



**ACT NOW  
FOR TOMORROW**

Presents by





Project Brief

# Advertising Campaign Design For a Non-Profit Organization

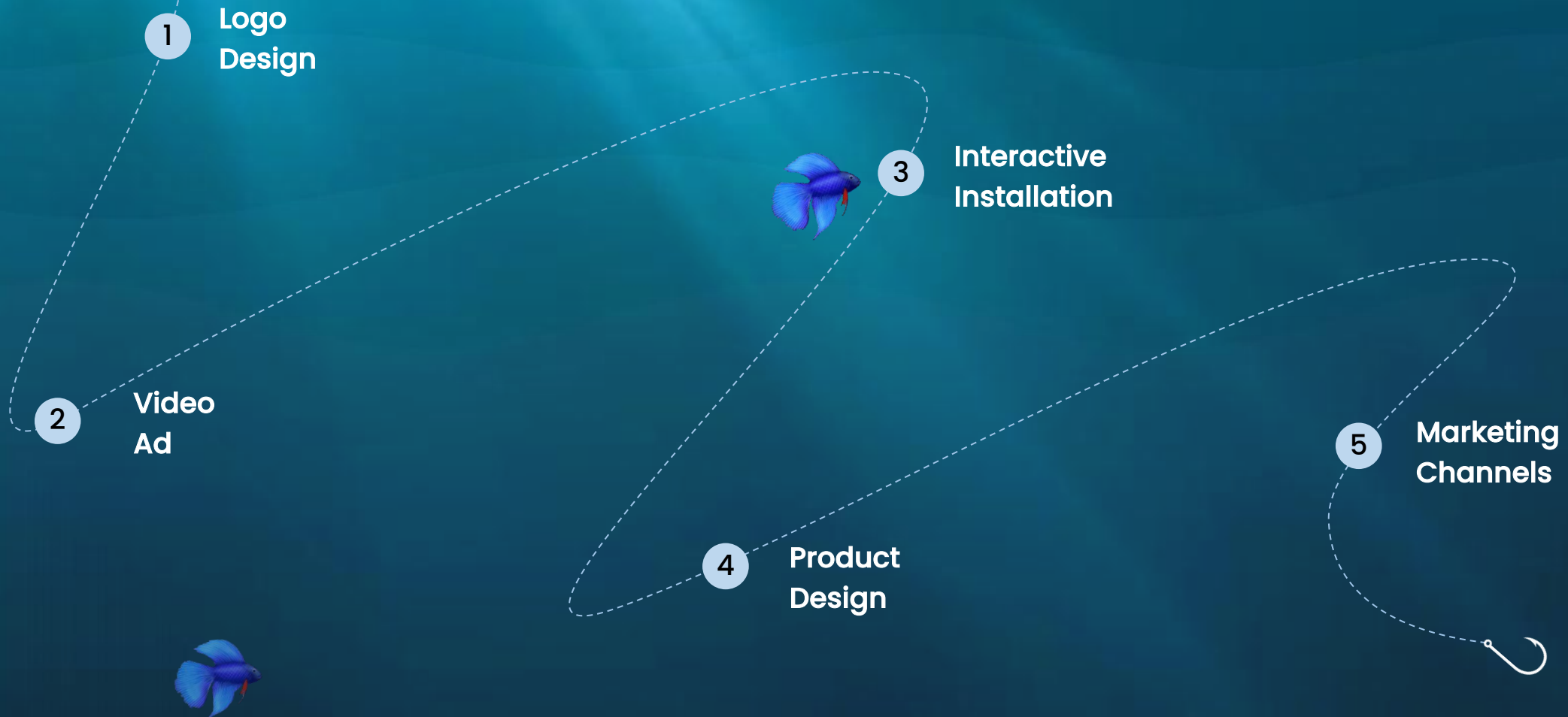


Client

## Natural Resources Defense Council

NRDC uses science, policy, law, and people power to confront the climate crisis, protect public health, and safeguard nature. Get updates on our issues.

