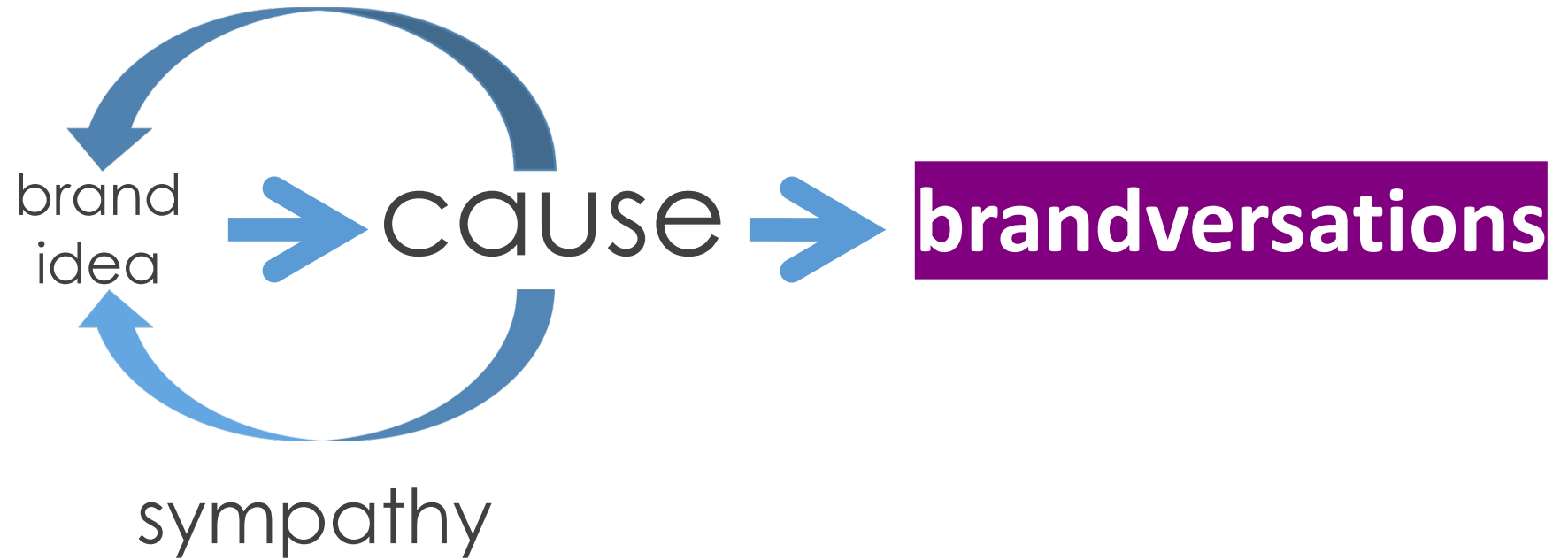


sympathy

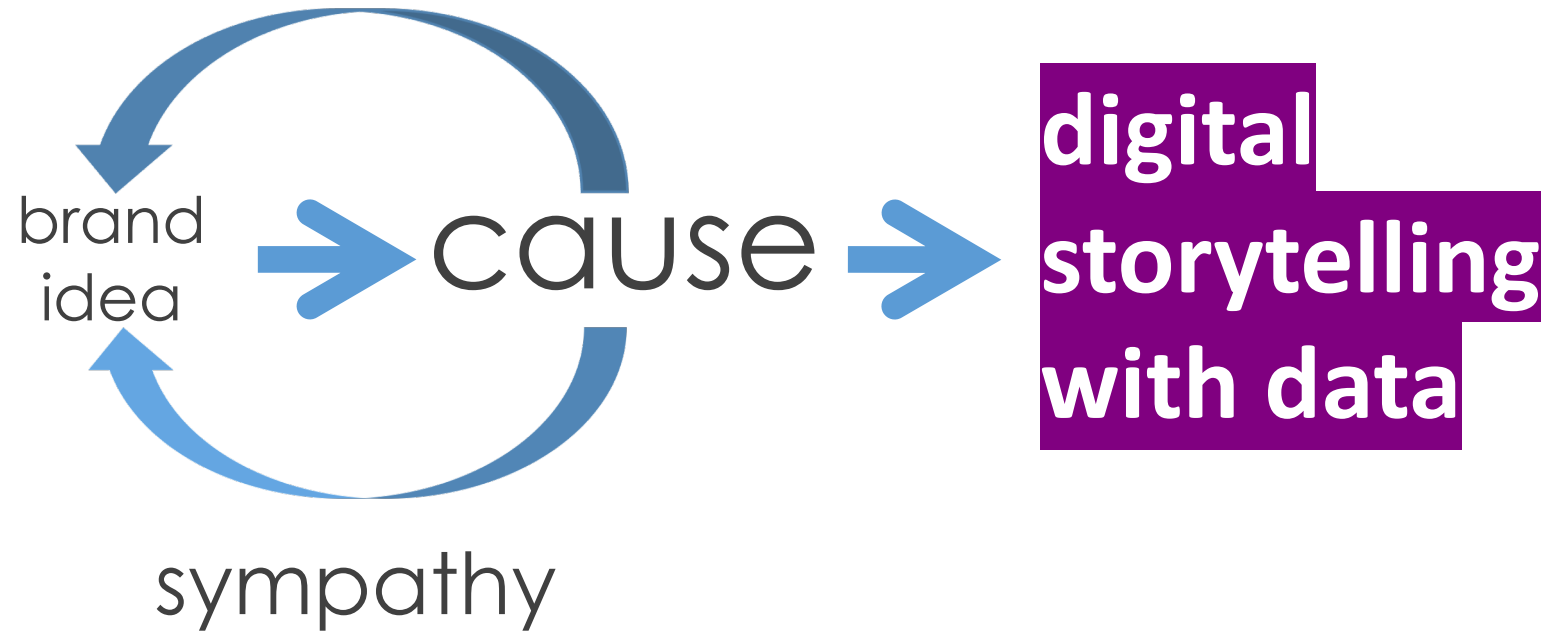
awareness



awareness



awareness





thank you.

for more info:

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themindscapes.com

www.facebook.com/groups/creativitytips