

'Things to Do in the Dark' during Earth Hour - 23 March

The new campaign for Earth Hour (from 8.30-9.30pm on Saturday 23 March) is called 'Things To Do In The Dark'. Created by Ogilvy & Mather Cape Town for WWF, its long-standing corporate social responsibility client, it is centred around celebrating Earth Hour in a fun and exciting way; making it an initiative that is accessible and something that all South Africans can get involved in.

A TV commercial, print adverts and an interactive Facebook tab that enables users to find out exactly how and where they can celebrate and participate in Earth Hour support it.

Creative director at O&M CT, Jacques Massardo, says, "This year we decided to take a different approach to Earth Hour. It seems people know about Earth Hour and what it stands for, but lack real motivation to participate. Therefore, instead of Earth Hour feeling like a bit of a chore when we all sit in the dark without being able to do much, we wanted to make it more of a calendar event.

THINGS TO DO IN THE DARK

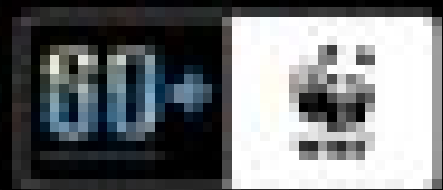


Don't let the ghost
out of the house.

For more information, visit www.ghostbusters.com.
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Don't let the ghost out.



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THINGS TO DO IN THE DARK



Research shows that older adults who participate in physical activity are more likely to live longer, healthier lives. And, it's never too late to start.

For more information, visit www.60plus.org

Let's get moving.



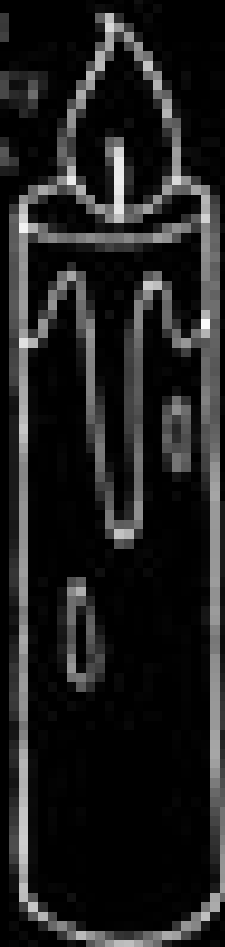
[click to enlarge](#)

Increasing participation

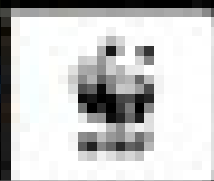
"Our campaign encourages people to participate on the evening, either by doing something in the dark at home with friends and family or by going to dinner in the dark or attending a function in the dark at a participating restaurant or event partner. By giving people something fun to do in the dark, we hope to increase participation and observance. This year it was also important that we try to shift people's behaviour and energy usage beyond just the hour. Hopefully by making being in the dark bearable and even fun, we'll have gone some way to doing this too."

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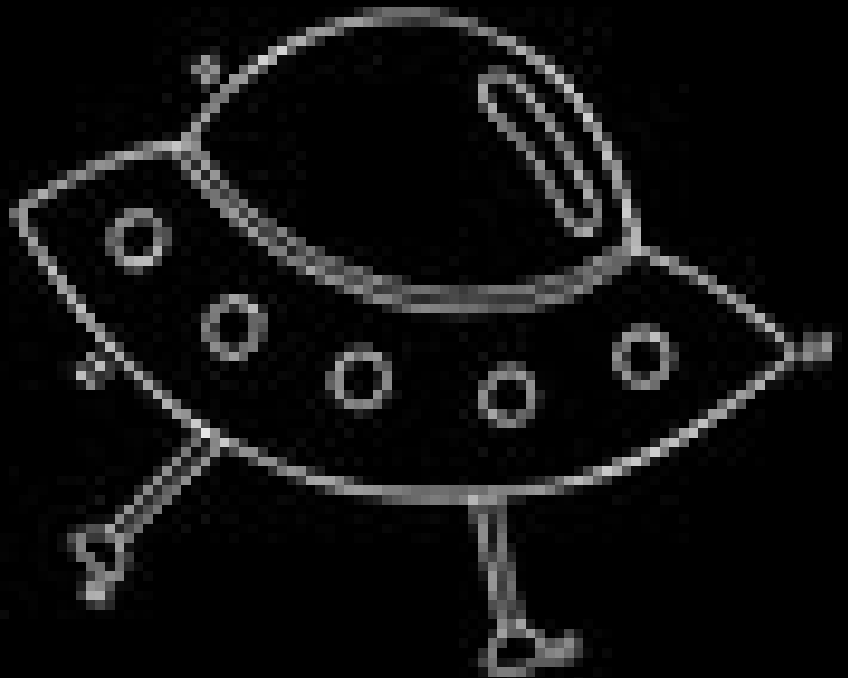
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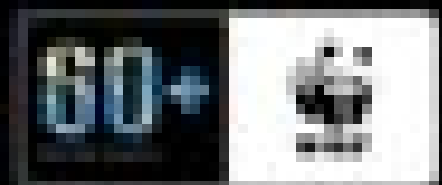


Stargazing

WWF has teamed up with a number of partners, both locally and nationally, that will all offer activities to do in the dark, from candle-lit dinners to unplugged music concerts making sure that there is something for everyone.

For more information visit www.wwf.org.uk

WWF is a registered charity



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For more, go to the [WWFSA Facebook page](#).

For more, visit: <https://www.bizcommunity.com>