

THE MARKET

Climate change is real, and its potential consequences are catastrophic. A suite of ecological, economic and security challenges will escalate if the world's nations fail to act. Its onset is occurring much faster than was predicted just a few years ago, and the international scientific community agrees that we have only a short time to respond in order for the next generation to inherit a healthy planet.

Many effective players are fighting to solve the climate crisis at different levels, with varying degrees of success. What the marketplace has missed, however, is a sustained national effort to catalyze a broad cultural shift on the issue. Furthermore, there are specific message challenges that must help drive this cultural shift. Americans must understand that the crisis is indeed urgent. They must see that the solutions to this crisis already exist and can be implemented if we develop the political will. And Americans must break the partisan gridlock that would stop the development of these solutions.

This is where the "We" campaign comes in: it is a massive effort to engage and mobilize the American people, to help them come together and call for solutions to climate change.



ACHIEVEMENTS

The "We" campaign has helped to mainstream climate issues with a diverse and extensive media presence. Climate protection messages have, for the first time, appeared on broadcast networks and in prime time. In its first six months, "We" campaign commercials were seen by more than 159 million people, and "We" obtained 26 percent brand awareness. Visible partnerships with nontraditional allies have helped build a bipartisan movement in support of climate solutions.

This visibility was leveraged with online organizing. In the first six months, 1.8 million people joined the "We" campaign, and 475 local "We" chapters were created. "We" members have helped move the climate debate forward by signing petitions, writing local newspapers, calling their elected representatives, participating in public events, and more. When, for example, ABC refused to air the "We" campaign's "Repower America" commercial, a quarter of a million people responded to the "We" action alert, flooding ABC's inbox with requests to air the ad.

"We" has utilized other websites to build and engage its membership. Once "We" began using its own YouTube channel regularly, it was consistently among the most viewed nonprofit web pages on a monthly basis. The "We" Facebook cause had more than 2 million members after six

months, with the use of the "We" Facebook application growing by 700 people each week.

The "We" brand has won a number of awards, including the Ethicmark Award, given out by Ethical Media Markets in recognition of "advertising that uplifts the human spirit and society," and an *Adweek* Best Spot of the Month award for an "Unlikely Alliances" commercial that featured people considered to be polar opposites sitting on a couch together agreeing on the need to solve the climate crisis.

HISTORY

The "We" campaign is a project of the Alliance for Climate Protection. Founded in 2006 by former Vice

President Al Gore, the Alliance is a unique, single-purpose organization committed to igniting public action to help solve the climate crisis. The Alliance gained worldwide attention when Al Gore donated his Nobel Peace Prize grant, as well as proceeds from the Oscar-winning documentary *An Inconvenient Truth*, to the Alliance.

After an international competition, the Alliance selected top creative communications firm the Martin Agency as its partner in designing advertising that would reach the mass market and inspire individuals from a multitude of backgrounds to demand actions from their leaders. Thus, the "We" brand was born, and through a creative transformation of the word "me" to "We," a logo that captured the campaign's focus on collective action was created. The "We" campaign launched in April 2008, releasing two compelling TV spots during the first two weeks of the campaign, complementing them with strategically placed print ads and an engaging website.

THE PRODUCT

The "We" campaign is an unprecedented, large-scale, mainstream mobilization effort designed to bring public opinion past a tipping point and convince elected leaders to take bold action. "We" is an invitation, an offer to join a collaborative effort to overcome the defining challenge of our time. With compelling media campaigns, extensive and strategic online engagement, and grassroots partnerships, "We" offers the American people a



nonpartisan, scientifically grounded assessment of the state of the climate crisis and the solutions needed to solve it. The “We” campaign gives voice to all those who are concerned about the future of the planet, regardless of their political leanings. The website — www.wecansolveit.org — provides the public with a wealth of resources

