DOES ANYONE CARE?
THEY CARE!

FUN
ENTERTAINMENT
CONCERNS ABOUT
FUTURE
FAMILY        FRIENDS
FEEL POWERLESS
iCare
sponsored by LOTTO
INTERESTED IN A PRODUCT?

SELFIE: Log in the iCare App with your social media account.

SCAN: Scan the product you want to purchase.

SHARE: Share with your friends.

+ get information about climate effects of the product.

Happy face = climate-friendly

Sad face = environmentally harmful
# Viral Campaign

- App downloads
- UN: awareness for Logo
- Lotto: Image, new target group
- User: enjoy the app, good UX
iCare CAMPAIGN

AWARENESS CAMPAIGN

- Show success
- iCare Community
- “Become a star”
- People become aware of their power

Geo location
iCare CAMPAIGN

STORY TELLING

- Challenges
- Tutorials
- Blogs
- Cooperations with other brands
- Be part of something bigger
Achieve Behavioural Change
Public Awareness for Goal 13

Customer Segment “Millenials”
Brand Awareness

IMAGE
CSR

MARKET
KNOW HOW
SUCCESSFUL PRODUCT
APP PRODUCTION

UN SPECIAL REPRESENTATIVES
HIGH BRAND AWARENESS

MEDIA BUDGET
LOTS OF CUSTOMERS
HIGH BRAND AWARENESS

PR
KNOW HOW
HIGH BRAND AWARENESS

CSR
Public Awareness for Goal 13

SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

LOTTO
iCare Global
-sponsored by other brands