see 2

A whole new way to look at CO2 emissions by Snapchat

seeO2

Snapchat changes the way we see air pollution forever.

INSIGHT

Air pollution is one of the biggest threats to our environment and has been described by the World Health Organisation as the 'invisible killer'.

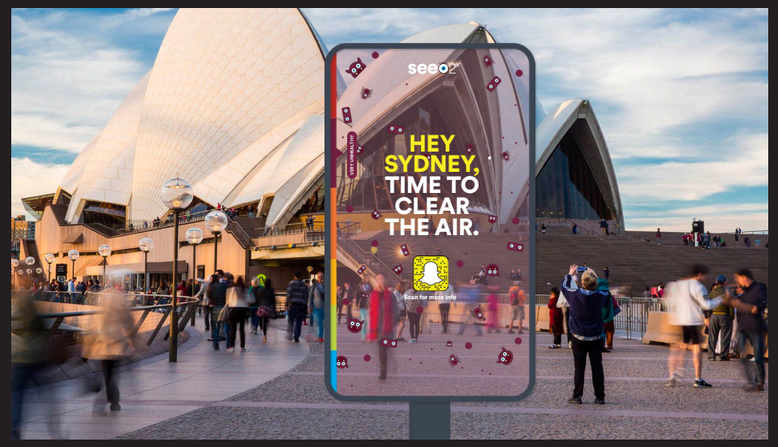
IDEA

Snapchat creates a camera lens that makes the impact of CO2 on the environment impossible to ignore and provides practical solutions.

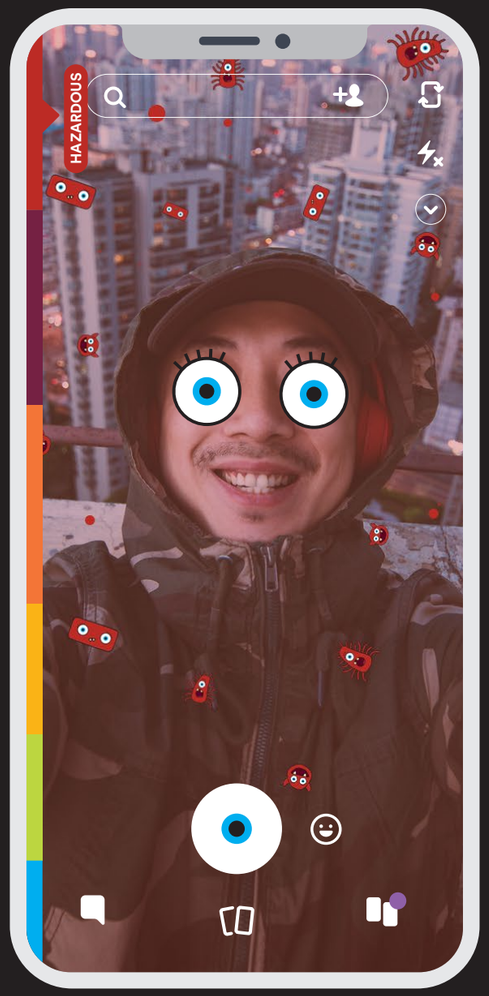
CO_2 is 81% of Australia's total greenhouse emissions.

we emit 36 billion tonnes of CO_2 per yr

every year air pollution causes 6.5 mil. deaths globally.



Activation



Snapchat Lens

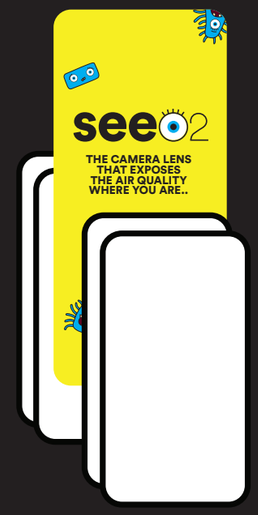
HOW IT WORKS

Snapchat release a camera lens that uses geo-targeted real-time data from the Environment Protection Authority (EPA) to determine the Air Quality Index (AQI) in the area the lens is being used. That data informs the AR lens which is then interpreted and mapped into the environment of the photo.

