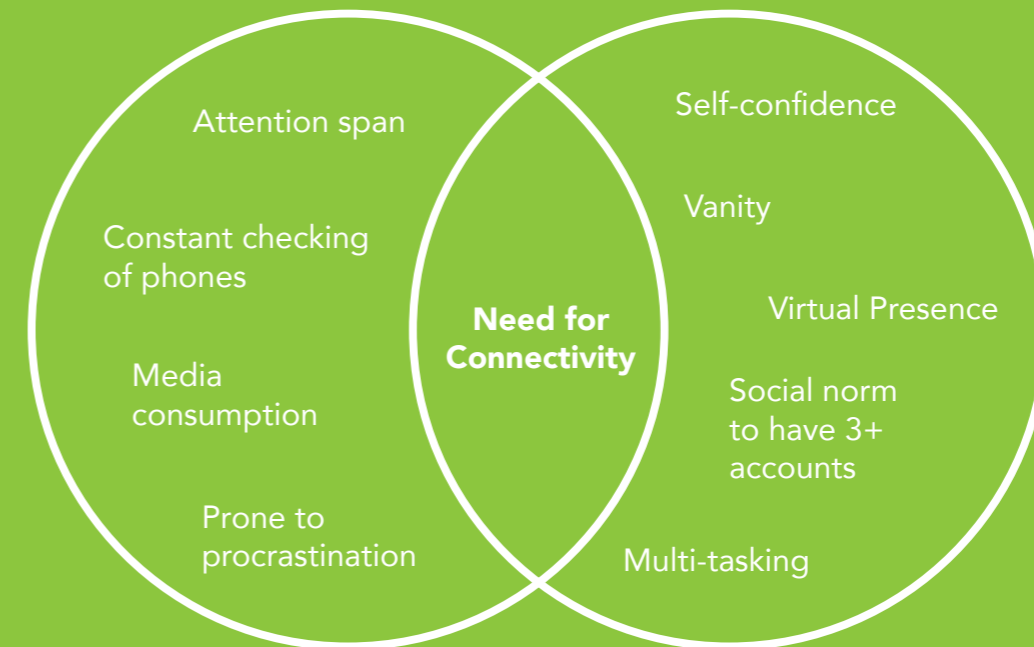


Our Insight

“There is no doubt that brains are being **rewired.**”

In order to engage our audience we found an insight into their behaviour as a generation. Not only are this generation seemingly online 24/7, but also have a very unique set of qualities. A survey conducted by Boyd revealed that people within this generation are extremely advanced with multi-tasking, yet have difficulty with focus in the long term. It was found that this group are particularly self conscious and self aware, with opinions from their peers meaning a great deal to them. With this insight, we see that this generation are very different to any other and respond to stimuli in different ways, so we created a concept that would positively engage the audience.



