



**ACT NOW
FOR TOMORROW**

Presents by

 **SHAHNAWAZ
SHAIKH** 

Project Brief

Advertising Campaign Design For a Non-Profit Organization

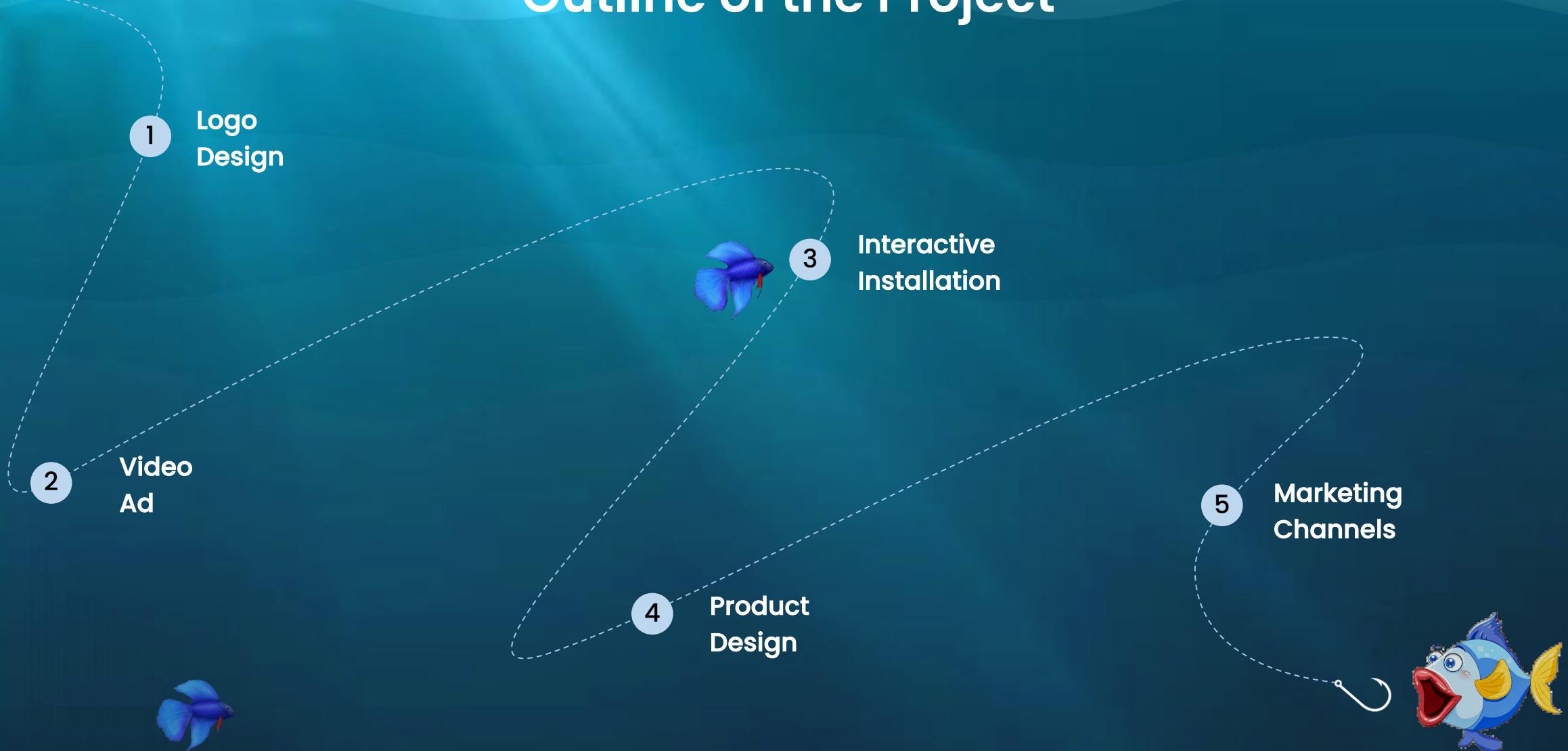


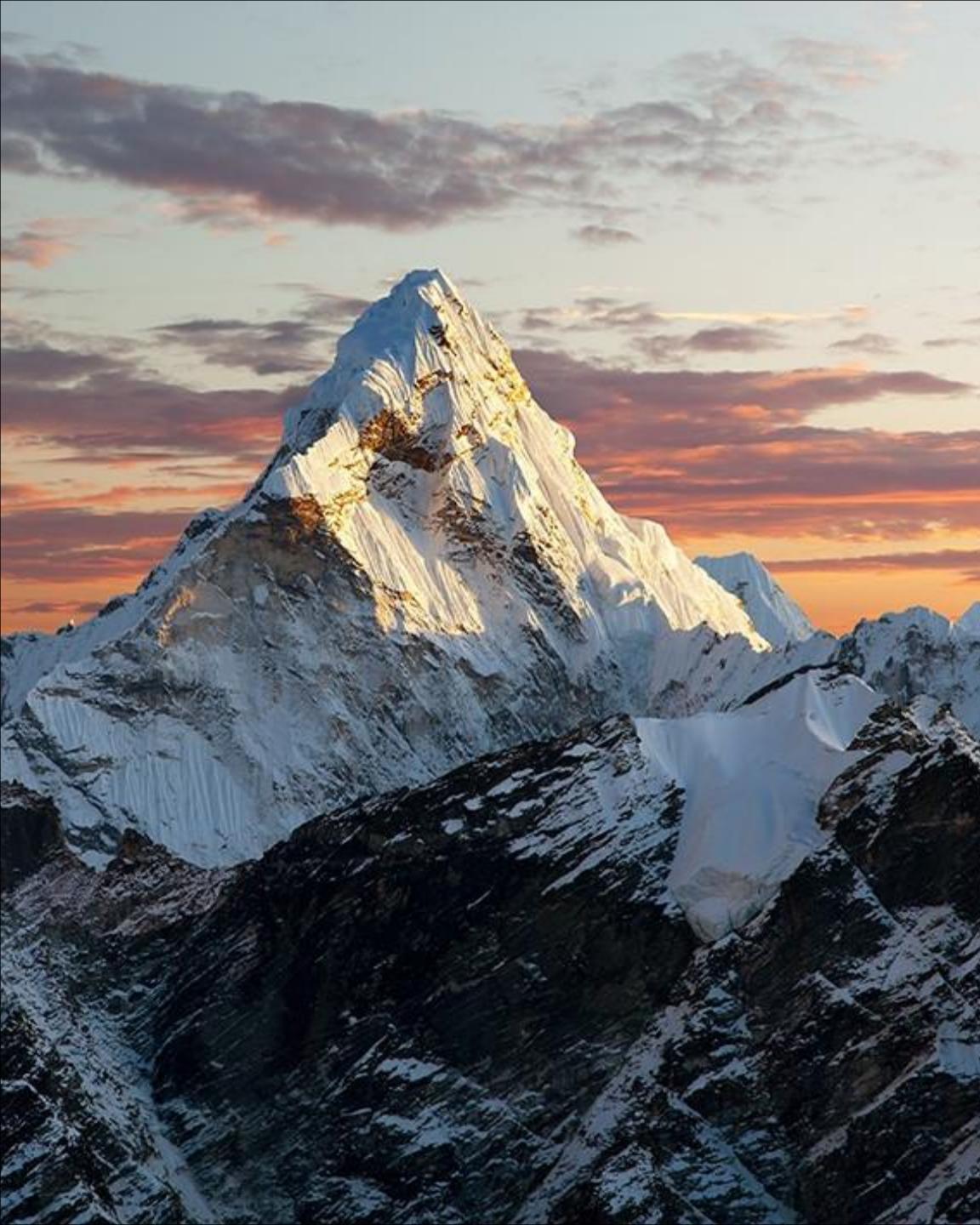
Client

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



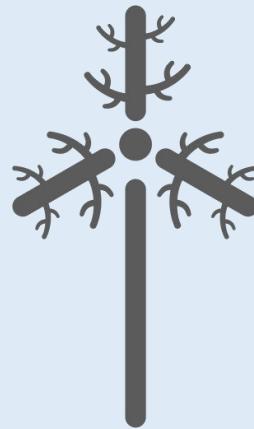


Logo Design



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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

