

エコロジー

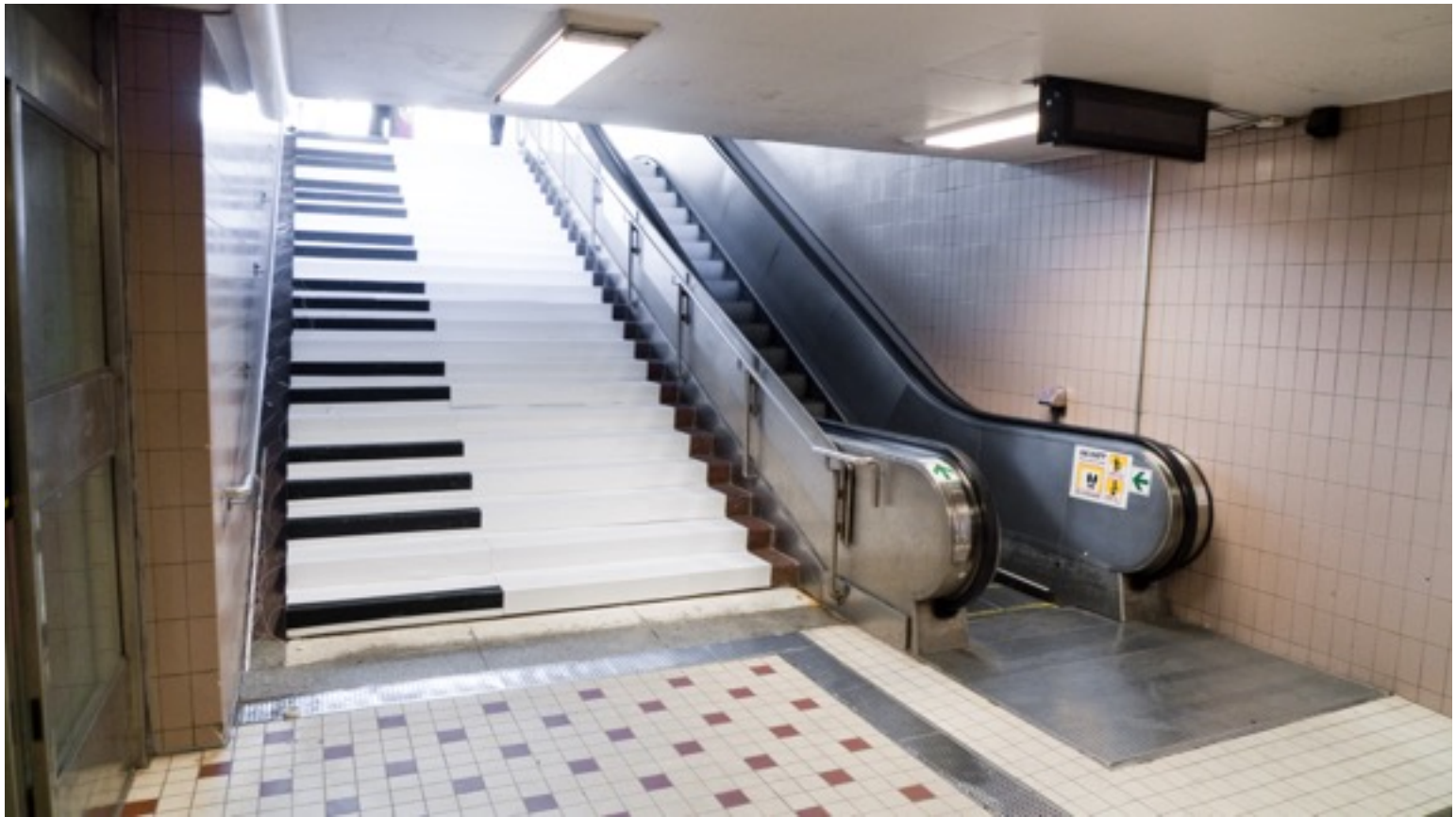
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参考の数字

23,200,000t → 日本の残飯のゴミ量。

全国の支援団体の4倍。

46,000,000本 → 日本で使われる年間の割り箸の数



The Fun Theory.

Challenge

Create interest in Volkswagen's BlueMotionTechnologies - cars and innovations that reduce environmental impact without compromising performance.

Insight & Idea

Our insight was that Volkswagen make it easier to choose an eco car by making them fun to drive.

Our solution was a theory focusing on the thinking behind the cars; that the easiest way to change human behaviour for the better is by making it fun to do.

We called this The Fun Theory, which we tested it in three public experiments, and invited the world to use and discuss the theory in a global competition. The Fun Theory Award.

Results

- One of the most spread viral campaigns of all time (source: ViralVideoChart.com), with competition entries from 35 countries.
- Global exposure – featured by the major world publications and TV networks.
- Put the Blue Motion Technologies philosophy on the map.
- In Sweden, where it all began, Volkswagen now has the highest selling car. (source: www.bmwnews.se)









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