# Outline of the Project



# Logo Design



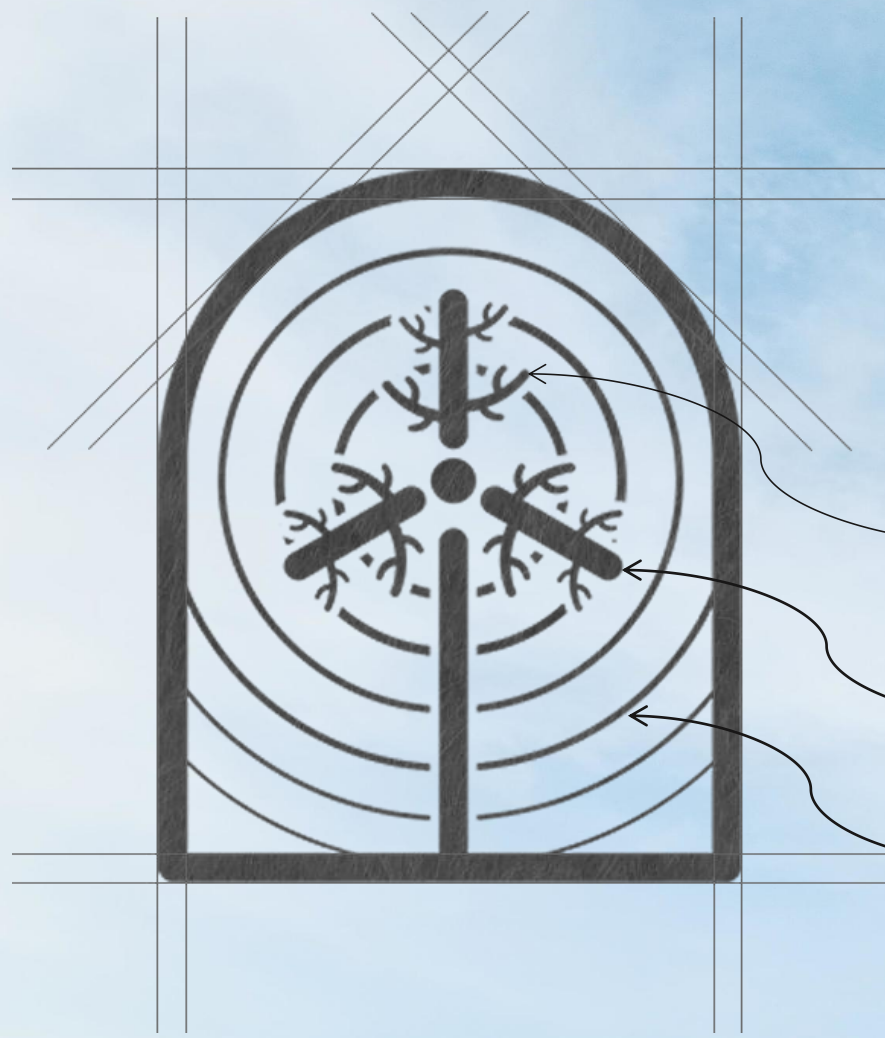


**ACT NOW  
FOR TOMORROW**

## Initial Concepts







Tree  
Branches

Represent environmental degradation and deforestation caused by climate change.

Windmill

Represents clean and renewable energy.

Concentric  
Circles

Illustrates the shield for the future.

**Primary Color**

#55320E

**Secondary  
Color**

#0E2246

**Complementary  
Color**

#0D0D0D

**Complementary  
Color**

#DEEBF7



# FONT: NEW AMSTERDAM

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ACT NOW  
FOR TOMORROW

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

**New Amsterdam** is a tall Sans Serif font inspired by posters and Pop Art. It combines straight geometric lines with modern look.

# Breakdown of the Slogan

A powerful call to action urging immediate responsibility for a better future

**ACT NOW FOR TOMORROW**

The diagram uses curly braces to group the words of the slogan. A top brace groups the entire phrase 'ACT NOW FOR TOMORROW'. Below it, two separate braces are positioned under 'ACT NOW' and 'TOMORROW' respectively, indicating they are the primary components of the slogan's meaning.

