

# 2100

THE TRUEST HOAX EVER

GIOVANI LEONI 2019 - PR SPECIALIST  
**M.W.** COPYWRITER | **E.P.** ART DIRECTOR

INSIGHT

CLIMATE CHANGE **SEEMS LIKE A DISTANT FANTASY.**

%

THERE ARE 11 MILLION SKEPTICS IN ITALY WHO BELIEVE CLIMATE CHANGE IS NOT A PROBLEM.  
THE NUMBER OF 'DENIALISTS' HAS INCREASED BY 6% IN THE LAST 10 YEARS.

SOURCE: UECOP - EURISPES DATA, 2019



A person is lying in bed, holding a tablet computer high above their head with both hands. The person's face is partially visible, looking up at the tablet. The room is dimly lit, with a lamp visible in the background. The text is overlaid on the image.

OUR STRATEGY

---

THE LAST GENERATIONS ARE ABSORBED BY HARSH FICTIONAL WORLDS,  
IN THE GAMES THEY PLAY AND IN THE MOVIES THEY WATCH.

**THEY FORGET THE REALITY OF THE ONE THEY ACTUALLY LIVE IN.**

---

TO REMIND PEOPLE THAT CLIMATE CHANGE IS NOT A FANTASY  
AND IS A REALITY WE WILL SPEAK LANGUAGE THEY ARE COMFORTABLE WITH: FILM.



A dark, silhouetted audience in a theater looking towards a screen. The word "IDEA" is written in yellow above a horizontal white line.

IDEA

ITALIAN CLIMATE NETWORK ONLUS HOAX THE RELEASE OF A NEW MOVIE  
TO GET MORE YOUNG PEOPLE CARING ABOUT CLIMATE CHANGE.

# 2100

A TRAILER THAT BRINGS TO LIFE WHAT THE WORLD WOULD BE LIKE IN NEAR FUTURE,  
IF THE YOUNGER GENERATION ARE NOT EDUCATED ABOUT CLIMATE CHANGE AND DO NOT ACT NOW.  
**A POST-APOCALYPTIC STORYLINE THAT'S BASED ON TODAY'S REAL DATA AND TRUE EVENTS.**

A MOVIE THAT WILL HOPEFULLY NEVER BE REAL.





## VIDEO TRAILER

hide video link:

[HTTPS://WWW.DROPBOX.COM/S/R25EGVEQ0EDQ24Z/20100\\_TRAILER\\_W\\_P\\_PRBRIEF\\_1\\_QUALITYHIG.MP4?DL=0](https://www.dropbox.com/s/R25EGVEQ0EDQ24Z/20100_TRAILER_W_P_PRBRIEF_1_QUALITYHIG.MP4?DL=0)



OOH MOVIE POSTERS  
WILL CONTAIN REAL  
PHOTOGRAPHY REVEALING  
THE CAUSES AND  
EFFECTS OF  
CLIMATE CHANGE.  
THIS WILL BE REVEALED  
IN THE LAUNCH PHASE.

