








































































Interbrand



Rebrand Climate Change

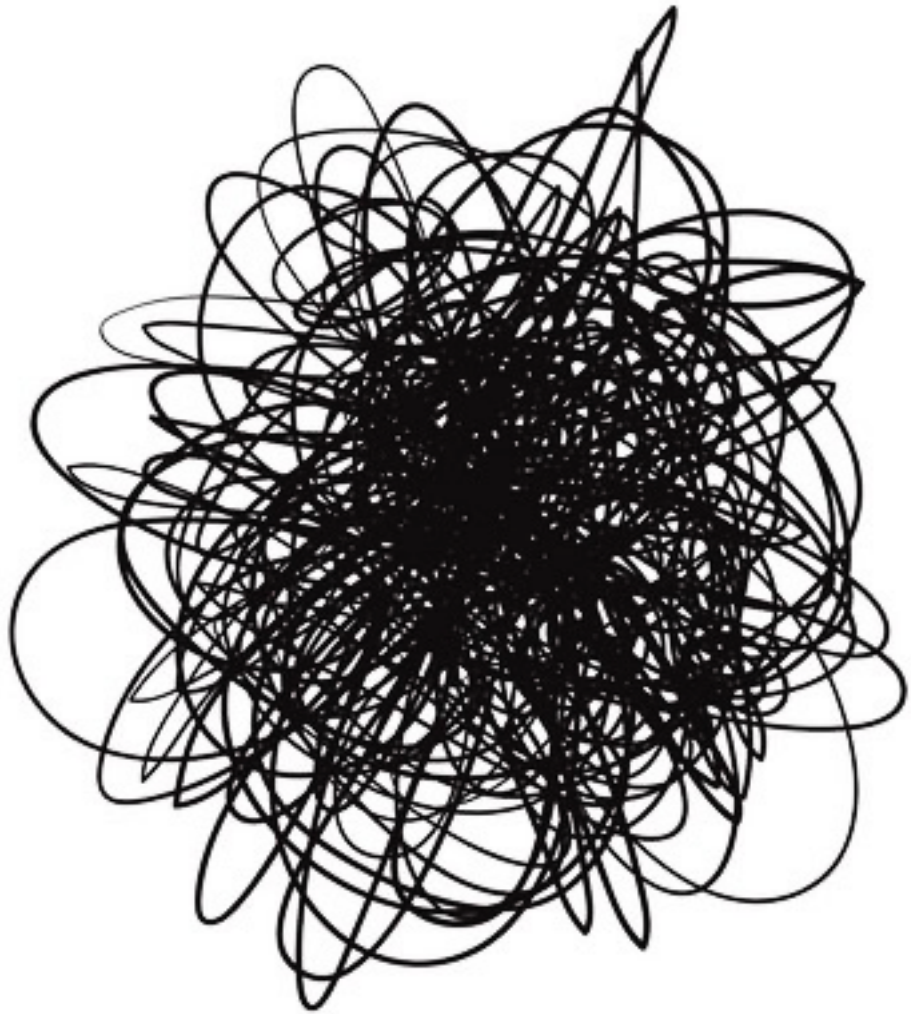
“The world’s leading brand consultancy”