*conveys a sense of  
urgency and motivates  
immediate action*

*emphasizing a lasting  
impact on the future*





**ACT NOW  
FOR TOMORROW**





**ACT NOW  
FOR TOMORROW**



**ACT NOW  
FOR TOMORROW**





ACT NOW  
FOR TOMORROW



ACT NOW  
FOR TOMORROW

# Logo Applications



**ACT NOW  
FOR TOMORROW**





**ACT NOW  
FOR TOMORROW**





# Video Campaign



# Design Process

Client: NRDC

**Act Now for Tomorrow**

**Video Script**

**Video Style:** slow, minimal, and thought-provoking.

**Opening Scene:**

- (Black Screen):** The sound of a tree being chopped with an axe echoes.
- (Fade-In/Visual):** A time lapse of hundreds of trees being cut down, leaving behind barren land.
- (Text on Screen):** How many more will fall before you stop? "Act Now" (fades out).

**Scene 2:**

- (Visual):** A city street with water pouring out of broken taps and hoses, flooding sidewalks.
- (On Black Screen, Text):** How much more will you waste before you see the cost? "Act Now" (fades out).

**Scene 3:**

- (Visual):** Cars releasing thick exhaust on busy highways, blending into visuals of industrial chimneys emitting smoke.
- (On Black Screen, Text):** How long will you fuel the air you breathe? "Act Now" (fades out).

**Scene 4:**

- (Visual):** Garbage overflowing into rivers and oceans, plastic bags floating among marine life.
- (On Black Screen, Text):** How much more will you drown the earth in waste? "Act Now" (fades out).

**Additional Scene:**

- (Visual):** A landfill burning, releasing dark clouds of smoke into the air.
  - (On Black Screen, Text):** "Act Now" (fades out).

2. **(Visual):** Desolate farmland cracked from drought, farmers looking helplessly at the sky.

- (On Black Screen, Text):** "Act Now" (fades out).

**Transition to Final Message:**

- (Black Screen, Text):** "Because Tomorrow You Can't"

**Closing Scene:**

- (Visual):** Rapid flashes of climate devastation:
  - Flooded cities.
  - Drying coral reefs.
  - Smog-covered skylines.
  - Barren deserts expanding.
- (Text on Screen):** "Act Now for Tomorrow."

**End Frame:**

- (Visual):** On windmill running in slow motion, eventually stopping as the blades slow to a halt.
- (With Voice Music):**
  - (Text on Screen):** "There is no green energy without greenery."

Act Now for Tomorrow

client: NRDC

Story Board:

Bg music: Skenec music/Hospital machine

Video style: Reho, minimal & thought-provoking

Total duration: 15-45 sec

Black Screen (Build up)

Tree chopped sfx

ACT NOW

ACT NOW

ACT NOW

ACT NOW

Because Tomorrow You Can't

There is no green energy without greenery

ACT NOW FOR TOMORROW

S4S1 - Intense music - 2 sec

S4S2 - Wide Angle - 2.2 sec

S4S3 - Black Screen - 3.5 sec

S2S1 - Close up - 3 sec

S2S2 - Black Screen - 1.5 sec

S3S1 - Zoom out - 3 sec

S3S2 - Black Screen - 1.5 sec

S4S1 - Mid (pan zoom) - 3 sec

S4S2 - Black screen - 1.5 sec

S5S1 - Ultra wide - 3 sec

S5S2 - Black screen - 1.5 sec

Long Animation 5 sec



How many more will fall before you stop?

**ACT NOW**



How much more will you waste  
before you see the cost?

**ACT NOW**



How long will you fuel the air  
you breathe?

**ACT NOW**



How much more will you  
drown the earth in waste?

**ACT NOW**

**BECAUSE  
TOMORROW  
YOU CAN'T**



**THERE IS NO GREEN ENERGY  
WITHOUT GREENERY**



**Video**



# Interactive Installation



# Challenge



People know about environmental issues but don't act.



Awareness exists, but personal responsibility is often ignored.

## Research

**People respond better to interactive and emotional experiences rather than passive information.**



# How it works

## Concept

A large, running water tap in a public space with four buttons around it.





# How it works

A digital screen next to the tap displaying an animated Earth suffering from water depletion.





# How it works

The tap will only stop when four people press the buttons at the same time, symbolizing teamwork for environmental change.





**GIF**



## Thought Process

### Why This Approach?

- Environmental issues are often discussed in an overwhelming way.
- Instead, we chose a simple yet interactive approach that makes individuals feel involved.

### How We Designed It:

- Trigger Emotional Response – Using impactful visuals and interactive participation.
- Encourage Collective Action – People must work together to complete tasks.



