

**Campaign Name + Summary:**

The Biggest Event No One Wants To Go To; every declined invite will be another name signed pledging to drive actionable climate change.

Creative Insight:

Pledging to a cause can be boring, you don't see your outcome, it doesn't drive emotion, and you aren't inspired. Scientists have deemed that we have 12 years left to enact meaningful change before we face end-of-the-world consequences. Let's get people to recognize this impending event and inspire them to act now using the platforms they are already on.

Solution:

We will invite Canadians to the biggest event no one wants to go to: The End of The World. We will brand the EOTW as the last and greatest party ever to be thrown. We are all invited and we want everyone to RSVP. Everyone invited will be encouraged to decline the event and state the reason why they are not going. Every decline will be used as a signed pledge to postpone the EOTW event through actionable policies. (e.g. "I can't make it because I voted for a better carbon emission policy"). These actionable policies would encourage users to understand how they fit into bettering climate change and create the awareness that's needed for a collective effort to affect policy.

How Does it Work:

We will create a hype machine microsite that promotes the EOTW event. From this site we will push out Facebook Event invites, Influencer Media on Instagram, and Personal Pledges via Twitter.

THE END OF THE WORLD

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We will create a **microsite** that will be our main hub for the event’s social activity. It will be driven by a 12 year clock that will constantly be counting down the time until our collective end and prompt visitors to DECLINE and opt in to pledge for actionable change.



On **Facebook**, we will utilize the events to bring all of Canada together. This also allows us to disrupt how users interact with Facebook events. Using the can’t go feature as a rallying cry for change.



On **Instagram** we will pull on influencers and celebrities to share their attendance on an event they don’t want to go to.



On Twitter we will encourage anybody who has declined to share their personal commitments and pledges .

E · O · T · W

E · O · T · W

The Biggest Event No One Wants To Go To

... Event Starts In ...

12

•

2

•

5

•

14

•

8

•

32

YEARS

MONTHS

DAYS

HOURS

MINUTES

SECONDS

RSVP NOW

THIS WILL BE THE BIGGEST EVENT YOU DO NOT WANT TO COME TO.
DECLINE THIS EVENT AND SHARE THE REASON YOU WON'T MAKE IT.
EVERY DECLINE IS A PLEDGE TO DEMAND MEANINGFUL
ACTION FROM CANADIAN POLITICIANS.

I CAN'T MAKE IT

INVITE FRIENDS

Powered By :

E · O · T · W

MAR 16 2031

YOU'RE INVITED TO THE END OF THE WORLD!

1 PM • Location: Planet Earth

Climate Action Network invited you

NOT GOING

GOING

MAYBE

✓ NOT GOING

Invite

Lauren

8 hrs • 🌐

Lauren has declined to go to the End of the World.
Instead she pledges to make actionable change.

👍👏 2

18 Comments

Like

Comment

champagnepapi • Follow

527,686 likes

champagnepapi Go decline the invite! **XX**

Load more comments

melaniefiona 🔥🔥🔥

dagny @username

I Pledge to educate myself on my impact on the environment [#DeclineEOTW](#)

1

DeKka @username

I Demand that my government addresses the current systemic issues facing the Climate [#DeclineEOTW](#)

Alex @username

Take action now and go decline the E·O·T·W [#DeclineEOTW](#)

1



Every **DECLINED** invite will be another name signed pledging to **drive actionable climate change**.