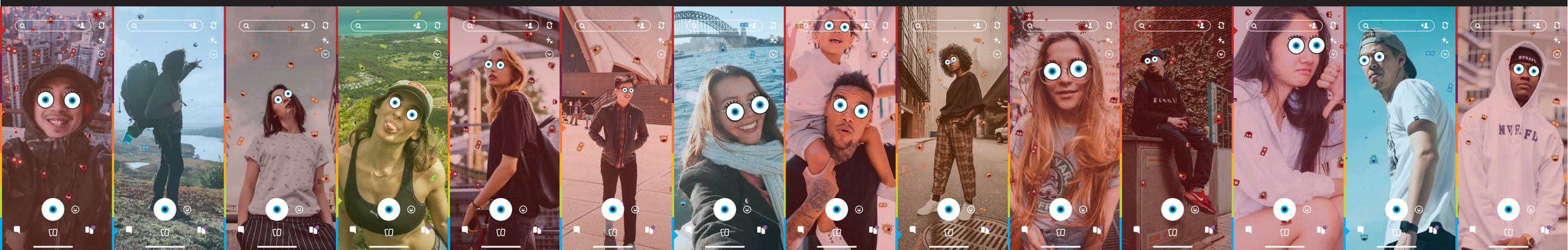
Solutions

THE CAMPAIGN

- On World Environment Day SEEO2 becomes the default camera setting for all Snapchat users.
- SEEO2 is seeded by Australia's biggest Snapchat influencers
- Large-scale interactive installations of SEEO2 show up all around Australia.
- A series of Snap Ads drives people to experience the lens for themselves.



Snap Ads



INSIGHT

Air pollution is one of the biggest threats to our environment and has been described by the World Health Organisation as the ‘invisible killer’.

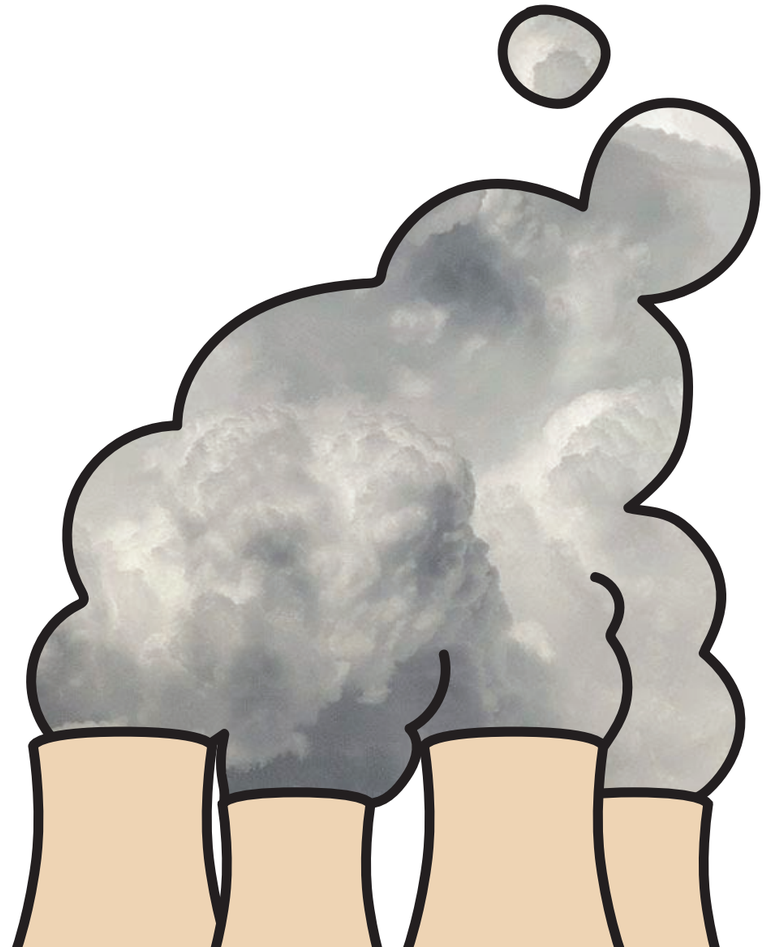
We’re a country that has always taken fresh air for granted, but this year we’ve had to confront the dangers of living with poor air quality. Dangers that will only worsen without action.