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

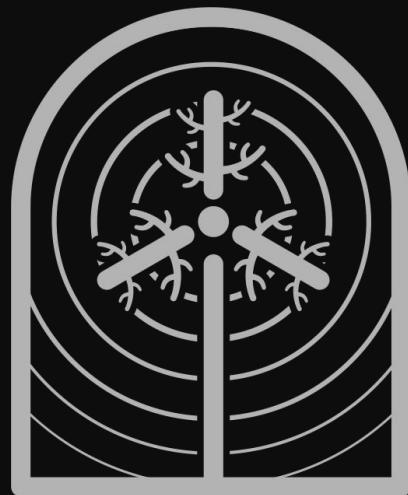
ACT NOW FOR TOMORROW

conveys a sense of
urgency and motivates
immediate action

emphasizing a lasting
impact on the future



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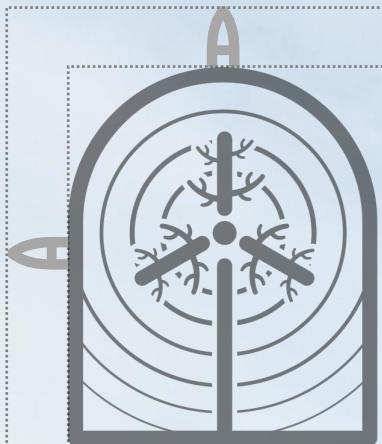




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Logo Applications



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**ACT NOW
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video
Campaign

Design Process

Client: NRDC
Act Now for Tomorrow

Video Script
Video Style: Video, minimal and thought-provoking.

Opening Scene:

- **(Black Screen)**: The sound of a tree being chopped with an axe echoes.
- **(Fade In)**: A time-lapse of hundreds of trees being cut down, working behind barren land.
- **(Text on Screen)**: How many more will fit 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:

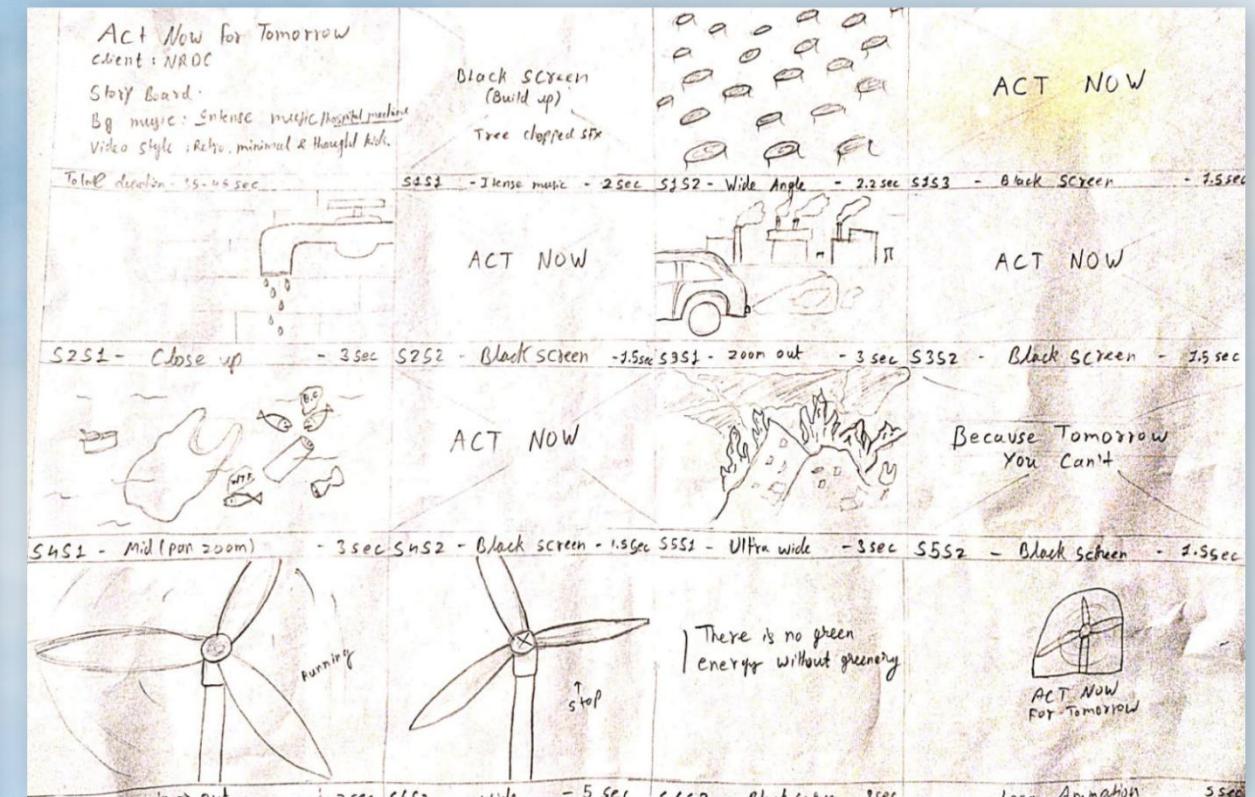
- **(Visual)**: Cars releasing thick exhaust on busy highways, blending into visuals of industrial chimneys emitting smoke.
- **(On Black Screen, Text)**: How long will you fuel the air you breathe? "Act Now" (fades out).

