

# 'THE PLASTIC FORECAST'

Minderoo Foundation with M&C Saatchi Group AUNZ

“ A sobering and extremely impactful campaign which achieved extraordinary cut-through.  
- Campaign Ad Net Zero judge. ”

## Challenge

The world is facing a plastic crisis, with billions of tonnes of plastic burdening the Earth and millions more produced annually.

## Brief

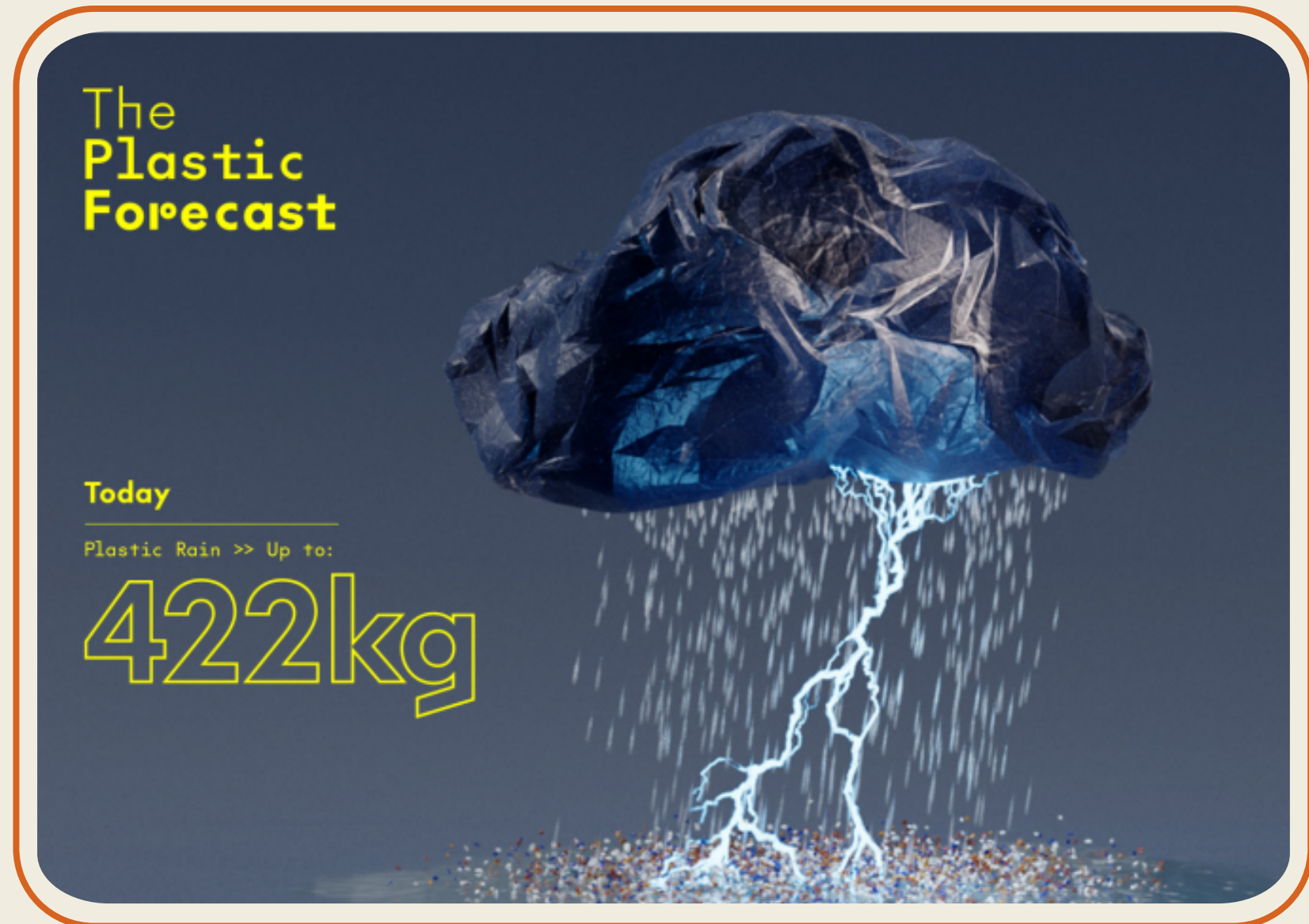
M&C Saatchi tasked with raising awareness about the catastrophic toll of plastic production on the environment.

## Solution

Combining scientific research on atmospheric plastic particles with daily weather forecasts, the 'Plastic Forecast' estimates the amount of plastic that descends upon us each day, even in the absence of rainfall.

## Execution

- Plastic Forecast was launched during the UN talks in Paris.
- A small paid media campaign generated significant support, from the French Minister of Ecological Transition to various celebrities.
- Minderoo Foundation now plans to take the Plastic Forecast to other cities.



## Results



2,250 media mentions with a reach of 1.3 billion.



Transforming the concept of “plastic rain” into a symbol of devastation, similar to “acid rain”.