# Products Design

Strategy

# Dual Impact Approach

Impact (Non-Profit)

## Merchandise for Volunteers

Building community  
engagement



Income (Profit)

## Glass Water Bottles

Generating Revenue &  
Reducing Plastic Waste





Impact (Non-Profit)

# Merchandise for Volunteers



# T-shirt

Impact (Non-Profit)

## Brand Merchandise for Volunteers





# Cap

Impact (Non-Profit)

## Brand Merchandise for Volunteers

# Wrist-Band

Impact (Non-Profit)

## Brand Merchandise for Volunteers





**GIF**

Income (Profit)

# Glass Water Bottles



# Products

Income (Profit)

## Glass Water Bottles Initiative



## Selling reusable glass bottles at beaches and public spaces.

Collect 10 plastic bottles

= 50% discount on a glass bottle.





YOUR CHOICE MATTERS

CHOOSE GLASS BOTTLES,  
PROTECT THE PLANET!



\$5

GET THIS GLASS BOTTLE FREE  
BY SUBMITTING 10 PLASTIC WASTE BOTTLES

PHOTO: SHUTTERSTOCK/ANDREW NEWMAN



ACT NOW FOR TOMORROW

ACT NOW FOR TOMORROW





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ACT NOW  
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\$5

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ACT NOW FOR TOMORROW

ACT NOW FOR TOMORROW



## Encouraging people to refill instead of buying plastic.

- Reduces single-use plastic waste in high-impact areas.
- Practical, sustainable, and profitable for continued funding.







REFILL  
AT JUST

\$1

\$1



ACT NOW  
FOR TOMORROW

Refill • Reuse • Restore





**GIF**



# Marketing Channels



# Outdoor Hoardings

The goal is to make people reflect on their choices and encourage them to support greener urban planning.

# Version 1

## Thought Process

To maximize impact, we will strategically place hoardings in high-visibility public and corporate areas, using bold, action-oriented messaging **"Act Responsible, Live Responsible"** to inspire accountability and drive behavioral change.

## Targeting

**Public Areas:** Focus on busy urban spaces, transportation hubs, and residential neighborhoods to reach diverse audiences.

**Corporate Zones:** Target office parks and business districts to engage decision-makers and professionals who can drive sustainability initiatives.









# Version 2

## Thought Process

- The side-by-side comparison forces viewers to envision the future they are creating through their daily actions.
- Minimal text, strong imagery ensures clarity and memorability.
- The message "It's Happening, Act Now" pushes personal accountability and action.





IT'S  
HAPPENING  
ACT NOW







IT'S  
HAPPENING  
ACT NOW



ACT NOW  
FOR TOMORROW





## Version 3

### Thought Process:

- Psychological Trigger – The sarcastic tone makes viewers internally question their actions without being overly preachy.
- Strong Visual Cue – An open tap with water continuously flowing reinforces the message of daily water wastage.
- Call to Action (Implied) – It doesn't tell people what to do but instead makes them feel accountable for their choices.





ACT NOW  
FOR TOMORROW

TODAY IS THE BEST DAY TO

**POLLUTE EARTH**

JUST LIKE YOU DO EVERY DAY.







TODAY IS THE BEST DAY TO  
**POLLUTE AIR**

JUST LIKE YOU DO EVERY DAY.



ACT NOW  
FOR TOMORROW

# Social Media

Encouraging users to take small actions, share their impact,  
and challenge others to do the same.