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:

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



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**



**ACT NOW
FOR TOMORROW**

Video



Interactive Installation

Challenge



People know about environmental issues but don't act.



Awareness exists, but personal responsibility is often ignored.

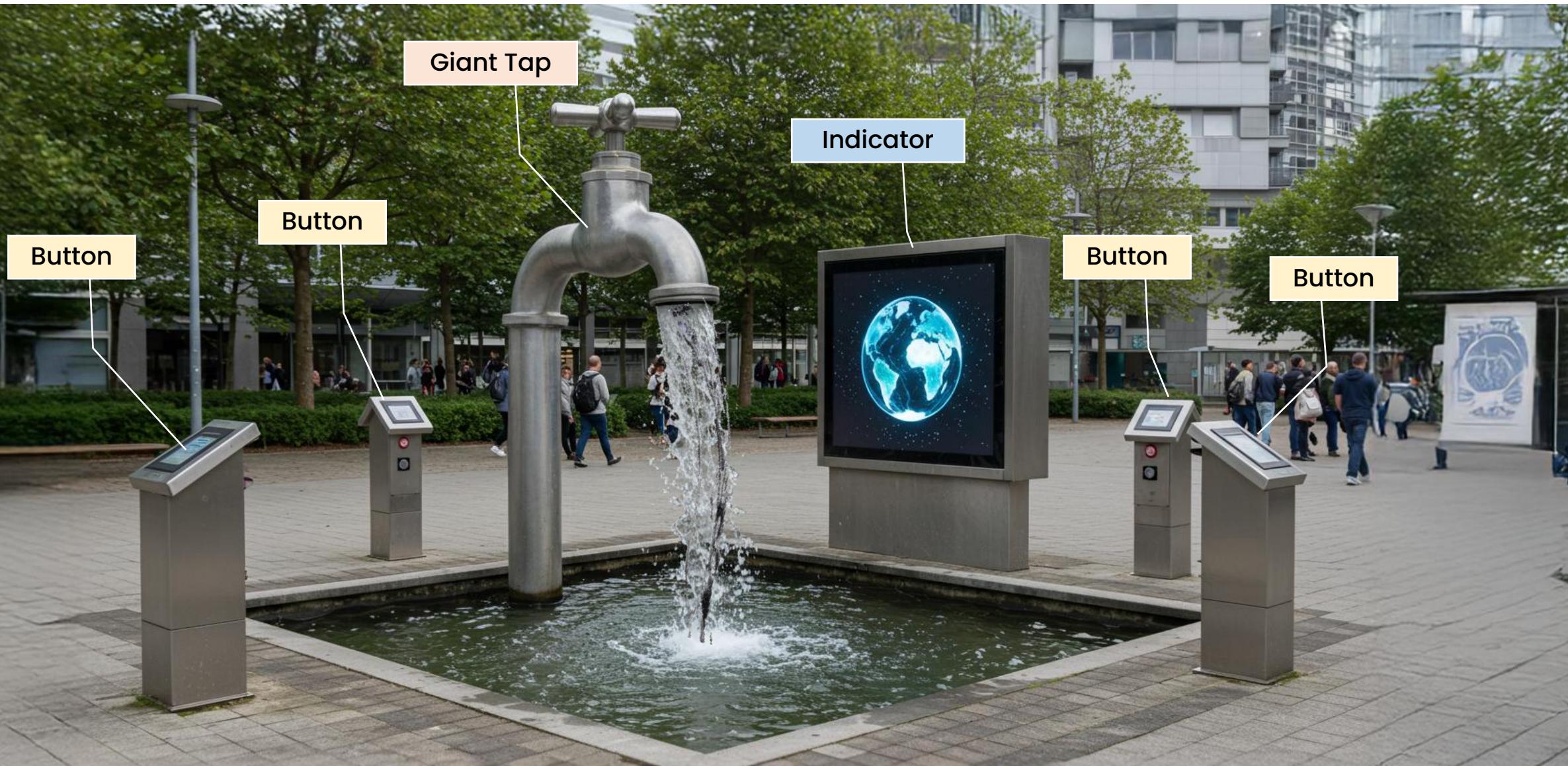
Research

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 WHITE BOTTLES



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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

