



Brief set by
Connect4Climate -
World Bank Group

In collaboration with
Naresh Ramchandani & Katee Hui
(Pentagram)

Cheer on the planet with Sport4Climate

Related Disciplines
Out of Home
Social Media

Deadline
23 March 2021, 5pm GMT

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The backstory

Connect4Climate, a diverse network of over 500 partners from around the world, implements creative communication and advocacy tools to amplify youth voices and drive climate action. Outreach is enhanced through their major hubs – Film4Climate, Music4Climate, Fashion4Climate and Sport4Climate.

Sport4Climate capitalises on the fame of athletes and the popularity of the sports industry to draw more attention to climate solutions and encourage action.

Athletes and sports professionals all have an intimate relationship with the climate. To train or compete, skiers and snowboarders need snow. Cyclists and cricket players rely on good weather. Runners and surfers require particular conditions for training. Sport4Climate brings these athletes together to spread the word about the climate crisis and what we can do about it.

But there's another teammate in the sports arena who has a role to play when fighting climate change – the fans.

What's the challenge?

Create a guerrilla marketing campaign that encourages sports fans to take action against climate change. This is all about creating a powerful idea that uses on-the-ground activations to get to grassroot fans.

Your idea must centre on [Out of Home](#) advertising and get people talking on social.

Who are we talking to?

Sports fans around the globe. You should choose to focus on a particular sport or sporting event particularly affected by climate change and uniquely placed to inspire action from its fans. It can be a team sport or an individual sport. Think about where these fans spend their time, what their priorities are in life, what makes them enjoy this sport and how you could encourage them to be part of the wider climate conversation.

Things to think about

What is guerilla marketing?

Guerrilla marketing is all about using surprise or unconventional interactions to promote something. Centre on imaginative ideas rather than big budgets and allow your creativity to make an impact. No matter your concept, keep it low budget and high impact.

It is not about breaking the law or doing anything illegal. You can see some great examples of guerrilla marketing [here](#).

Where to speak to your audience

Think of locations where you might be able to speak to the most fans. What non-traditional

spaces might engage them the most? With guerrilla marketing, you don't need to stick to expected media spaces. Think beyond the conventional to where your idea might gain the most traction. Also consider different techniques for speaking to your audience – should you involve athletes themselves, or maybe use gamification to get people involved? But your response shouldn't depend upon partnerships with specific athletes or brands.

How to encourage action

It isn't just about getting your audience to notice your idea, they need to act on it too. There are a number of actions that fans can take to make a difference in the world whilst engaging in sport, such as: changing how they travel to sporting events (reducing driving and flights, etc), reducing waste at games (consuming less meat, campaigning for reusable cups, etc), reducing merchandise waste (campaigning for kits to be made from sustainable materials or second-hand equipment to be used, etc), lobbying for sports facilities to go carbon-neutral (through low-impact technologies, nature-based solutions, etc) and more. Think about how your idea can spark fans into action.

How to gain traction

The best guerrilla marketing gets attention. Consider how you'll not only grab people's attention, but also get them to repost/share it. Growing the idea by building a consensus, by 'passing the torch', is a crucial factor to consider. Think about how your idea might be able to inspire behaviour change in fans' lives even after the game ends.

Keep it Out of Home

Make sure your idea lives in the outdoor advertising space. This means the work exists outside of the home. Beyond that, your ideas are limitless. Try to think beyond simply billboards and consider things like street furniture and even communal indoor spaces.

Stay green

Remember, this idea is all about tackling climate change, so you must ensure your idea does not negatively affect the planet in any way, and ideally be climate positive.

The important stuff

You should include:

- An outline of your audience and insights
- Marketing strategy (how and where your idea will run, and how it will gain traction)
- Mock-ups of your idea in action
- Your call to action for the audience



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- An explanation of how Sport4Climate will be promoted. You can create a Sport4Climate logo if it makes sense to your idea, but **do not** include Connect4Climate branding in your response.

What and how to submit: Read ***Preparing Your Entries*** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further Information

Helpful Links

Connect4Climate
connect4climate.org

Sport4Climate
connect4climate.org/initiatives/sport4climate

D&AD Pencil-winning Out of Home Examples
dandad.org/profiles/jury/527764/outdoor-advertising-2018

Guerilla marketing examples
antevenio.com/usa/5-great-examples-of-guerrilla-marketing

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