


Unanymous Animals

Replacing anonymous animals with real endangered animals to help protect them.

<p>PROBLEM Most people only care about animals they know. When animals feel distant or anonymous it's harder to empathize and feel connected to them.</p>	<p>INSIGHT Jane Goodall was the first scientist to name the animals she studied. She understood that recognizing them as individuals was the key to caring for them.</p>
<p>IDEA We're transforming Google Slides' Anonymous Animal feature by replacing anonymous avatars with names of real endangered animals. When users click on the profile, they'll learn more about the animals and be able to take action to help keep them safe.</p>	


x




Jubilee

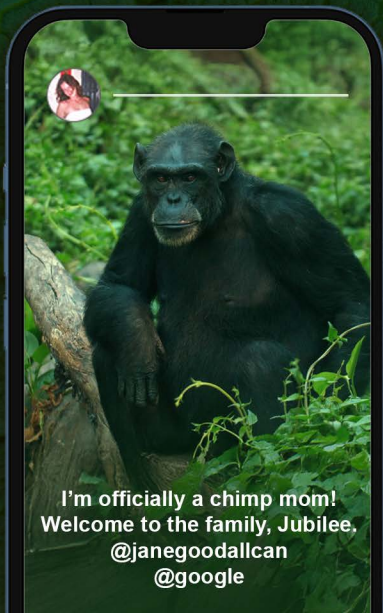
Chimpanzee
Endangered Species

About

15 years old
Enjoys studying new objects
Can't get enough of climbing trees
Loves teasing her friends

Take Action

[Adopt Jubilee](#)
[Donate to help protect chimpanzees](#)



INSIGHT:

Jane Goodall was the first scientist to name the animals she studied instead of treating them as data points. She believed that every animal had its own individuality, just like every human, and that without a name, that individuality was lost.

SOLUTION:

Research shows that people are more likely to empathize with and take action for a single, identifiable animal than for a large group of anonymous ones. Google Slides' anonymous animal avatars are already familiar to Gen Z, making it the perfect platform to bring this idea to life.

HOW DOES IT WORK?

We collaborate with Google to give them names of the endangered animals and their unique traits. Google then updates the avatar interface so that whenever someone opens Google Slides without signing in, they are randomly assigned one of these animals. That animal becomes their avatar for that session. Users will then get a chance to learn about each animal's personality and story while having the option to adopt or donate.

CAMPAIGN SUMMARY:

We collaborate with Google to give them names of the endangered animals and their unique traits. We tap into Jane's practice of naming animals and treating them as individuals to inspire Gen Z to care about animal wellbeing. To bring this to life, we replace the anonymous avatars on Google Slides with the names of real endangered animals. When users click on a profile, they can learn more about the animal and take action to help protect it. Whenever someone opens Google Slides without signing in, they are randomly assigned one of these animals. That animal becomes their avatar for that session. Users will then get a chance to learn about each animal's personality and story while having the option to adopt or donate.