

The Hum

DESIREE BARRETO



JUMOKE MOHAMMED

Background

- Gen Z & millennials feel the power to bring climate change is more on the institutional than individual level, thus feel climate action is futile
- Gen Z and millennials highly value authenticity and social consciousness
- Achieving the SDGs is due for 2030
- A reward system can create a positive feedback loop that encourages people to stay consistent in their efforts

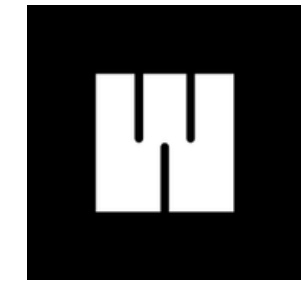
We spoke to



Stephen King
Climate Reality Volunteer Leader



Kehkashan Basu, founder of
Green Hope Foundation



Zahra Zakriya, Middlesex alumnus
and senior associate
at Weber Shandwick MENAT

Identified Problem

Gen Z and millennials are notorious for dismissing appeals to sustainable action due to their inability to see their created impact. Additionally, climate action is interpreted at face value without consideration of other aspects that lead to positive sustainable change.

Objectives

- Uplift, inspire and unify people
- Encourage & sustain behavioural change toward the climate crisis
- Reframe climate action to be more accessible & convenient
- Illustrate the importance of other SDGs for climate action

Target Audience

- **Primary Target Audience:**
Gen-Z & Millennials
- **Secondary Target Audience:**
NGOs
Government Organisations
Private-sector Organisations
Policymakers

Solution/Concept

The “Hum” is a beckoning sound positioned at every touch point of the campaign. Sounds of nature have been crucial indicators of danger for humans since the dawn of time like thunder, roars, etc. It is a call to **unite and act**.



Composed by BTS's Jungkook
UN Celeb Diplomat & proven impact
(2022 FIFA World Cup, Calvin Klein)

Phases were crafted with target audience's **pleasure points** to create **positive connotations**

Phase I: Activation

Interactive LED floor
physical activation

Phase II: Hook

“The Hum” video posted
on UNDP social channels

Phase III: Retention

The “Hum” Spotify &
YouTube ads
Gamified website

Phase I: Activation

An Interactive LED Floor highlighting the importance of each individual's and SDG's impact within the context of climate action will be placed in four major cities. The "hum" will be heard.

Celebrity ambassadors will activate the floor by stepping on the edge and dancing on the spot. As they step on the floor, a colour sparks and moves to the centre of the floor. Each colour represents an SDG. The celeb calls on more people to come dance. Each person will activate a different SDG.

Once 16 people have gathered around the floor's edge, all the colours will merge to form the final SDG "Climate Action".

The message displayed then is a call for unity between the masses and the incorporation of all SDGs in the fight for climate action.

LED Floor Visuals

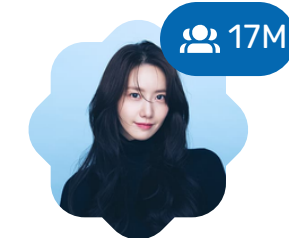
Technology sponsored by 



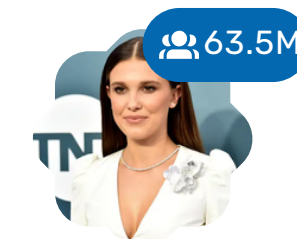
Celeb Activators



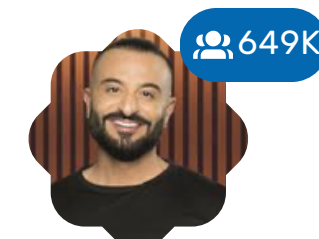
Zendaya
California, USA
Socially active Actor



YoonA
Seoul, South Korea
UNICEF Advocate



Millie Bobby Brown
London, UK
Goodwill Ambassador



Kris Fade
Dubai, UAE
Philanthropic Presenter

Publicity

- The celeb activators would "soft launch" the campaign 12 hrs before the floor activates, posting a BTS of the floor on their IG with **#IAmAHummingbird**

Hummingbirds are symbols of devotion & respected as fierce defenders of their territory. Similar to what the campaign inspires individuals to commit to



- Popular media accounts from each country will be invited to cover the event.