# Insta AR Filter

## Objective

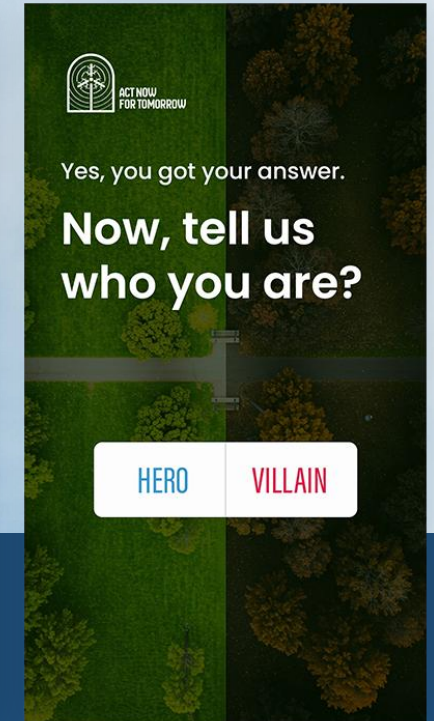
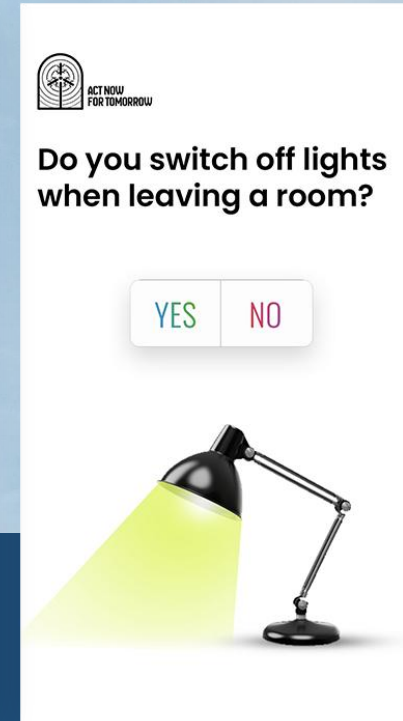
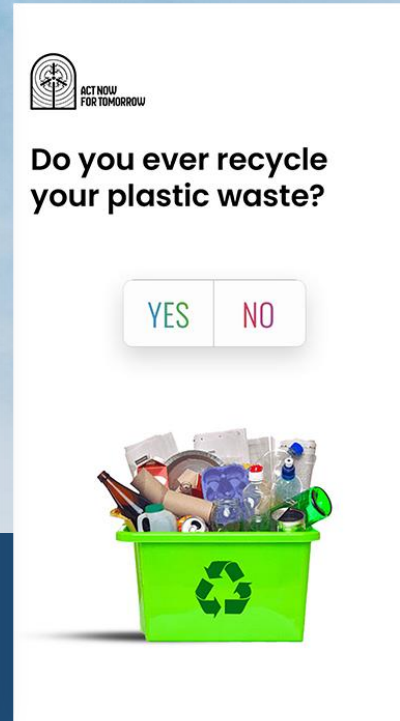
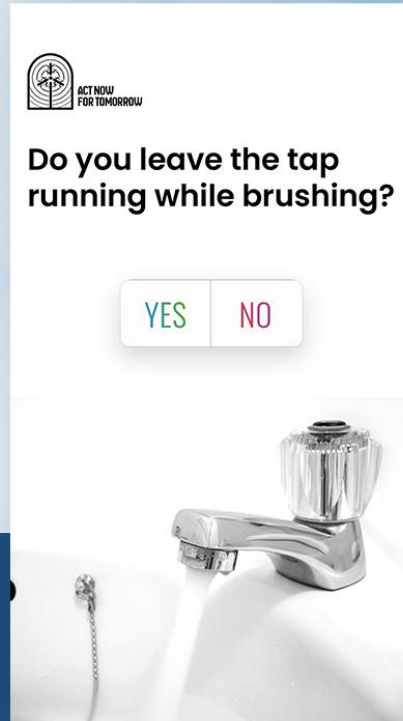
Create an immersive experience where users see the impact of climate change firsthand.

## Why It Works

- Personalized Impact – Seeing their local park replaced by skyscrapers makes it relatable and shocking.
- High Shareability – Users will be encouraged to post & spread awareness using #ActNowForTomorrow.



# Insta Quiz Story



**Objective:** Engage users with an interactive, self-reflective quiz about their daily habits.

**Why It Works:** Sarcastic tone makes it fun but thought-provoking.  
Results make users aware of their role in climate impact.



# Influencer Collaboration

## Objective:

Leverage trusted voices to drive action through a challenge format.

## Why It Works:

- Higher Credibility – Their audience trusts their recommendations.
- Habit Building – Small, actionable steps lead to long-term behavior change.



# Car Wrap

A cost-effective and eye-catching way to advertise NRDC mission and reach a wider audience.





TOM FORD

Magasin

ACT NOW  
FOR TOMORROW



ACT NOW  
FOR TOMORROW

**ACT RESPONSIBLE  
LIVE RESPONSIBLE**



SCAD

# Thank You



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FOR TOMORROW