Financial Times

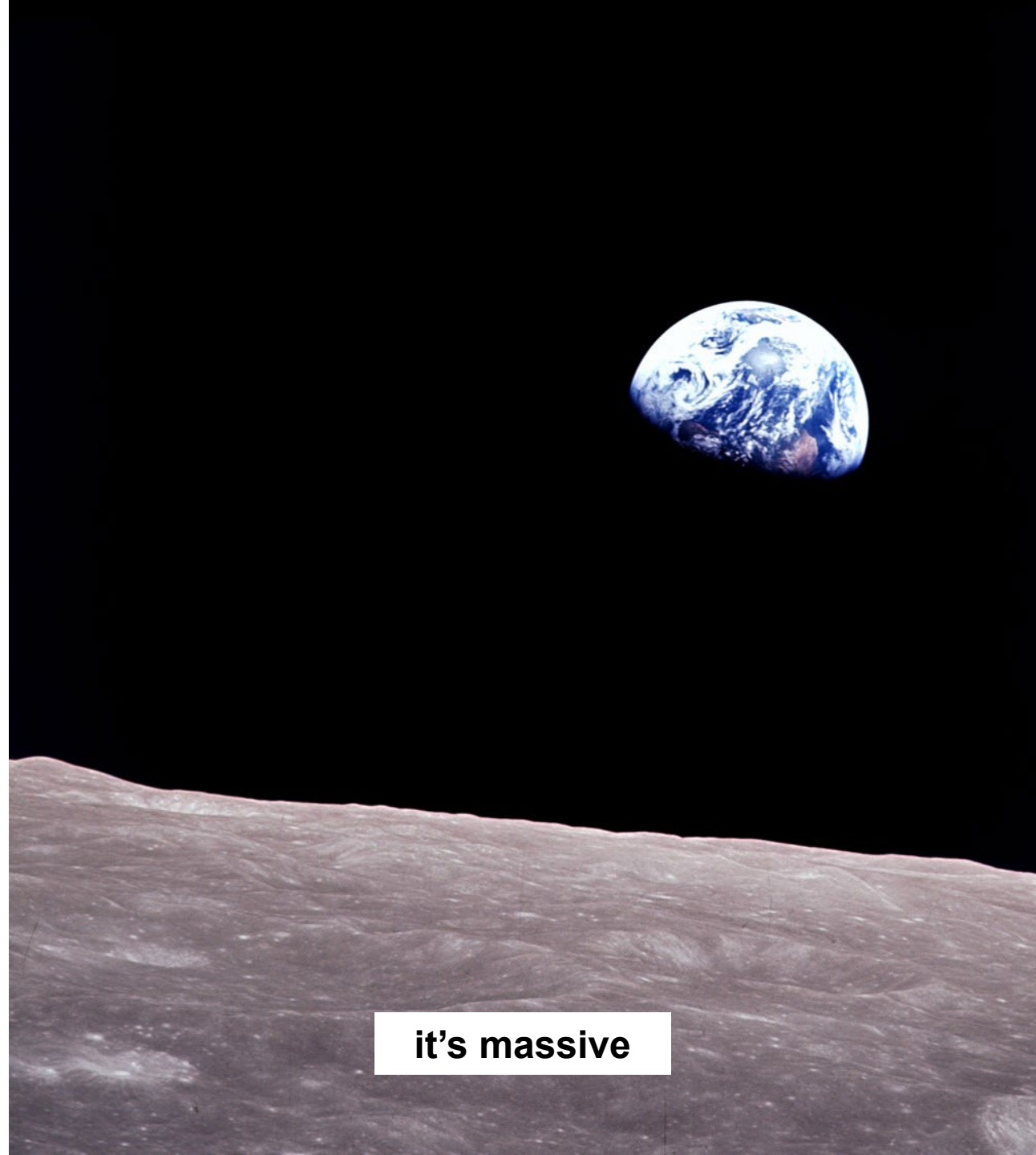
01  +18% 482,215 \$m	02  +32% 278,288 \$m	03  +10% 274,819 \$m	04  +28% 251,751 \$m	05  +17% 87,689 \$m	06  +10% 59,737 \$m	07  0% 57,535 \$m	08  +10% 56,103 \$m	09  +14% 50,325 \$m	10  +18% 50,289 \$m
11  +6% 48,647 \$m	12  +32% 48,002 \$m	13  +11% 46,331 \$m	14  +21% 44,508 \$m	15  +14% 41,298 \$m	16  +14% 36,516 \$m	17  -5% 34,538 \$m	18  +3% 34,242 \$m	19  -8% 32,916 \$m	20  +5% 31,497 \$m
21  +23% 30,660 \$m	22  +32% 29,259 \$m	23  +27% 27,398 \$m	24  +14% 24,335 \$m	25  +16% 24,268 \$m	26  +7% 22,837 \$m	27  +16% 22,117 \$m	28  +9% 21,928 \$m	29  +9% 21,164 \$m	30  +23% 20,417 \$m
31  +15% 20,412 \$m	32  +1% 19,822 \$m	33  +4% 19,093 \$m	34  +23% 18,694 \$m	35  +14% 17,314 \$m	36  +17% 17,311 \$m	37  +17% 17,258 \$m	38  +19% 17,058 \$m	39  +18% 16,989 \$m	40  +9% 16,375 \$m
41  +23% 16,125 \$m	42  +19% 15,931 \$m	43  +17% 15,747 \$m	44  +3% 15,487 \$m	45  +4% 15,061 \$m	46  +11% 14,976 \$m	47  +11% 14,958 \$m	48  +10% 14,819 \$m	49  +16% 14,526 \$m	50  +12% 14,431 \$m
