

CAMPAIGN PLAN



F & N
GROUP

ESTD 2024

UNITING FOR A SUSTAINABLE FUTURE

WHERE WILL THEY GO?

The campaign will take place in high-traffic areas of London, such as popular parks, city squares, shopping districts, and cultural hubs. Specific locations will include **Hyde Park, Trafalgar Square, Covent Garden, and Southbank.**

HOW WILL THEY BE SEEN?

The campaign will use a combination of visual elements and interactive experiences to capture the attention and engagement of passers-by. This will include **eye-catching posters displayed on stands or walls, impactful videos on large screens, such as on the large billboards in Piccadilly Circus or the pedestrian tunnels in Tube stations,** and interactive installations to encourage participation.

WHO ARE THEY AIMED?

The campaign is aimed at the general public of all ages and backgrounds in London. However, special efforts will be made to **target young adults, families, and environmentally conscious individuals** who are likely to be interested in climate change issues.

WHO ARE THEY AIMED?

The aim of the campaign was to **raise awareness** of the dangers posed by climate change and the urgency of environmental protection. Engaging the masses through unique photographic style posters and video visuals, the campaign aims to **inform and inspire individuals to take action** to mitigate climate change in their daily lives and promote sustainable development.

HOW WILL THE CAMPAIGN PROMOTE THE GOAL?

The campaign promotes sustainability through **eco-friendly practices, renewable energy, and community engagement, emphasizing collective action for a greener future.**

