

There is no denying the critical state of our planetary home. After centuries of neglect it is vital that humanity step up and treat the Earth with the love it has never failed to show us. The problem? Saving the world feels overwhelming, impersonal and impossible. Our revolutionary climate-change campaign is here to fix that, relying on positivity, hope and love rather than fear. “Fall In Love With Earth” shows our audience that a relationship with the Earth is just like a relationship with loved ones: personal, action-filled and two-sided. Throughout our campaign we will use the allusion of the Earth being a romantic partner, deserving of love and compassion. By personifying humans’ relationship with the Earth we push listeners to think of climate change in a new, more personal light, developing active, actionable love for the home we desperately need to save.

Our campaign strategy revolves around engaging the next generation with their pre-existing habits, knowledge, desires, and interests. Gen-Z and Millennials are known for desiring belonging, purpose and individuality. These intrinsic, shared values directly influenced our campaign, guiding our decision to frame climate change as a personal, loving and purposeful endeavor. Recognizing that 74% of our target audience use dating apps, we have identified these apps as a perfect and creative bridge between their feelings of personal love and the pressing global crisis. By meeting our target audience in this space that they already occupy, we eliminate the challenge of relying on them to seek us out, organically integrating our campaign into their daily lives. This usage of “sticky messaging” will grab the attention of our target audience and get them emotionally involved in an unexpected way, putting a twist on their “norm.”

This campaign will: 1) create a 30% increase in Gen-Z and Millennials' love for the Earth, 2) create a 30% increase in climate conscious behaviors among Gen-Z and Millennials. Two films will open and close the campaign, focusing on generating love for Earth. The first is titled “A Love Letter From Earth” the second, “A Love Letter To Earth”. Next, we will partner with international dating apps to create an Earth profile in users' stacks, personifying Earth as a deserving partner with a humorous twist. Linked to this partnership will be a UNDP landing page, traditional and social media campaigns. Next, the “Plant for Planet” Project, a twist on buying your date flowers where viewers are invited to plant local flowers as an act of love for Earth. Finally, “Earth Date” will occur on Earth Day, inviting viewers to “take Earth on a date” while participating in climate-conscious behaviors.