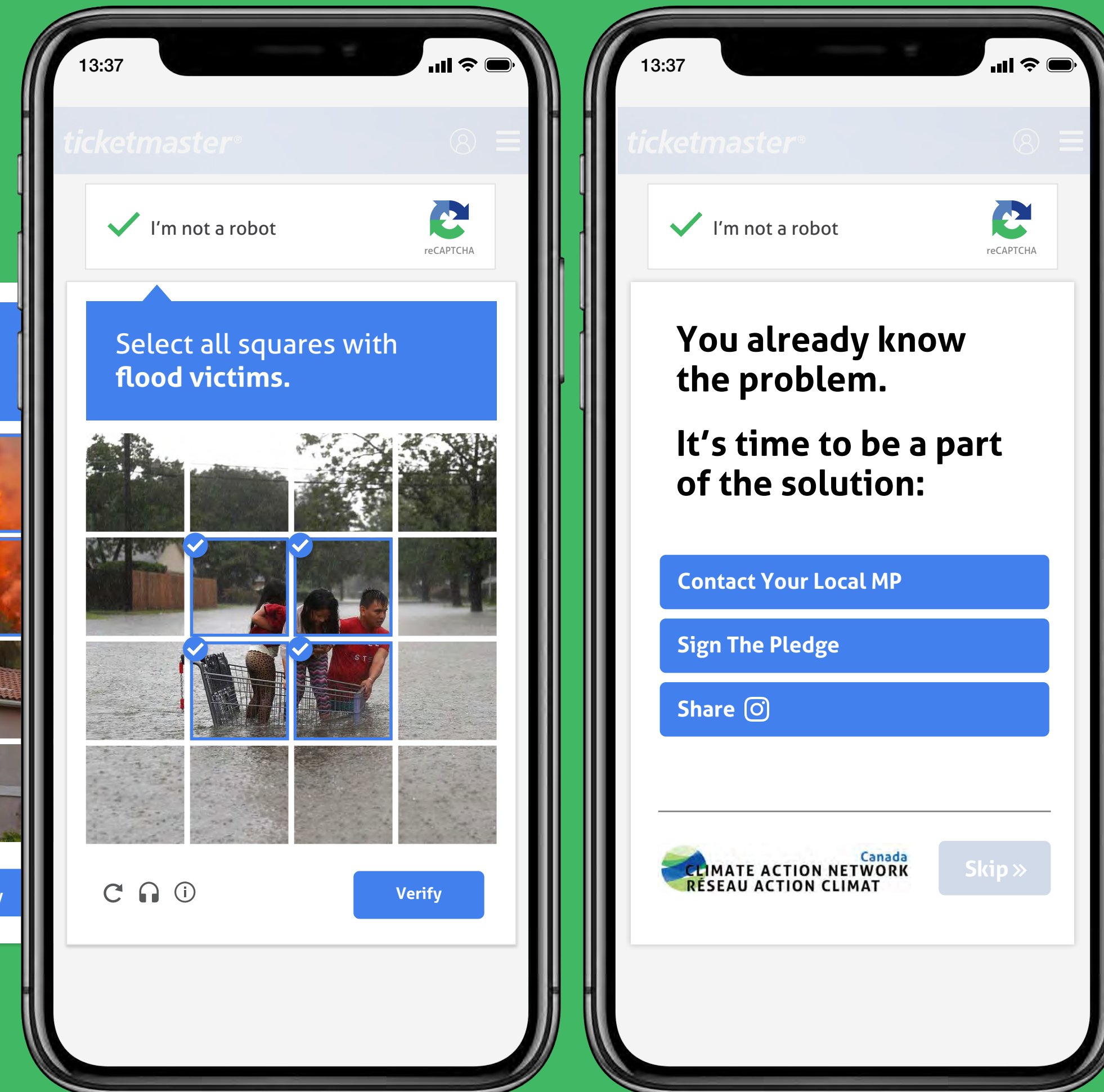


CAPTCHAs FOR CHANGE

Turning the Internet's most ubiquitous security measure into a powerful tool for political action on climate change.

Hundreds of millions of CAPTCHAs are solved by people every single day. Let's partner with some of Canada's highest-traffic websites to employ our custom CAPTCHAs for Change. Each one will show a provocative image depicting the effects of climate change—the user will have to confront the costs of inaction before being given the opportunity demand political action that supports their personal climate change commitments.