While the impacts of rising CO2 emissions are daunting, we have the means to significantly improve air quality.

THE IDEA

Snapchat creates a camera lens that makes the impact of CO2 on the environment impossible to ignore.

We’ll educate those exposed to the realities of air quality to help drive environmental change.

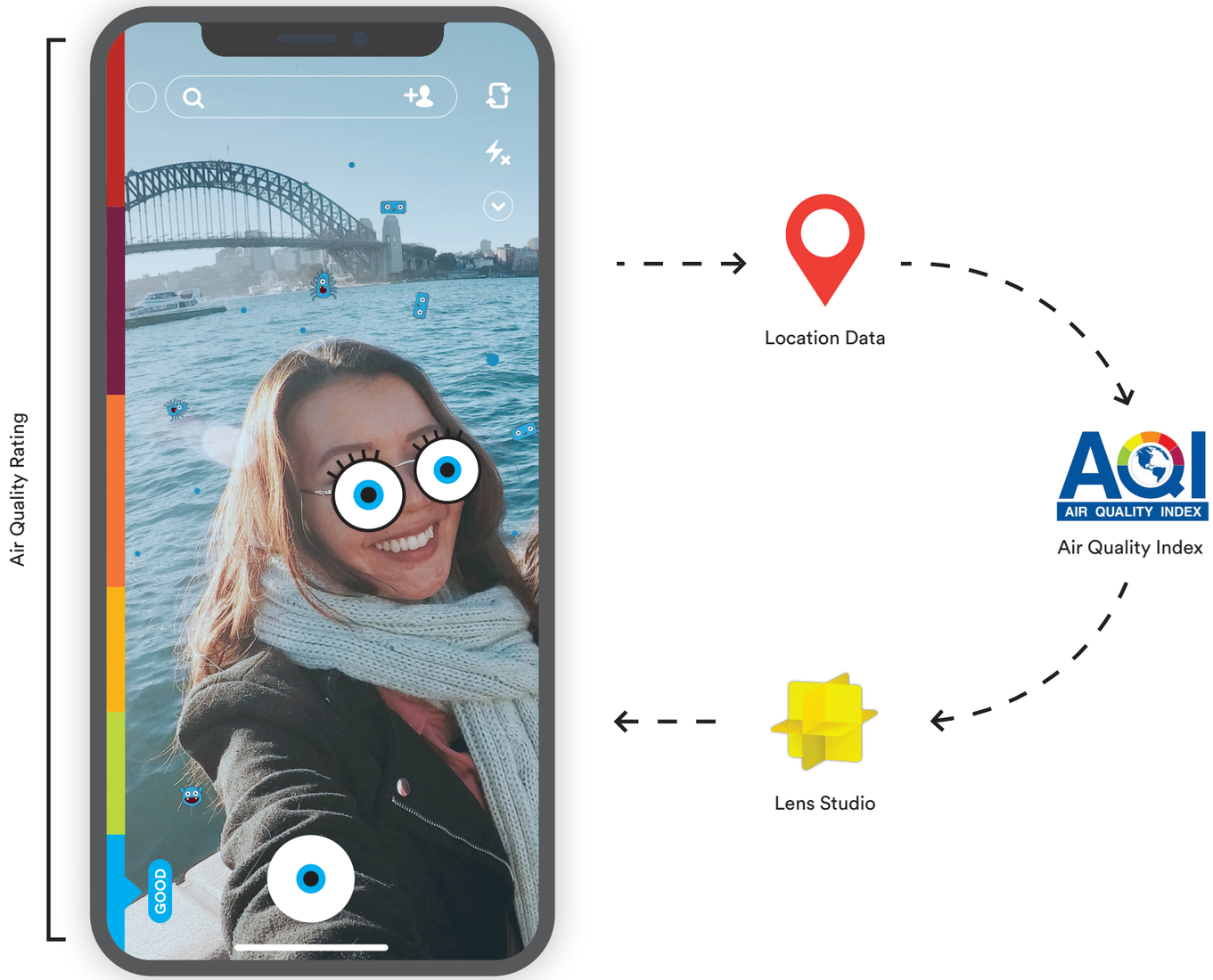


Our Lens
Camera Screen
UNHEALTHY
Westfield SYDNEY
IN CENTRE. ONLINE. MOBILE.
Westfield
ONE WAY
MYER
Market St
TAGHeuer
ESPRESSO
seeo2

HOW IT WORKS

Snapchat release a camera lens that uses real-time, geo-targeted data from the Environment Protection Authority (EPA) to determine the Air Quality Index (AQI) in your current location. That data informs which AR lens is mapped into the environment around you.

