

REACHING THE MASSES ON CLIMATE CHANGE ADAPTATION

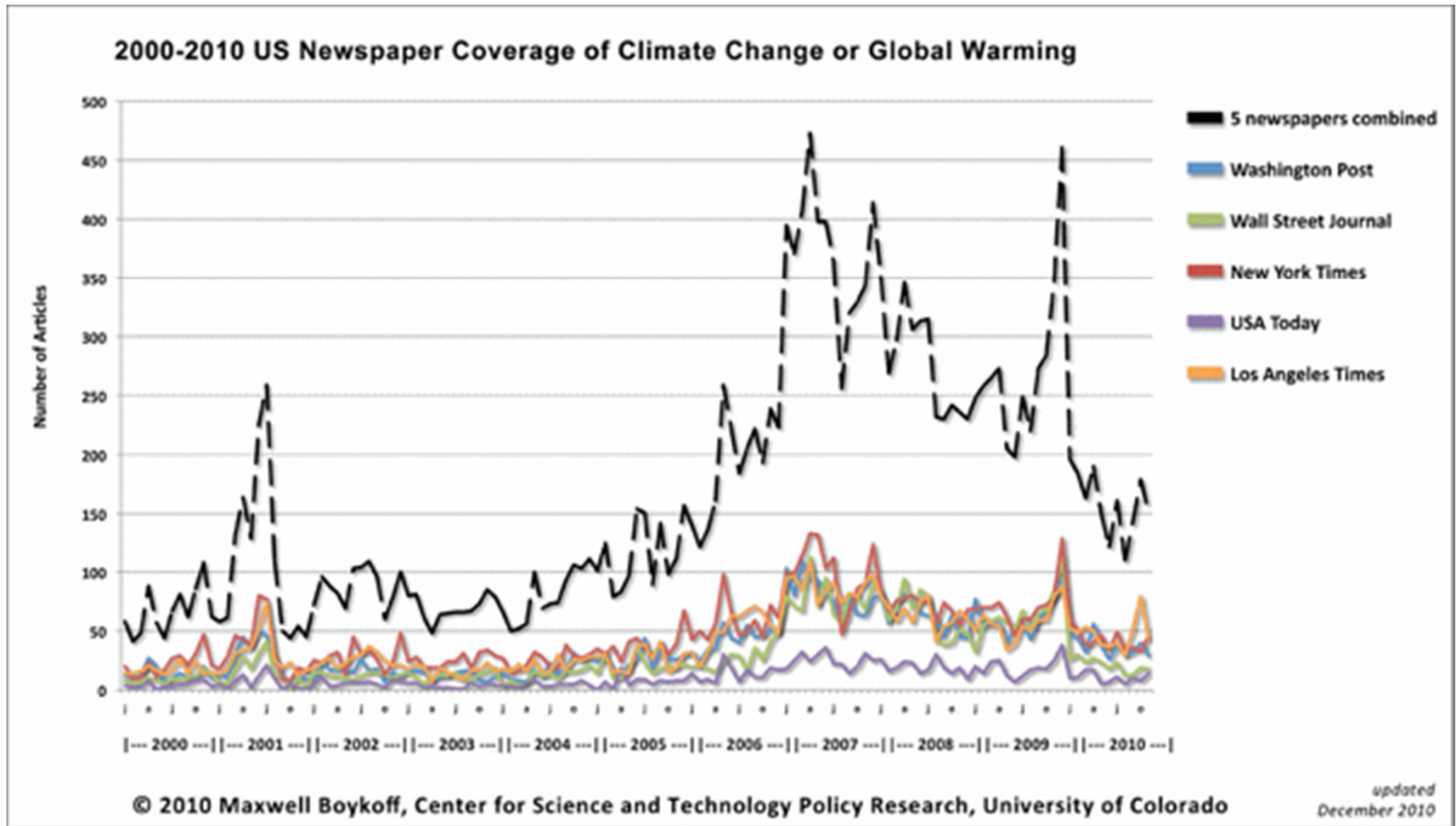
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The Problems

- #1. We're screwing up the environment.
Climate change is real.
- #2. We haven't been very effective in
communicating #1: the 53%
awareness problem.

The Communication Problem



Source: Climate Progress

Reaching the Masses: Getting the Message Out

□ Message

- Science
- Impersonal – not my problem
- No personal responsibility – even if it is my problem
- Communications challenge:
 - → **Personal**
 - → **Accountable**
 - → **Call to action**

Reaching the Masses: Getting the Message Out

□ Medium

- Television
 - Phase I: Regional pay television for opinion leaders
 - Phase II: Local terrestrial television for depth
 - For fast results, **partner** with a media buying powerhouse
- Go beyond...
 - the :30 second spot
 - News and factual environments
 - Embed into **entertainment**
 - Leverage **talent**
- Think youth, open platform, open possibilities

Case Studies



Asia for Japan



Package

Cloudy With a Chance of Meatballs + World Food Program



Package

Open Possibilities



Package

**“Tell me and I’ll forget.
Show me and I’ll
remember. Involve me
and I’ll understand.”**

-- Confucious