The Concept



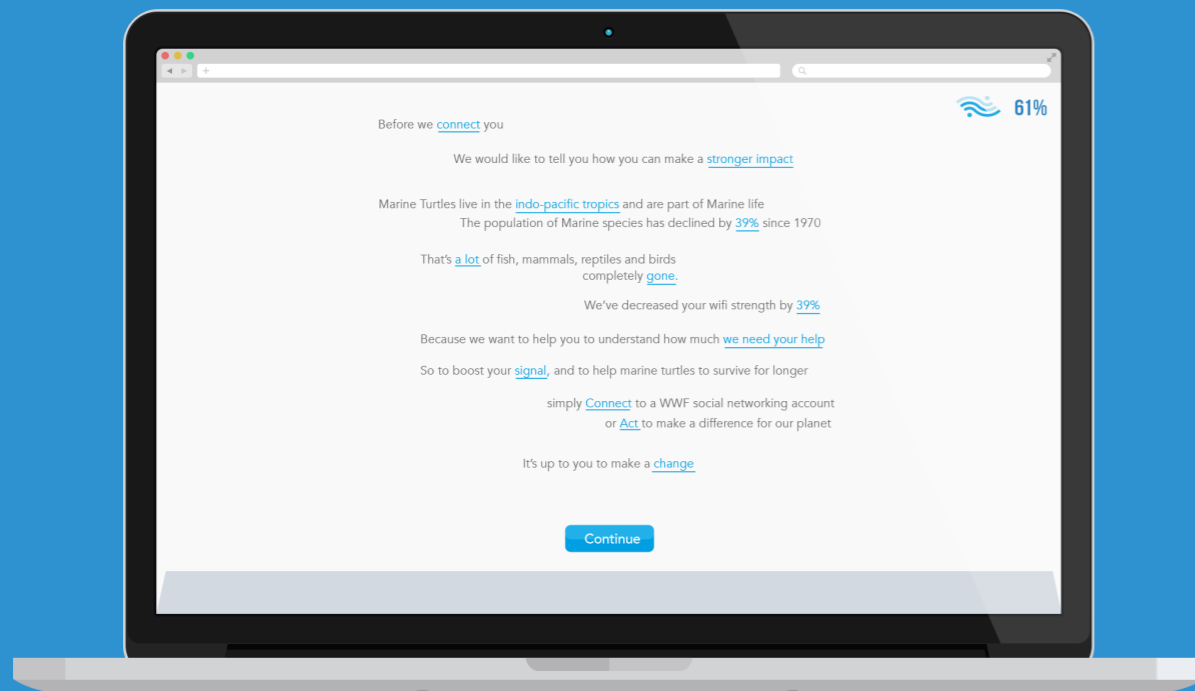
“If you can't beat them, **join them.**”

Using our insight for the 'always on generation', we felt that the only way in which we could truly grasp their attention was by appealing to their need for connectivity. Social media, viral content and online shopping have risen in popularity throughout the years, with 14-29 year olds at the heart of this exciting development. Connectivity is such a huge element within the lives of young people that it is a necessity that staying connected is as simple as possible and as hassle free! We have taken this thought and crafted an idea that allows our audience to feel understood by WWF through the interest of being online. By providing free wifi to people, WWF are enabling the brand the chance to find a voice and to spread an understanding of the values and the work that WWF promote as a sustainable service.



The Wifi Spots icon is an amalgamation of two opposing wifi signals, one to represent the signal, the other to show how a positive signal can flow from it. Black and white also makes it recognizable with WWF! The icon acts as the signal bar, coming in the colours of each main ecosystem. Gaining opacity relevant to how much signal is lost.

Our concept brings a personal factor into the online experience by allowing people to see how their wifi energy can help a particular cause. This links to the nature of social media as it is a very personal and self conscious method of reviewing the activities of oneself and their peers. So rather than produce a campaign that would bypass this generation, we decided to get on-board the virtual surfboard and join an online revolution in a positive manner.



The Ecosystems



“The upcoming generation must seize the **opportunity** to close this destructive chapter in our history.”



From our research into the ‘Living Planet Report’, we were able to identify the main areas and ecosystems that WWF help as an organisation. The colours have also been taken from the report in order to give our concept a consistent feel with the WWF branding. We have used the facts within the report in order to shock our audience, however in a positive way, giving them the opportunity to then either “connect” or “act” for the animal that the wifi spot is based around helping.

Each wifi area is formed around a big “Ecosystem” wifi spot. Smaller spots then surround that, each one based around an endangered animal living in that habitat. While users are in control of boosting their individual wifi spots, each spot is heavily effected by the state of its ecosystem counterpart in terms of signal strength and amount of users, to reflect what’s happening to the planet!



Social Media



“Because the thing that really connects them is their need to **always be connected...**”

Connectivity is a large element that we could not ignore. In order to present a social campaign that would be in line with our concept and reasonably subtle, we decided to subtly change the Facebook 'online' icon to the icon representing a wifi spot. The icon would appear only when a person uses a wifi spot in their region and would be something noticeable to all of their friends. This could also be done for twitter and Instagram in a unique and fun manner using location based technology.

Each animal has a selection of social networking accounts made for them, so when users to “Connect” instead of “Act” the they have to select one to connect to in order to increase their signal. This gives WWF send them direct content relevant to the animal based around the spot they connected to, whether that’s snap chat videos or tagging them in various instagram material.