GREEN FOCUS

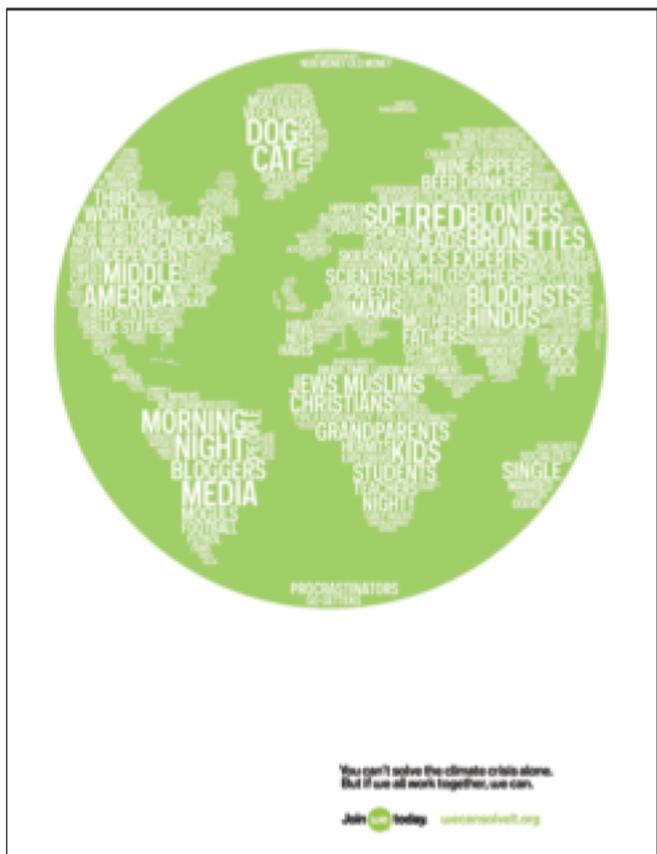
Electricity generation accounts for approximately one-third of America's global warming pollution. Meanwhile, viable, nonpolluting generation alternatives exist to deliver reliable, cost-effective power to meet America's needs. **WIND:** Every day enough wind power blows through the Midwest corridor to meet 100 percent of the U.S. electricity demand. **SOLAR:** Concentrated solar thermal power systems, also known as solar thermal power, covering a parcel of land fewer than 100 miles on each side in the Southwest could supply 100 percent of America's electricity needs. **GEOTHERMAL:** Recoverable geothermal energy can provide enough energy to equal 2,000 years worth of 2005 U.S. electricity consumption.

on the climate crisis and how to take action and be part of the solution.

RECENT DEVELOPMENTS

On July 17, 2008, the “We” campaign introduced Repower America, a product of the “We” brand. Unveiled in a speech given by Al Gore in Washington, D.C., the Repower America challenge is bold and clear: to Repower America with 100 percent clean electricity within 10 years.

Repower America is the solution to the interwoven energy, economic, and national security crises. It offers a concrete framework for achieving



the goal of 100 percent clean electricity: accelerate the use of renewable energy, implement a national efficiency upgrade, and create a unified national smart electricity grid.

As an extension of and addition to the “We” brand, the Repower America message is positive and hopeful: solutions to the climate crisis are available, and they are ready now. The Repower America plan will not only result in a significant step toward solving the climate crisis, but it will also create new high-paying jobs, lower energy costs, and end U.S. addiction to fossil fuels.

PROMOTION

The “We” campaign is unprecedented among issue-advocacy efforts, engaging the public on three levels in order to motivate millions of Americans to demand real solutions to the climate crisis: a multimillion-dollar national ad campaign, stretching from coast to coast in every type of media; cutting-edge online engagement and activation, providing opportunities for citizens to get and stay involved; and partner organizations that work across the political spectrum to reach people in their day-to-day lives. The combination of these efforts allows the “We” campaign to address people directly who may never have thought about climate change before, or who are familiar with the issue but have never taken action.

“We” advertising is centered on three categories: news, entertainment, and life solutions.

The broadcast ads run nationally on the networks during primetime and on a number of cable stations. The print ads appear in a variety of publications, including *Newsweek*, *Ebony*, *Scientific America*, and *Wired*. “We” also maintains a significant advertising presence on the Web.

Additionally, visible partnerships with nontraditional allies helps people see “We” as something other than a green issue. More than 100 million viewers saw the television ads featuring people who disagree on much (such as Al Sharpton and Pat Robertson), but agree on the importance of climate change, sitting together on the “We” campaign’s Unlikely Alliances couch.

BRAND VALUES

“We can solve the climate crisis.”

“We” is not a political organization, nor an exclusive club; it is not an accusation and is not looking to point fingers. “We” is an invitation: an invitation to help solve the



climate crisis, to help protect the environment, and to help give future generations a healthy planet. No one person acting alone can accomplish this, nor can any one group, nor any one country. It is going to take everyone working together, and that is exactly what the “We” brand is: all of us working together to solve the climate crisis.

The “We” brand is unique in its optimism. Rather than dwell on the negative effects of global warming, “We” is about the hope of a better future, about the ability of the human race to overcome this seemingly insurmountable challenge. The “We” principles are simple yet powerful: create hope, not fear; build urgency, not panic; issue an invitation, not an accusation; make friends, not enemies; generate response. The “We” brand embodies these principles, with a logo and tagline designed to motivate and unify: “Together, we can solve the climate crisis.”

THINGS YOU DIDN'T KNOW ABOUT “WE”

- The Alliance's first office was located in the stables of a rented house in Los Altos, California. It soon relocated to proper offices in Silicon Valley, but early staffers have fond memories of the start-up days in “The Stables.”
- The “We” campaign maintains close relationships with leading academics and industry experts on climate and energy issues.
- The Alliance is headquartered in Silicon Valley, an area known for its innovation and commitment to renewable technologies.