

# 13 DAYS OF NATURE SYMPHONY

## MARKETING OBJECTIVE

WWF needed a campaign to raise awareness on the fact that, at the end of this year, the EU Commission and the Environment Council will decide over the revision of the "Nature 2000" directives, regarding the protected species and habitats, and the sustainable use of the natural resources.

## SOLUTION

Thinkdigital Romania created 18 micro-websites in 14 European countries and embedded an application that allowed its users to create a symphony using different sounds of nature, which was sent as an email attachment to each local environment ministry.



## RESULTS

VISITORS	THE SYMPHONY	EMAILS
<b>623.000</b> (18 landing pages in 14 countries)	<b>13+</b> days of nature symphony (about 19.000 minutes)	<b>27k+</b> emails (sent to the local environment ministry)

Campaign Duration: May 18<sup>th</sup> - June 31<sup>st</sup>

## THE QUOTE

“ «Turn up the volume of nature!» is the kind of campaign that any communication professional dreams of: it's a heart-warming cause, with wide geographic exposure and with good outcome. I am glad that, together with ThinkDigital team, we helped inspire the European Union citizens regarding the consequences of the legislative changes on the environment. ”

**Gabi Bartic**  
 Creative & Strategy Director, ThinkDigital Romania