



# Adformatie

**CLIENT** Adformatie / Amp Amsterdam / Justdiggitt

**DEADLINE** 07.09 @ 12:00

**PLANNING**

- 24.08 – Briefing online
- 27.08 – Briefing night @17.30 Capital C
- 07.09 – Judging @ 15:00 Capital C
- 07.09 – Result night @ 19:00 Capital C
- 09.09 – Record winning ideas
- 14.09 – Winning ideas live broadcasted @de Dag van de Audio

**BACKGROUND & BRAND STRATEGY**

We are Justdiggitt. We do first and talk later. Because we're in a hurry.

Global warming is moving in fast. Our job is to slow it down, and we have only one decade to do it.

We believe in regreening degraded land, in cooling down the planet together and in the power of mother nature. Just give her a little push and she will wow us with resilience and abundance.

That's why we bring back vegetation where there's the most potential; Africa. We visit villages to spread the word and empower farmers to restore land. We combine traditional techniques with (mobile) data and modern technology. And it is spreading like wildfire. We restored 60,000 hectares, brought back over 6 million trees, and built a grassroots movement that's growing every day.

We are on a mission to regreen Africa in the coming ten years, together with 350 million farmers and together with you. No more talking, no more waiting. This is the decade of doing. Dig in with us!

**INSIGHT**

37% of the solution in reversing global warming are nature based solutions\*

\*according to research by The Nature Conservancy.

**THE PROBLEM/CHALLENGE**

The outcome of the IPCC report: climate change and all its consequences.



## **OBJECTIVE/ASSIGNMENT**

Create awareness about nature-based solutions and how Justdiggit is working on them.

## **KEY MESSAGE**

There's a hopeful insight into reversing climate change.

## **TARGET AUDIENCE**

Considering the commercial will be broadcasted at Kink FM, we would like to take them as our target audience: people between 20-50, higher educated, 65% men.

## **EXPECTED DELIVERABLES**

A commercial ready for Dutch Radio (in Dutch). Including a script + idea for voice over radio commercial

- Length 20-30 sec

## **BUDGET**

TBD

## **ADDITIONAL INFORMATION**

Justdiggit always communicates from a positive angle. It's easy to share negative news and 'scare' people, but that's not what we want to achieve. We want to bring hopeful insights where people are excited to get involved, instead of getting involved due to a guilt trip.

## **THE PRIZE**

- Podcast tutorial by Topcast Media
- Recording of the commercial with the Amp Amsterdam-team
- Broadcasting of the commercial during the Dag van de Audio and on Kink.fm
- Airtime/interview during the Dag van de Audio
- Interview in Adformatie and on Adformatie.nl
- Eternal glory
- So, no, this pitch won't give you a ticket to Cannes.