



EARTH HOUR

97% awareness  
\$16.8m media  
18,231 businesses  
35 countries  
370 cities  
50m people worldwide  
2 Cannes Lions  
1 Titanium



# 1. a grand vision

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

The logo for Earth Hour 2011, featuring the number '60' in a stylized font where the '0' is a globe, with the text 'EARTH HOUR' below it.



2. small action



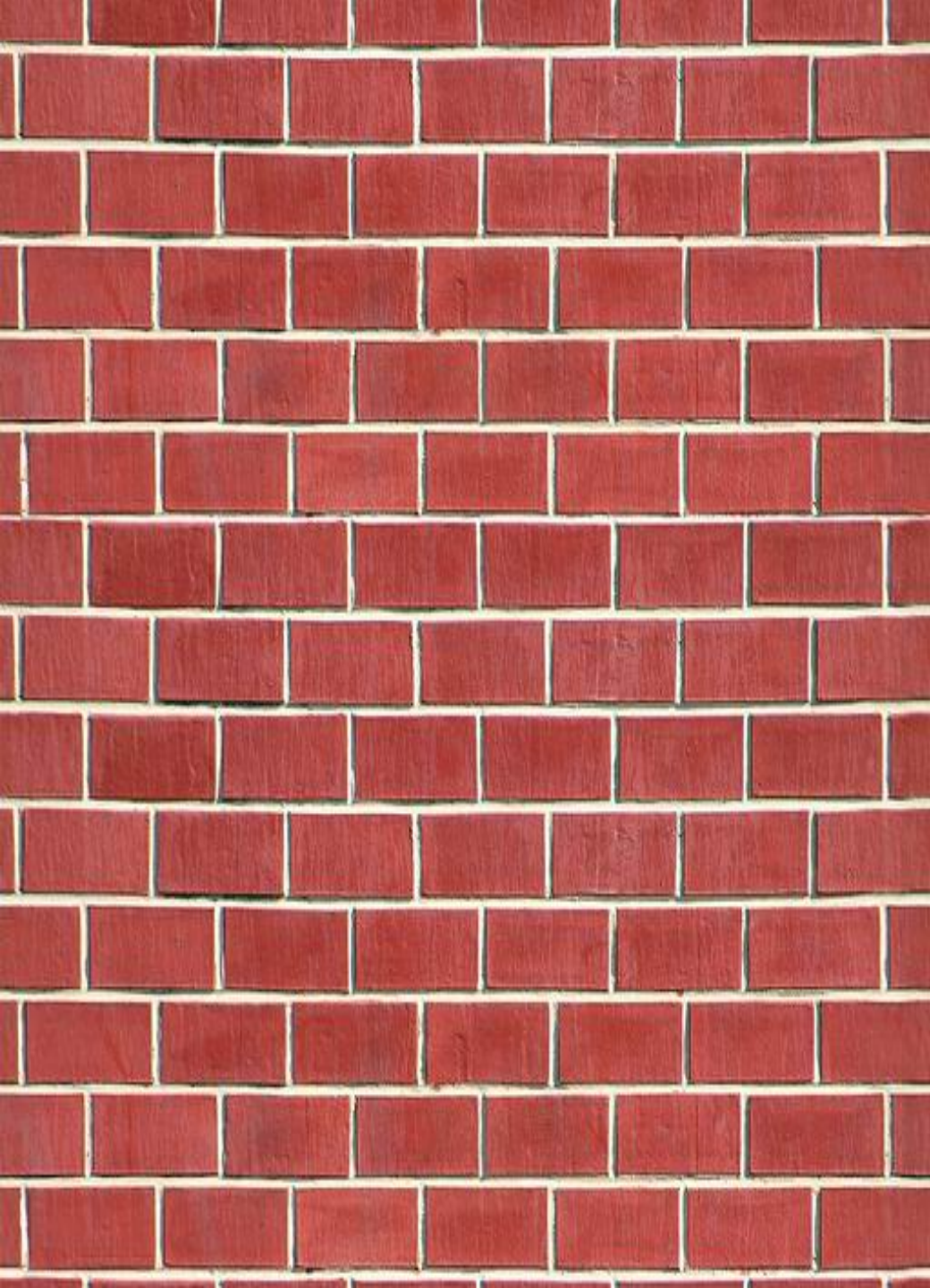
3. totally inclusive



4. ground up



5. partners were invisible



6. ambition beyond reason

THANK YOU.