Phase II: Hook

A video would be produced featuring the “Hum” playing in the background. The storyline would follow people going about their lives and making seemingly minuscule unsustainable decisions, progressively amplifying the “hum”. As the hum grows louder, people search for this peculiar sound. They follow it to reach the LED floor activation. The video would convey the concept behind the floor and the “hum” as the unifying force, calling people to come together to act as an individual and see their impact globally.

The video would end with a CTA to sign up to our gamified website and create an impact today.



Posted on @UNDP
65.6K subscribers
12,189,061 views

Video Storyboard

<p>FRAME 1</p> <p>Scene: Agressive News Anchor speaking about climate change and it's severe impact on the world.</p> <p>Audio: News Reporter's voice.</p>	<p>FRAME 2</p> <p>Scene: Woman on TikTok in her room, skipping a climate change video on her "for you page".</p> <p>Audio: Low hum begins.</p>	<p>FRAME 3</p> <p>Scene: Man decides to buy a fuel vehicle rather than an electric one.</p> <p>Audio: Hum gets louder.</p>
<p>FRAME 4</p> <p>Scene: Man at the supermarket decides to ignore "go green" sign and chooses to buy a plastic bottle.</p> <p>Audio: Hum gets louder.</p>	<p>FRAME 5</p> <p>Scene: Individuals begin to look for the source of the hum sound.</p> <p>Audio: Hum at loud pace.</p>	<p>FRAME 6</p> <p>Scene: People collectively going towards the sound of the hum.</p> <p>Audio: Hum at loud pace.</p>
<p>FRAME 7</p> <p>Scene: People arrive at the location of the Led Floor (source of the hum).</p> <p>Audio: Hum plays.</p>	<p>FRAME 8</p> <p>Scene: People being to step on the LED floor and activate it's prompts.</p> <p>Audio: Hum plays.</p>	<p>FRAME 9</p> <p>Scene: All 16 individuals stand in place completely activating the "Climate action" message.</p> <p>Audio: Hum plays.</p>
<p>FRAME 10</p> <p>Scene: Call to action messages are displayed.</p> <p>Audio: Hum plays.</p>	<p>FRAME 11</p> <p>Scene: The UNDP logo is displayed with instructions to download the web app.</p> <p>Audio: Hum plays.</p>	<p>FRAME 12</p> <p>Scene: People are touched by the message and commit to a climate action pact.</p> <p>Audio: Hum plays.</p>

Celeb Actors



Amandla Stenberg
TIME "Next Generation Leader"



Timothée Chalamet
Human Rights Advocate

Press Release

Do You Have a Beak? Here's Why People Are Calling Themselves Hummingbirds



26M MUVs



1B MUVs



22.5M MUVs



4M MUVs



99M MUVs

Phase III: Retention

Web App

A gamified web app allowing users to create profiles and earn tokens for their logged sustainable actions, by engaging in sustainable initiatives within their locality or by donating to UNDP's climate action causes.

Tokens accumulated can unlock milestones that lead to large-scale changes by national or regional NGOs or corporations.

Users can also witness how their nation ranks among others through real-time progress charts.