51  +8% 14,050 \$m	52  -1% 13,832 \$m	53  +15% 13,504 \$m	54  New 13,416 \$m	55  +21% 13,359 \$m	56  -8% 12,985 \$m	57  +4% 12,981 \$m	58  +3% 12,915 \$m	59  +6% 12,801 \$m	60  +4% 12,767 \$m
61  +10% 12,212 \$m	62  +13% 11,884 \$m	63  +30% 11,848 \$m	64  New 11,547 \$m	65  +9% 11,247 \$m	66  +18% 10,939 \$m	67  +3% 10,921 \$m	68  +16% 10,676 \$m	69  +8% 10,505 \$m	70  +6% 10,324 \$m
71  -4% 10,211 \$m	72  +6% 10,130 \$m	73  -3% 9,528 \$m	74  +17% 9,521 \$m	75  +31% 9,365 \$m	76  +11% 9,015 \$m	77  +27% 8,919 \$m	78  +1% 8,747 \$m	79  +8% 8,166 \$m	80  +12% 7,764 \$m
81  +19% 7,595 \$m	82  +11% 7,518 \$m	83  +14% 7,397 \$m	84  New 7,326 \$m	85  +10% 7,171 \$m	86  +7% 6,834 \$m	87  +9% 6,612 \$m	88  +19% 6,552 \$m	89  +21% 6,548 \$m	90  +3% 6,466 \$m
91  +9% 6,337 \$m	92  +3% 6,130 \$m	93  +15% 6,111 \$m	94  +12% 6,089 \$m	95  +5% 6,003 \$m	96  +14% 5,917 \$m	97  -15% 5,828 \$m	98  +10% 5,593 \$m	99  +7% 5,579 \$m	100  +19% 5,491 \$m



