

SITUATION

The rise of social media has changed the way we consume news. We are more eager than ever to hear and read breaking news and we tend to ignore the ones that have no direct impact on our lives.

This leads to the phenomenon of Silent Emergencies that never make the headlines. It's time to break the silence and let's start with the most urgent one: The Lake Chad crisis.

OBJECTIVE

Our goal is to break this status quo. We would bring attention to the Lake Chad Crisis and engage people to take action.

INSIGHT AND CHALLENGE

Hungarians are more concerned about and willing to donate to the causes they can easily relate to.

The challenge is to bring an issue situating 5000 km far from them seem closer and relatable.



PERSONAS

Our target personas are middle-aged, educated and affluent.

They enjoy being in the nature, going to cultural programs and are active users of social media where they share their memories.

They are willing to donate to the causes they know about and want to make the world a better place.

IDEA

To get their attention we use a well-known, beloved lake instead of the one they cannot relate to.

Lake Balaton is the largest lake of Central Europe, it has an economic, cultural and emotional impact on their everyday life.



WHAT IF LAKE BALATON WOULD DISAPPEAR?

Lake for Lake campaign kick-off



Telescopes can be found in each hiking location. They work easily with a coin. We use this old-fashioned tool with the coolest VR technology.

Installing Red Cross branded telescopes at all the popular viewpoints around Lake Balaton. People would see Lake Balaton as they have never seen it before: drought and suffering everywhere.

At the end of the virtual journey they would get information about the ongoing situation of Lake Chad by comparing it to Lake Balaton.

#LAKEFORLAKE

People tend to share their memories from Lake Balaton on social media channels.

Creating an Instagram campaign, led by our owned channel Lake for Lake to encourage user-generated content and create media buzz.

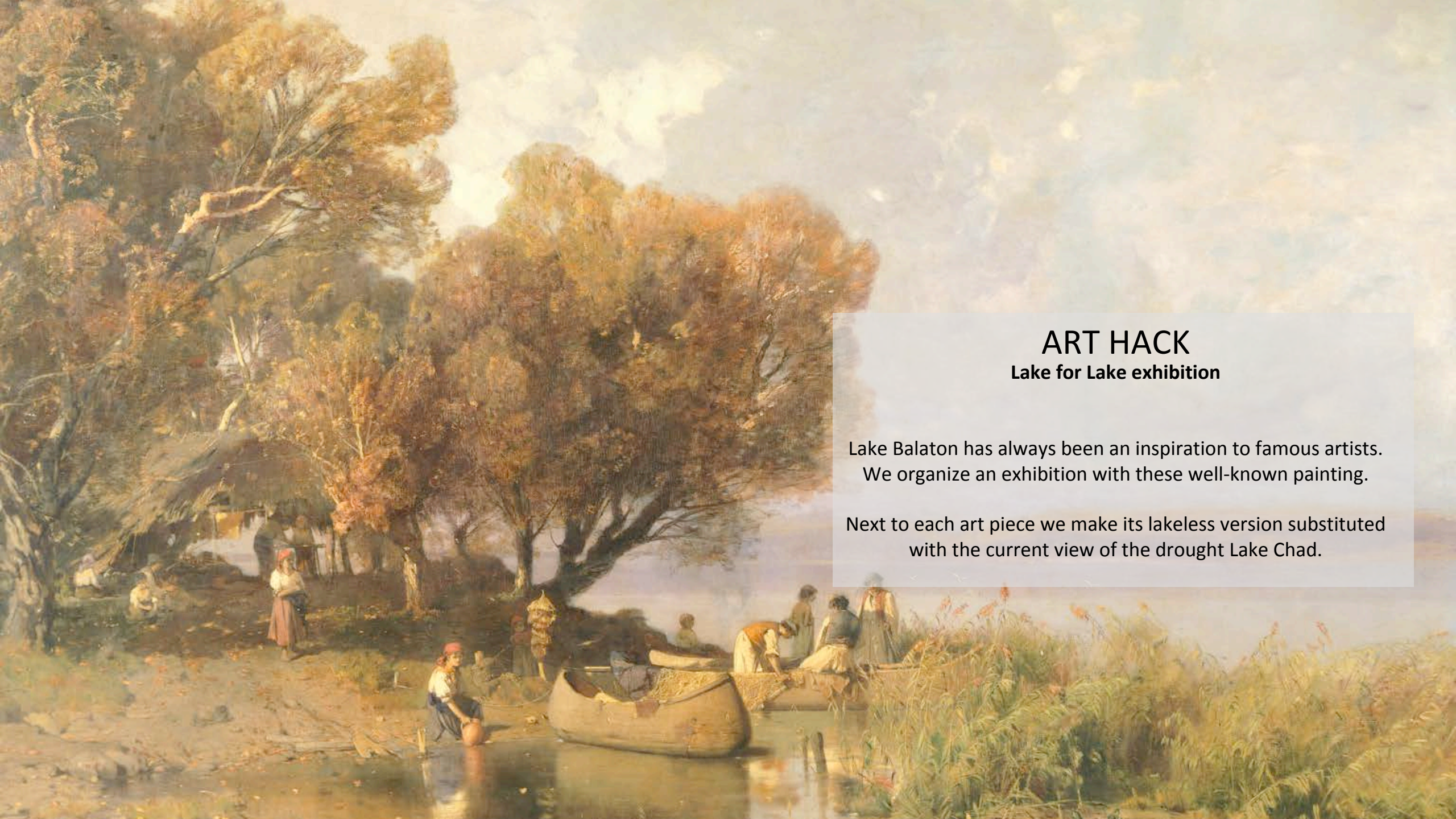
We collect all those posts and remove the lake from the background. Instead of Lake Balaton their photo would show Lake Chad.

DAILY NEWS

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**LAKE BALATON
DISAPPEARED FROM
SOCIAL MEDIA TO BRING
ATTENTION TO THE LAKE
CHAD CRISIS**





ART HACK

Lake for Lake exhibition

Lake Balaton has always been an inspiration to famous artists.
We organize an exhibition with these well-known painting.

Next to each art piece we make its lakeless version substituted
with the current view of the drought Lake Chad.

A photograph of a man in a red cap and grey shirt wading through the murky waters of Lake Chad, carrying a large bundle of logs. In the background, there are tall reeds, a white bird, a large haystack, and a herd of cattle under a clear sky.

WHY DOES IT WORK?

This campaign can be extended to any other lake around the world.

Through emotional bonding we could engage people and make the situation of Lake Chad more relatable resulting in increasing number of donations.