

Look out for them

Sometimes, the difference you make is hard to spot from a distance. But in the heart of the forest, it means everything. Learn how your actions can help us preserve living species around the world at janegoodall.ca.



Jane Goodall Institute
Canada

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Insight

Young Millennials and Gen Z are suffering from climate paralysis. Against massive biodiversity loss, they feel demoralized because individual actions feel microscopic. When they can't immediately see results of their small actions, they assume they aren't making a difference at all, leading to inaction. We needed to reframe how they view their contribution: just because the impact isn't instantly noticeable, doesn't mean it's not there.

Idea

We turned a print ad into an interactive metaphor for preservation. "Look out for them" uses a gamified mechanic by challenging the reader to find the camouflaged chimpanzees, acting as both an attention-grabbing and an educational device.

The act of scanning the page proves our insight: at first glance, the forest seems overwhelmingly vast. But if you take the time to look closely, you will find thriving wildlife. The interactive double meaning of "looking out" transforms a passive reader into an active participant, illustrating how, while individual actions might not show an immediate impact, they mean everything to the lives hiding in the forest, echoing the Jane Goodall Institute's values.

This idea could easily be declined in OOH prints and on socials, exploring the different species and habitats the Institute works to preserve.