**saving our planet
is a
communications
challenge. we
know what to do,
we just need the
will**



it's messy



it's massive



83% think about their impact

**22% feel
motivated to
change**

People are confused about Climate Change. It's perceived as too abstract, too technical too scary or too big for one person to make a difference.

climate change program



 All

 News

 Images

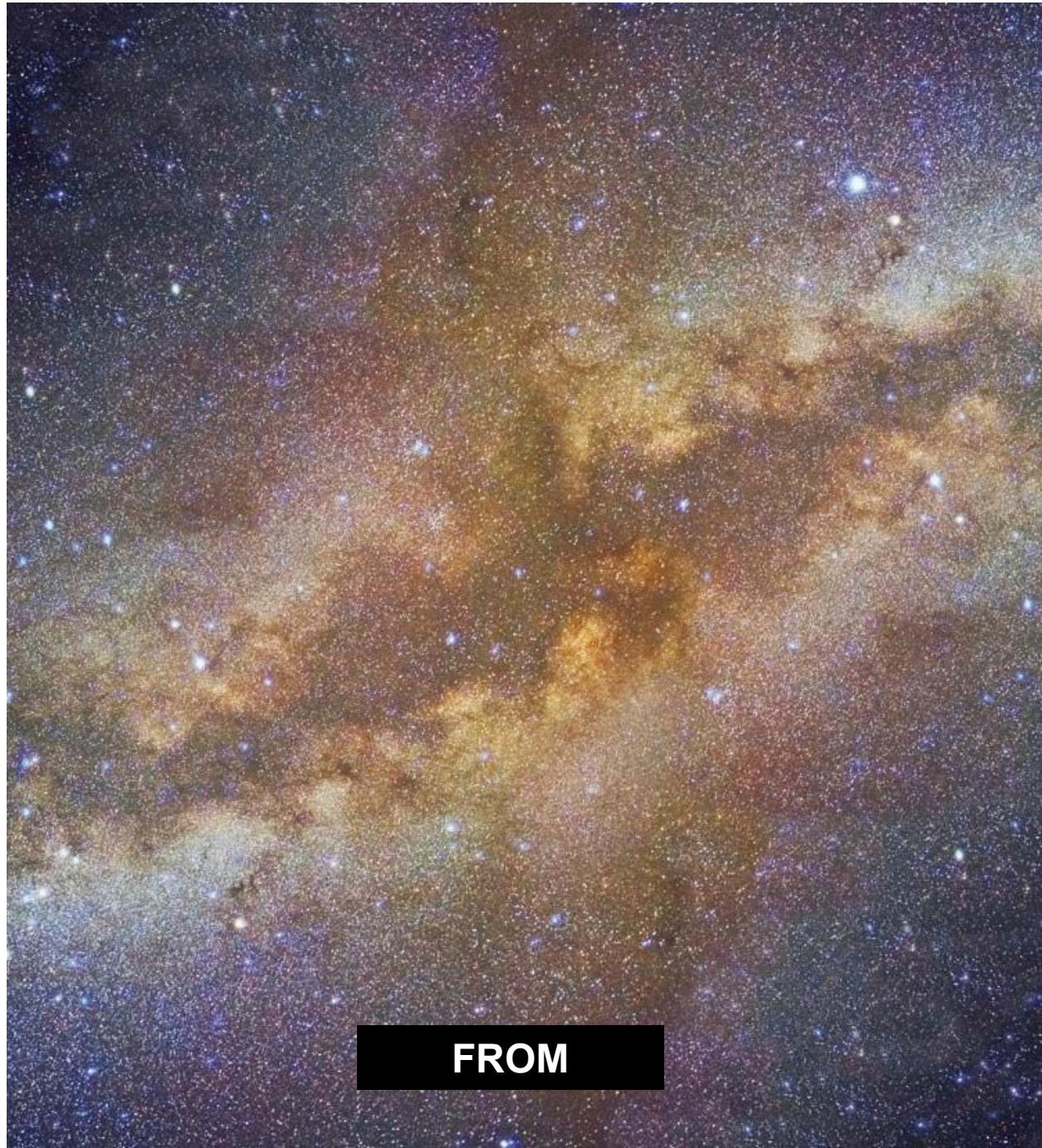
 Videos

 Books

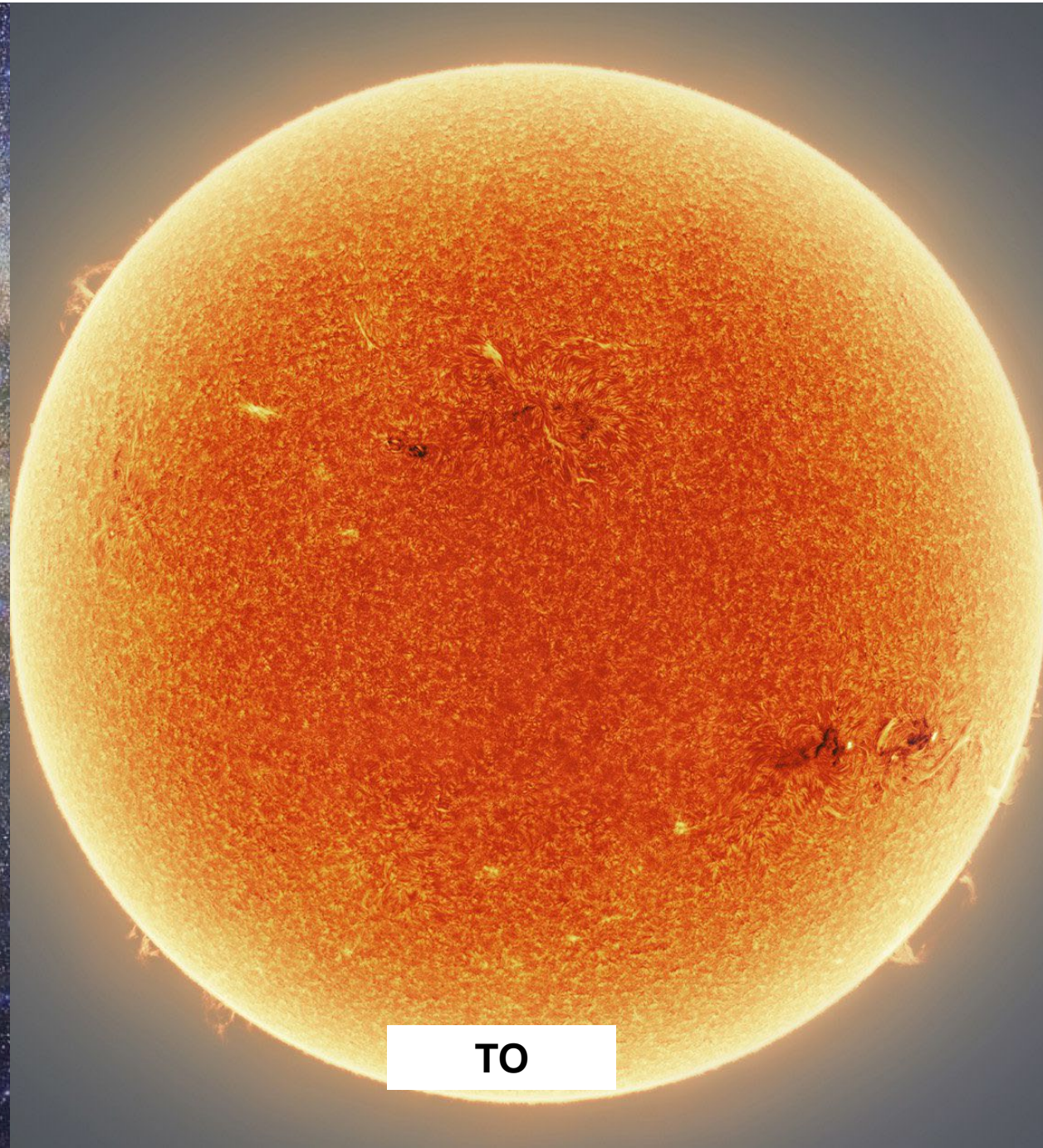
 More

Tools

About 875,000,000 results (0.54 seconds)



FROM



TO



Relationship breakdown

People love the planet but don't know how to show it.

Co-creation



- 1. Bring people together**
- 2. Find common ground**
- 3. Meet people where they are**
- 4. Lead with love**
- 5. Make it real**
- 6. Do it big and fast**