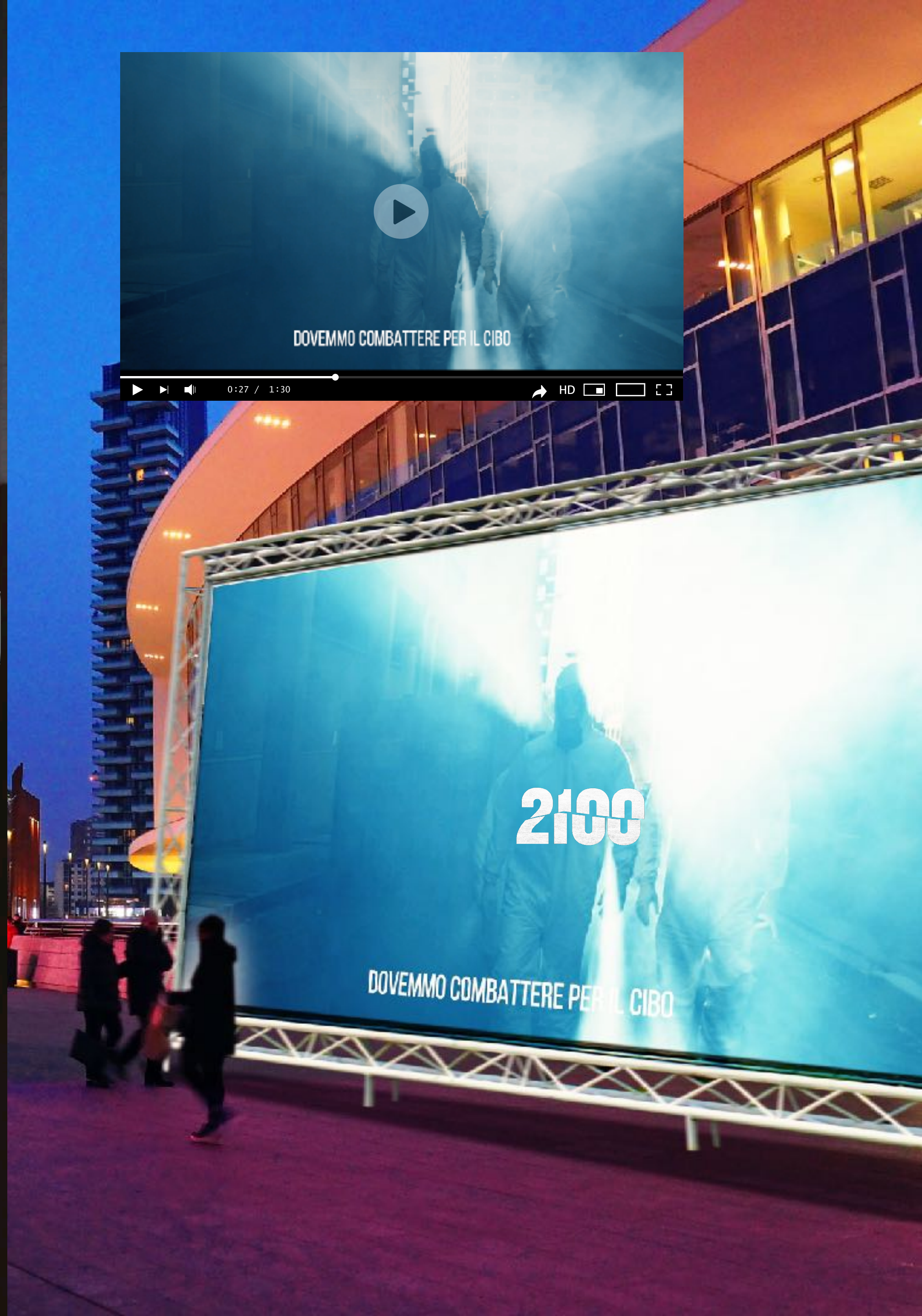
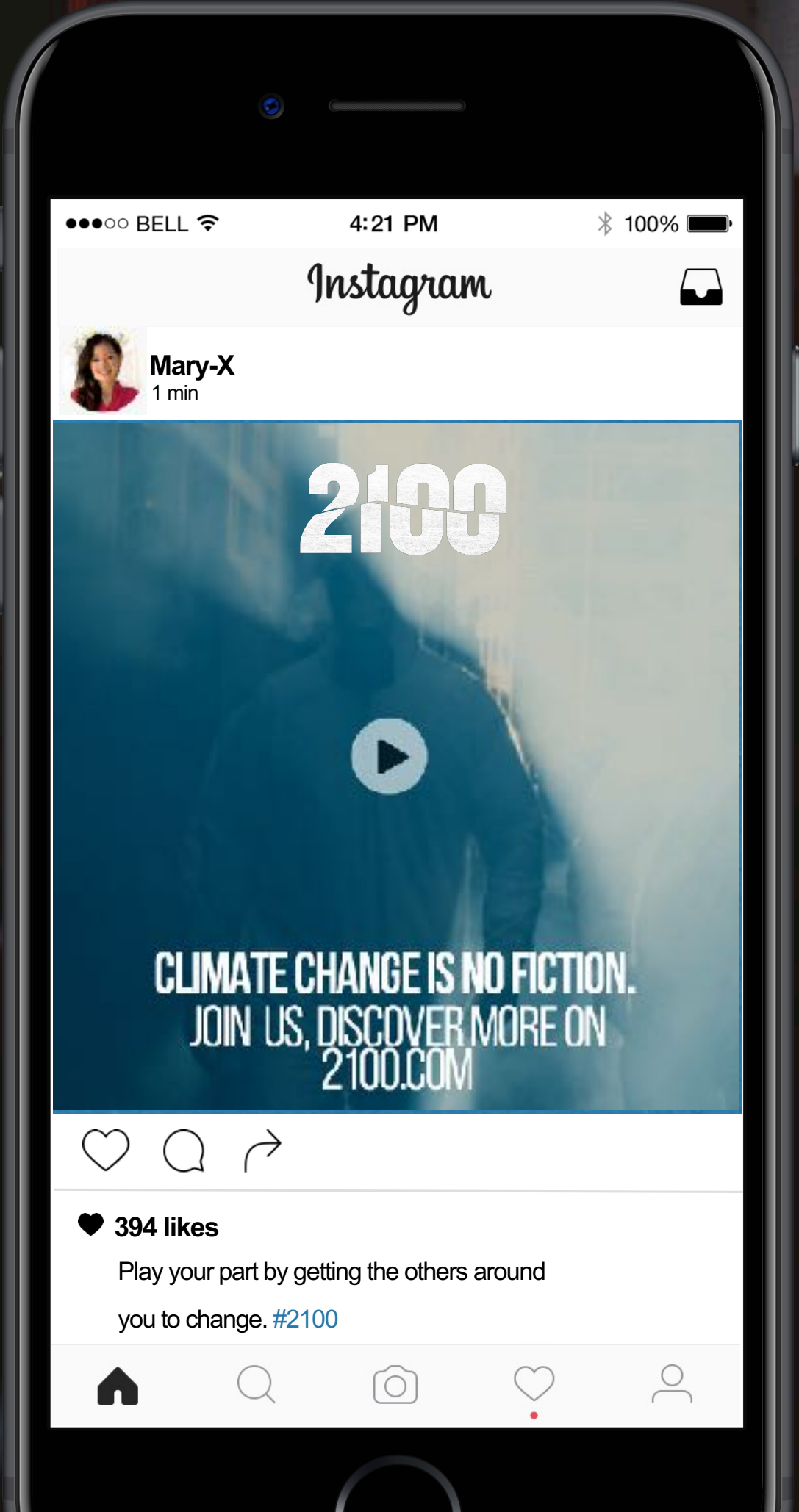