Once users swipe up they're taken to a Snapchat community full of practical solutions that can improve air quality.



DRIVE ACTION

Air quality can improve much faster than people realise (World Resources Institute). With a simple ‘swipe up’ people will see easy solutions to reverse air pollution.

see02

Recycling bottles, cans, and newspapers is a simple action for a cleaner environment.

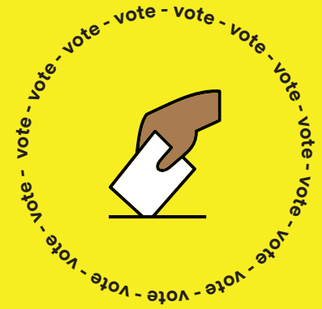
see02

Public Transit Association claims that public transit saves an estimated 14 million tons of CO2.

see02

The carbon footprint of a vegetarian diet is about half that of a meat-lover's diet. Give it a go!

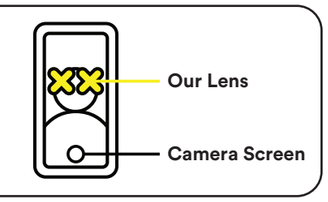
see02

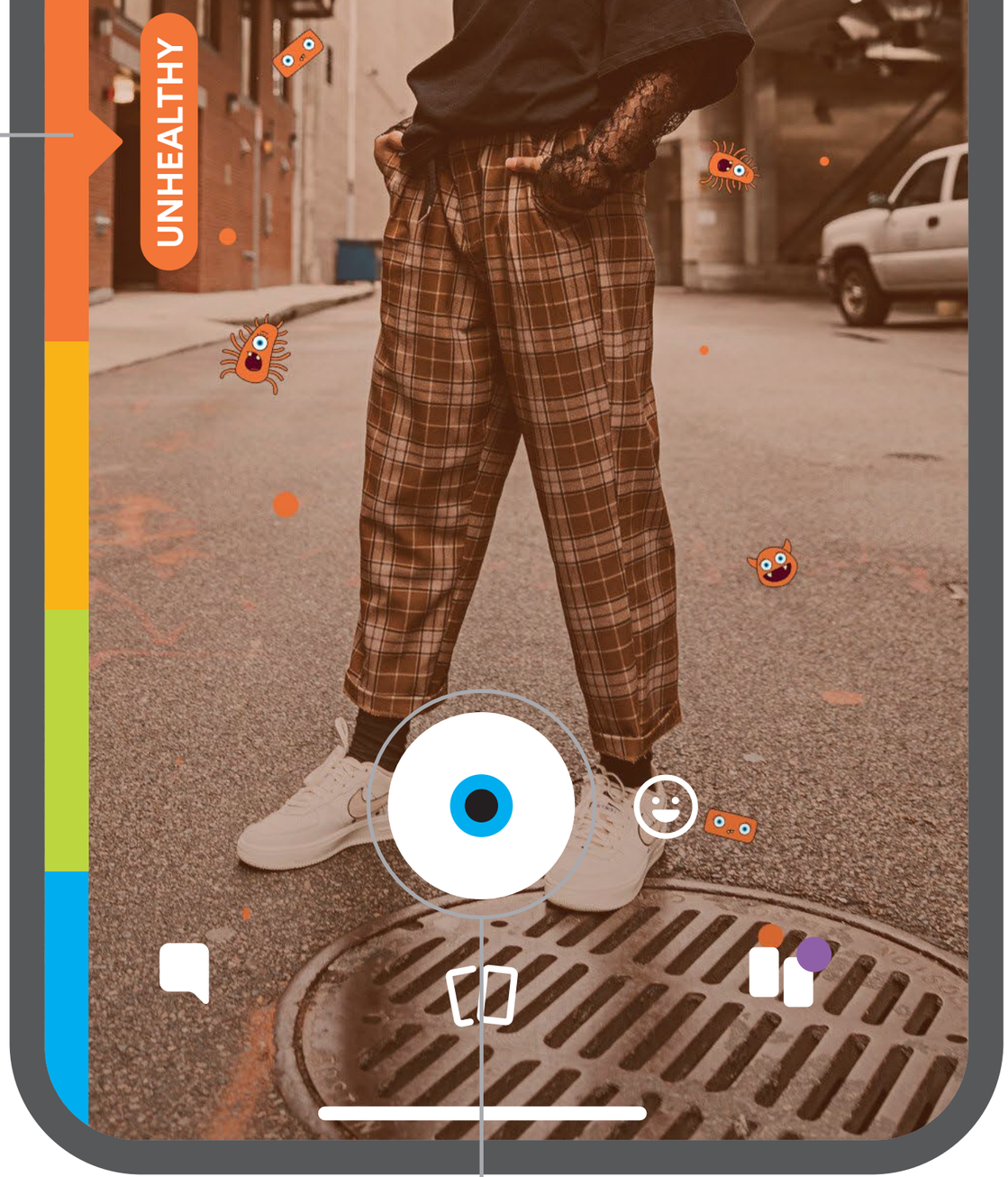


We need strong political leadership, with the guts to make the policy changes required.

see02

One of the best ways to make change is to raise awareness and educate the people around us.