Hum Repetition

The hum will be played as Spotify & TikTok ads



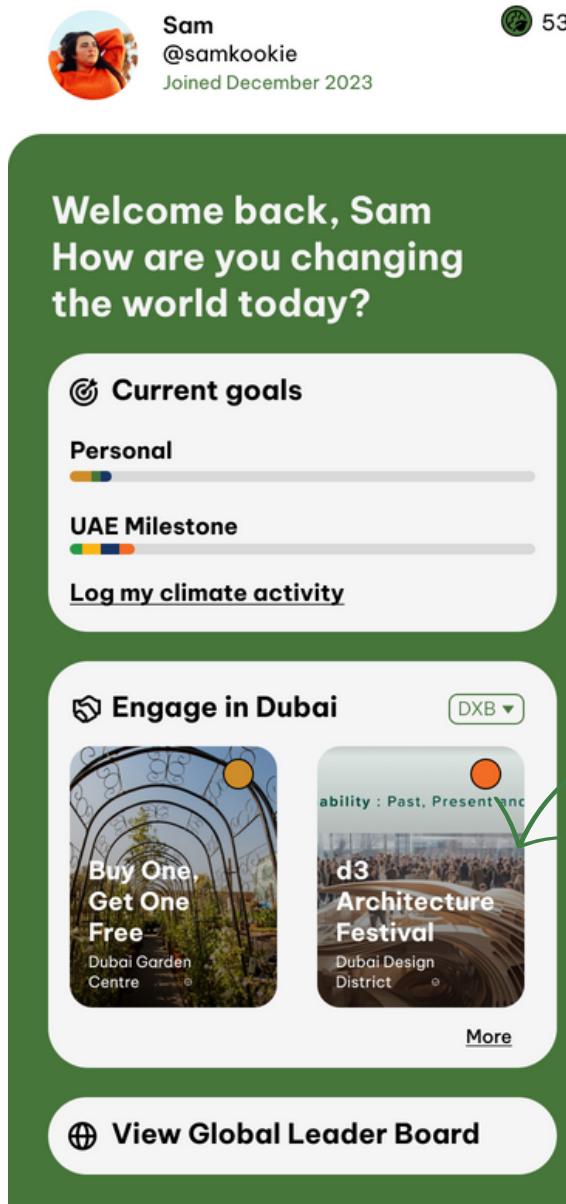
62% active users aged 18-35*



70.2% active users aged 18-35**

*BankMy Cell (2023) **Oberlo (2023)

Web App Prototype



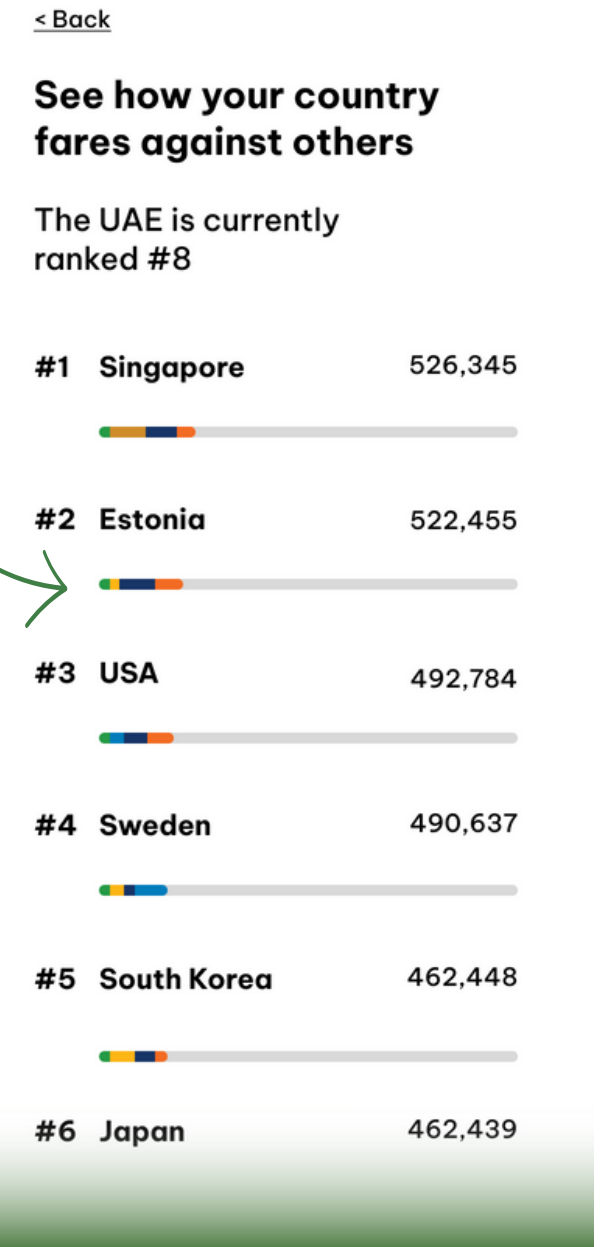
User Profile page

made user-friendly & compatible with phones

each colour depicts climate actions that relate to the colour's corresponding SDGs

NGOs and organisations within a locality can add activities/events for users to engage with

Potential organisations include:

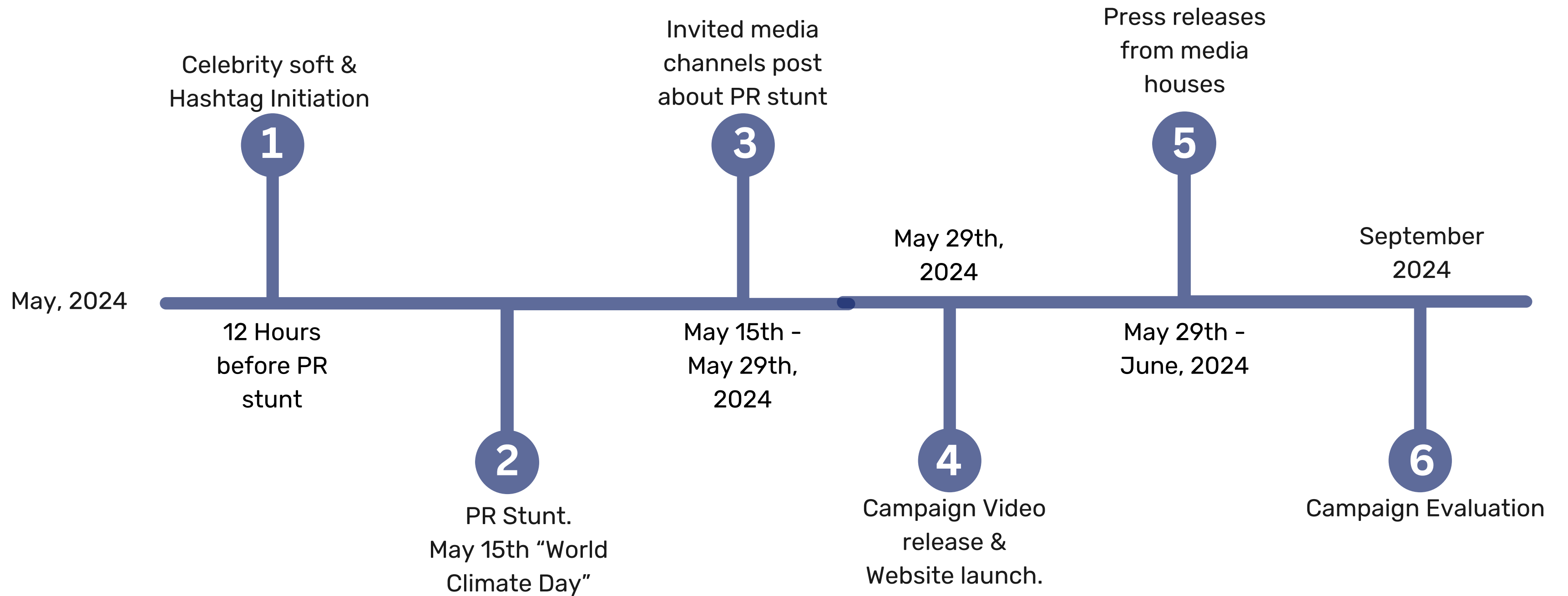


Global Leader Board page

Publicity

Users can post about their climate action journey or the global leaderboard with **#IAmAHummingbird** on TikTok, IG, etc., fostering healthy competition.

Timeline



Logic Model Evaluation

Input

Funds
Planning
Staff Time
Primary &
Secondary
research
Expertise

Output

PR Stunt
Campaign Video
Celebrity
Collaborations
Social media

Outcome

Increased engagement from Gen Z in climate change-related actions and topics.

Increase in UNDP funding towards climate change gathered from web app donations

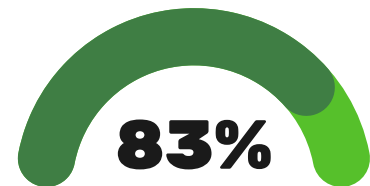
Impact

Social media attraction & International coverage.

Gen-Z's changed behaviour & attitude towards climate change.

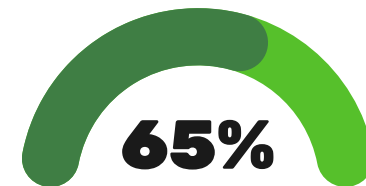
Digital KPIs

YouTube Video



Viewers watched to
100%

Web App



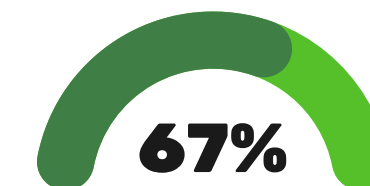
User retention rate
after 90 days

Spotify & TikTok Ads



Click through rate

UNDP Website



Increase in traffic