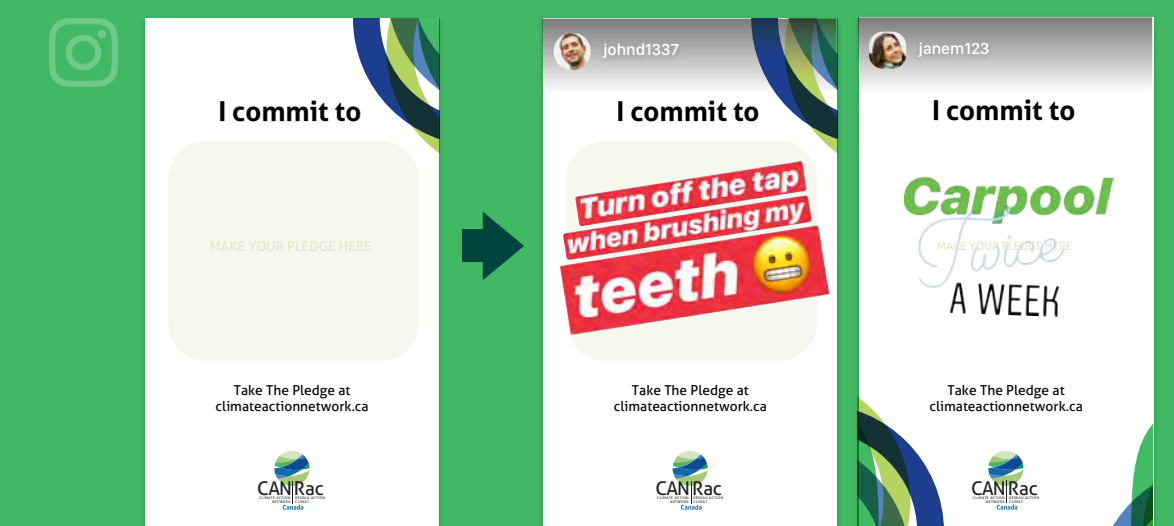
AN INITIATIVE BY



From the CAPTCHA they'll be able to contact their local MP with a pre-populated tweet demanding political action.



They'll be able to sign the pledge from the CAPTCHA and instantly share it to Facebook to enlist others.



We'll create Instagram story templates they can use to encourage friends and family to take the pledge.



CAPTCHAs
FOR
CHANGE

From the CAPTCHA they'll be able to contact their local MP with a pre-populated tweet demanding political action.



John D.
@SociallyConscious

Dear @Bill_Morneau, the people demand government action. Pledge your support to curb Toronto's carbon emissions at climateactionnetwork.ca/pledge





CAPTCHAs
FOR
CHANGE

They'll be able to sign the pledge from the CAPTCHA and instantly share it to Facebook to enlist others.



John D.

Let's rise up and demand lasting political and legislative action to reduce Canada's carbon emissions.

**I pledge to help change
the political climate.**

Take The Pledge at
climateactionnetwork.ca



CLIMATEACTIONNETWORK.CA

A Green New Deal For Canada — Sign The Pledge!

Join the fight to combat climate change



CAPTCHAs
FOR
CHANGE

Users can download Instagram story templates instantly from the CAPTCHA and use them to encourage friends and family to take the pledge.

I commit to

MAKE YOUR PLEDGE HERE

Take The Pledge at
climateactionnetwork.ca



I commit to

Turn off the tap
when brushing my
teeth 🦷

Take The Pledge at
climateactionnetwork.ca



I commit to

Carpool
Twice
A WEEK

Take The Pledge at
climateactionnetwork.ca





CAPTCHAs
FOR
CHANGE



Campaign Name And Summary

CAPTCHAs For Change — Turning the internet’s most ubiquitous security measure into a powerful tool for political action on climate change.

Creative Insight

Hundreds of millions of CAPTCHAs are solved by people every single day. With an average 9 second solve time, image CAPTCHAs are the perfect opportunity to hijack Canadians’ attention to show them something they can’t ignore.

Solution

We’ll partner with some of Canada’s highest-traffic websites to employ our custom CAPTCHAs for Change. Each one will show a provocative image depicting the effects of climate change—the user will have to confront the costs of inaction before being given the opportunity demand political action that supports their personal climate change commitments.

How Does It Work?

By utilizing CAPTCHAs, we’re able to reach millions of Canadians where they least expect us, giving us the opportunity to appeal to their emotions while they have their advertising guard down. We’ll maximize our efforts with smart social tools that will help our CAPTCHAs For Change fuel the collective political will.