Co-created principles

confusion

apathy

fear

division



confidence

action

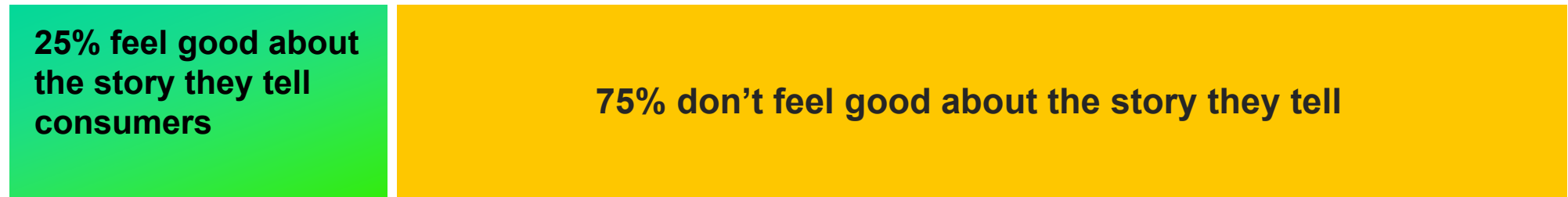
hope

unity

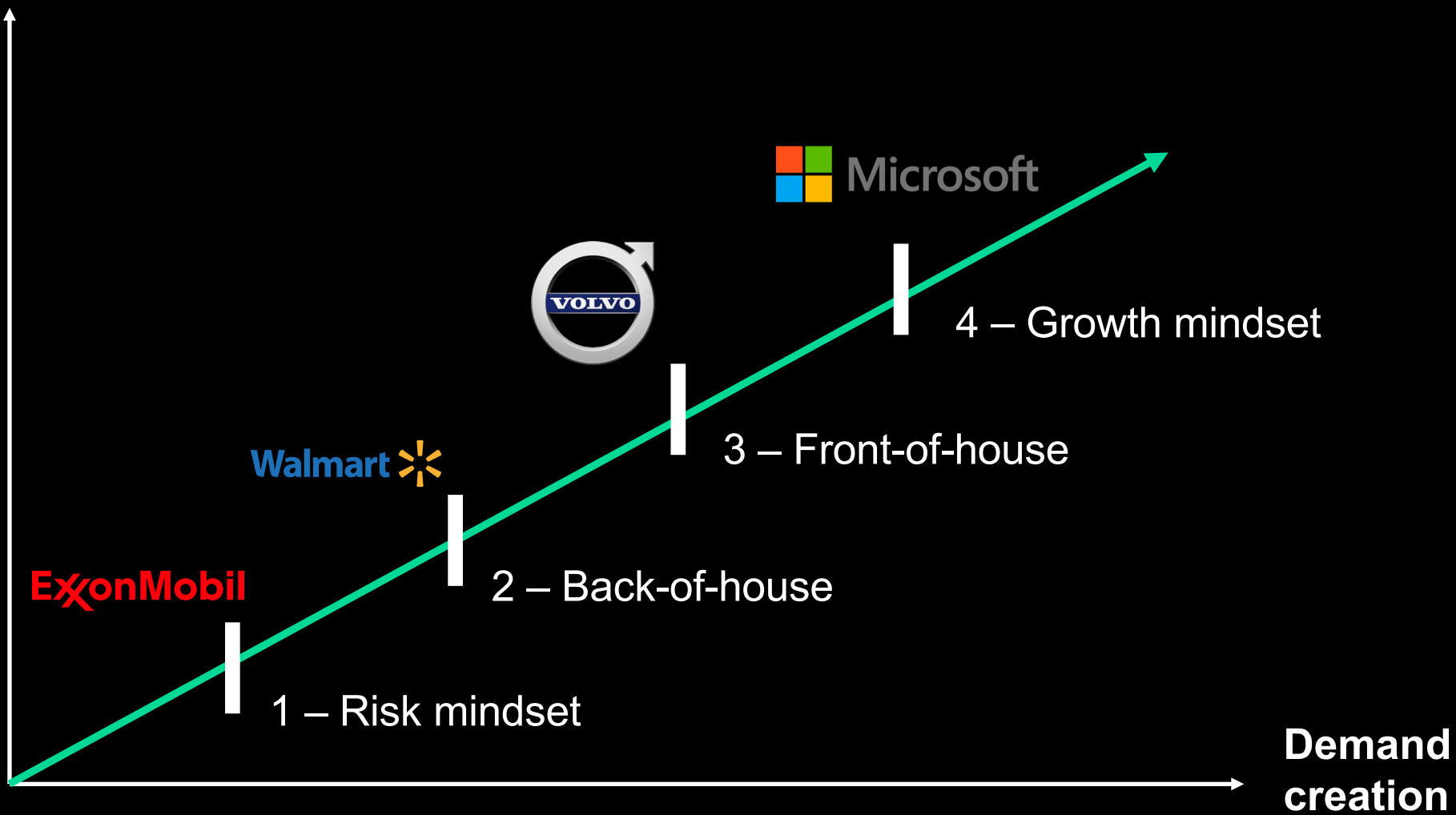
Citizens



Companies



Risk
mitigation



earth.
make
it better

Interbrand



Allianz 

INGKA
by astra

Lenovo



Microsoft

Panasonic



earth

maa

地面

yer

땅

ਧਰਤੀ

trái đất

earth.

make

it better