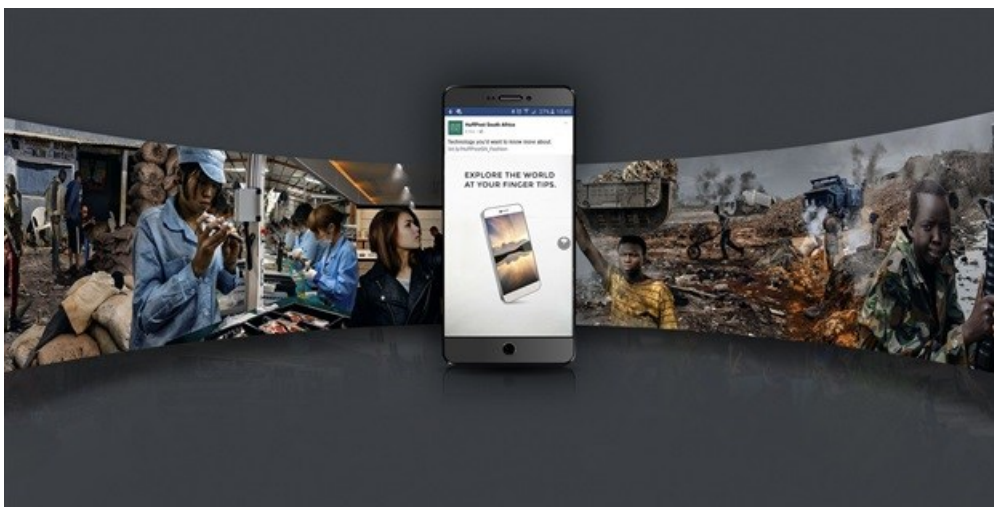
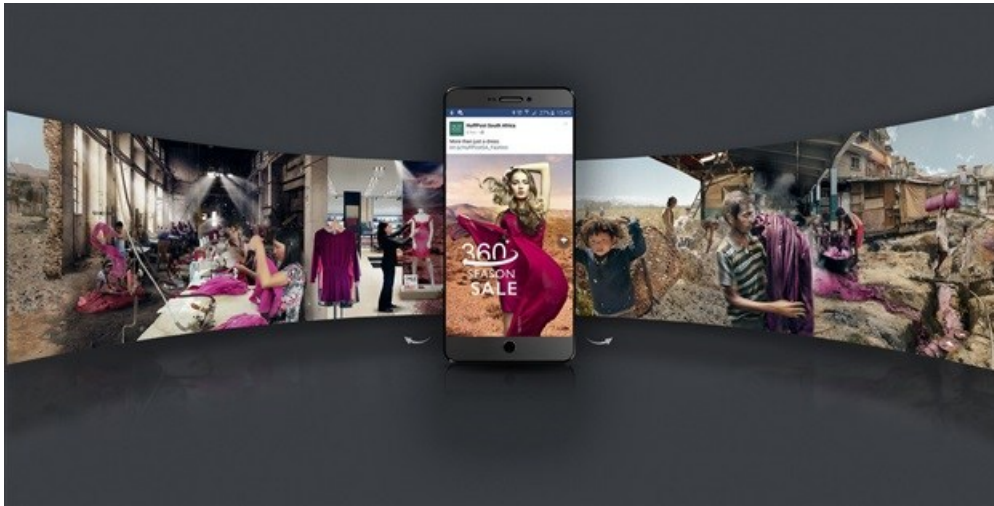


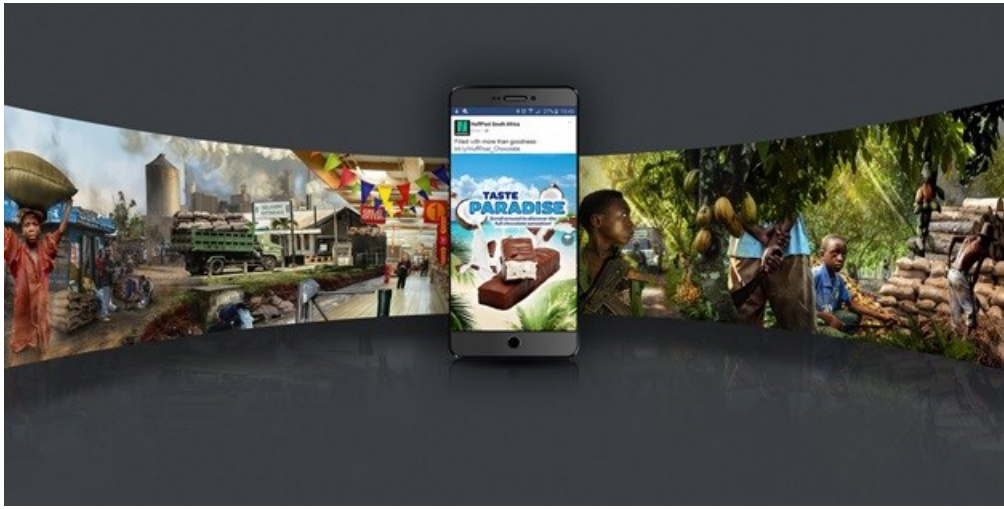
Stop the Cycle

The Huffington Post SA partnered with Native VML to come up with an engaging way to highlight the increased socio-economic and environmental impact of consumerism, and send a clear message to industries and manufacturers that need to be held accountable.

“We took a simple approach. We tapped into what consumers are attracted to – pretty, glossy ads – and led them through the 360° journey of consumerism via the Facebook 360 degree ad format,” adds Ryan McManus, ECD Native VML. “Every day we’re bombarded with ads telling us to buy things that we don’t need, and we choose to turn a blind eye to the full picture behind the purchases we make. The truth is that while manufacturing costs are dropping; the human and environmental impact has increased considerably.”

By utilising Facebook’s 360° technology, the manufacturing cycle of three industry sectors namely fashion, mobile communications and chocolate are highlighted by allowing viewers of the ad to explore what looks to be a regular ad, but which reveals the true journey of a product, which often involves the exploitation of human and environmental rights.





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