ACT NOW
FOR TOMORROW



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



ACT NOW
FOR TOMORROW





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

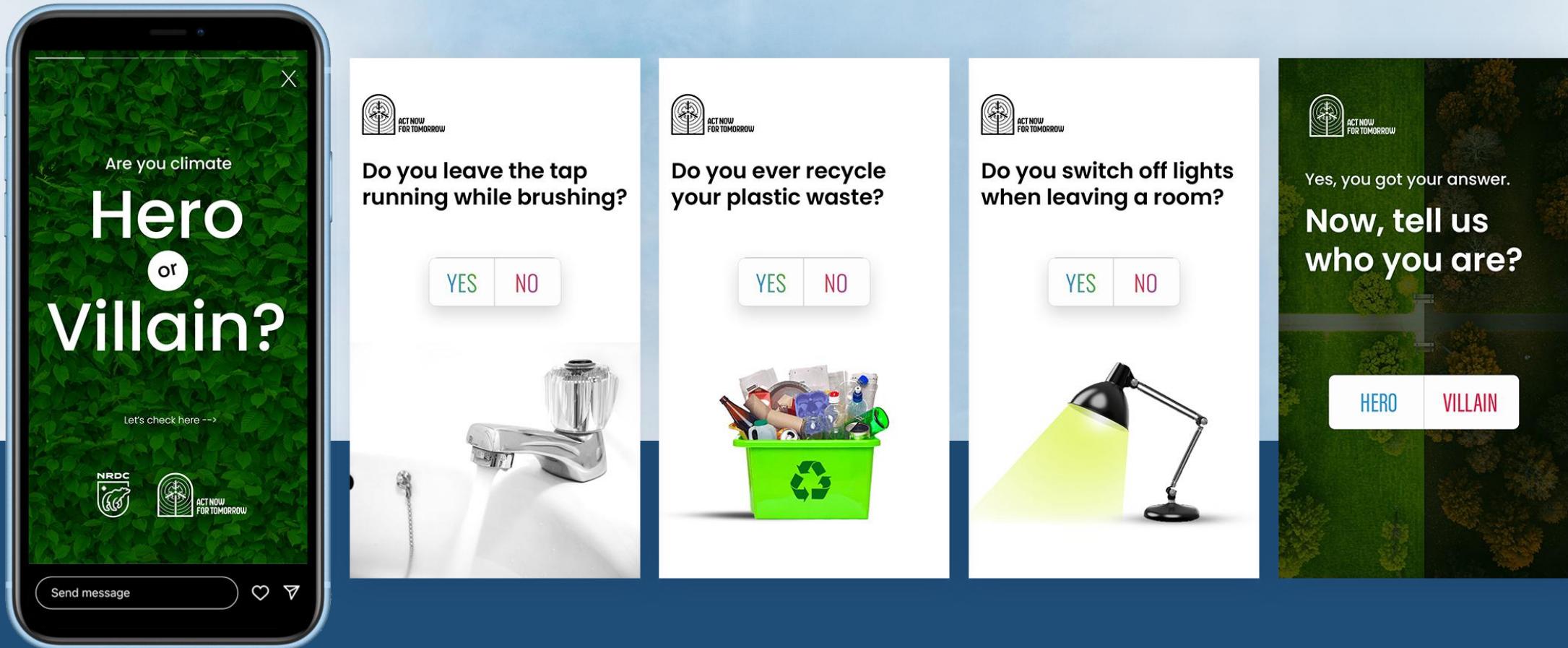
Create an immersive experience where users see the impact of climate change firsthand.

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



ACT RESPONSIBLE
LIVE RESPONSIBLE



ACT NOW
FOR TOMORROW



SCAD

Thank You