Air Quality
Index Rating Bar

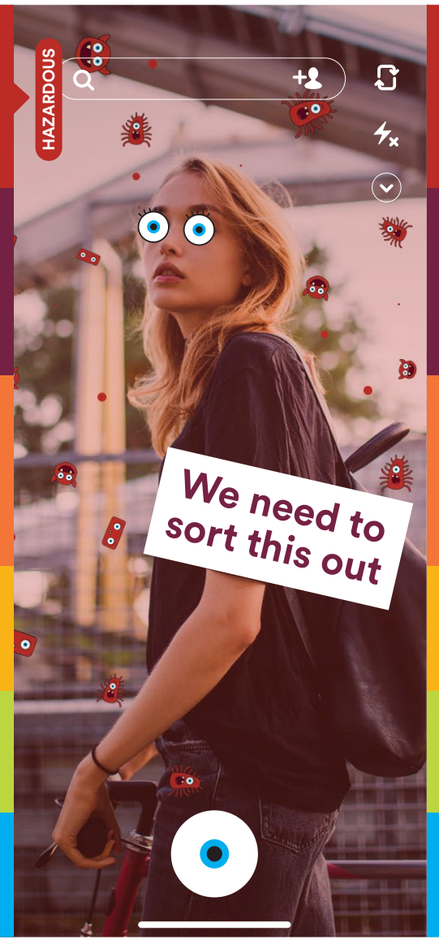
SEEO2 replaces normal
camera function

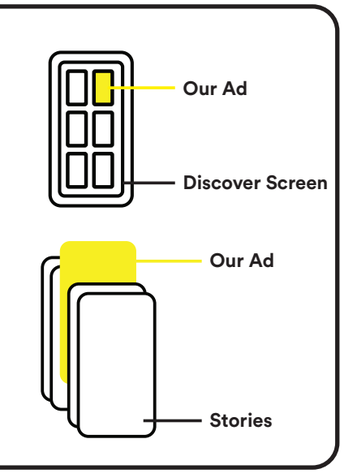
LAUNCH

On World Environment Day we make SEEO2 the default lens for all Snapchat users.

AMPLIFICATION

To launch to the campaign, we team up with Snapchat influencers around Australia to share a video using the SEEO2 lens. People will be able to try the lens for themselves by following the link on each post.





COLLECTION AND STORY ADS

We encourage people to try SEEO2 for themselves with a series of Collection and Snap Ads that drive people to the lens.

INTERACTION

Snapchat makes SEEO2 available to everyone by placing large scale AR experiences in front of Australian landmarks. Each installation reminds people that if they want enjoy this current way of living, they need to take swift action to look after our environment.