

1/5 Tag the Arctic

Everyone who signs the petition will be tagged in a picture of the claimed protective area



Help to save the Arctic!
Sign the petition and
become part of the
most tagged picture
in the web!

Solution

Update:

Some thoughts on how to go viral.

Individual Tags as Snowflakes no part of the Idea anymore: As AlexSuchy already has submitted an Idea with personalized snowflakes I took this out of my idea. Tags as personalized snowflakes/ice-floes anyhow could work very well in this Idea. Have a look at AlexSuchys Idea how this could look like:
<http://savethearctic.jovoto.com/ideas/29105>

How does it work:

- 1.Greenpeace will set up an online-map of the arctic and the area to protect (this map could also be used to communicate the problems

Save the Arctic

GREENPEACE

2/5

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What problem does your idea solve?

Engaging millions of people to sign the petition on a small budget

3/5

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How does your idea solve the problem?

Strong incentive to participate by making subscribers part of a world record Additional incentive generated through a lottery

Save the Arctic

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4/5

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Which (communication) means are necessary to turn your idea into a reality?

Interactive-Web-Map

Save the Arctic

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5/5

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Creative's profile



dahu PRO
Creative

Creative's top 5 skills

Copy Writing, Graphic Design, Mobile Apps, Communication Concept

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jovoto

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