PHASE 2 LAUNCHING

OUR HOAX MOVIE TRAILER WILL BE SHOWN  
IN CINEMAS BEFORE FILMS, YOUTUBE,  
AS WELL AS AT OUTDOOR LOCATIONS  
TO CAUSE MAXIMUM DISRUPTION.

WE WILL INVITE PEOPLE TO SHARE IT, MAKING  
SOCIAL MEDIA CONTENT.





A HUB TO EDUCATE YOUNG PEOPLE ON THE REALITY OF CLIMATE CHANGE AND GATHER PETITIONS TO BE SHARED WITH ITALIAN PARLIAMENT, IN A BID TO HAVE CLIMATE CHANGE INCLUDED WITH EDUCATIONAL CURRICULUMS.

CLIMATE CHANGE IS NO FICTION. BY 2100 THE WORLD WE LIVE IN WILL BE VERY DIFFERENT IF WE DO NOT ACT NOW.

**TEMPERATURE:** EXPECTED TO INCREASE 4 TO 5 DEGREES. MEANING DEVASTATION FOR AGRICULTURAL ECOSYSTEMS AND GLOBAL FOOD SUPPLIES.

**SEA LEVELS:** EXPECTED TO RISE 1 TO 4 METERS CAUSING GLOBAL FLOODING AND MASS MIGRATION AMONG THE POPULATION.

**MASS EXTINCTION:** 50% OF OUR EARTH'S SPECIES WILL FACE BEING WIPE OUT DUE TO NATURAL HABITATS BEING DESTROYED.

PLAY YOUR PART BY GETTING THE OTHERS AROUND YOU TO CHANGE.

“I BELIEVE CLIMATE CHANGE IS NO FICTION, AND SHOULD BE TAUGHT TO EVERYONE.”

SHARE AND SIGN THIS PETITION



0:27 / 1:30



HD





## PHASE 1 / TEASER

A SERIES OF GUERRILLA MARKETING ACTIVITIES THAT SIMULATE THE LAUNCH OF A FILM OR SERIES.  
THESE WILL INCLUDE A MOVIE POSTERS AND AMBIENT STUNTS.  
AIMED TO DISRUPT AND INTRIGUE OUR AUDIENCE, POSITIONED STRATEGICALLY, NEAR YOUNG ENVIRONMENTS.

OBJECTIVE: EXCITEMENT

KPIS: REACH

## PHASE 2 / LAUNCH

LAUNCH A HOAX MOVIE TRAILER ONLINE AND WITH THE HELP OF INFLUENTIAL YOUTUBERS WHO ARE ADVOCATES OF FIGHTING CLIMATE CHANGE, CREATE A CONVERSATION.  
DRIVE OUR AUDIENCE TO A LANDING PAGE WHERE THE REALITY OF THE MOVIE IS REVEALED AND FACTS ABOUT CLIMATE CHANGE TOLD.

OBJECTIVE: ENGAGEMENT

KPIS: SOCIAL MEDIA MENTIONS AND  
TRADITIONAL PRESS COVERAGE

## PHASE 3 / RECRUITING

THROUGH THE LANDING PAGE, WHICH WILL ACT AS A CENTRAL HUB, WE WILL URGE OUR YOUNG AUDIENCE TO SHARE THE CAMPAIGN WITH ADULTS.  
PETITIONS WILL BE COLLECTED AND TAKEN TO ITALIAN PARLIAMENT IN A BID TO INCLUDE CLIMATE CHANGE WITHIN EDUCATIONAL CURRICULUMS.

OBJECTIVE: RECRUITING

KPIS: SIGN-UP AND WEBSITE TRAFFIC