CREATIVE BRIEF

**Project:**
50 year Anniversary of WWF in Pakistan

**Brand DNA:**
Knowledgeable, optimistic, determined and engaging

**Output:**
TVC / DVC

**Target Audience:**

**Language:**
Urdu & English

**Duration:**
0.30 – 1.30

**Background:**
WWF is celebrating 50 years in Pakistan on 4 April 2020. Starting from a one room and one employee organization, the journey to become the country’s largest environmental organization and taking on the mission of saving nature in Pakistan was full of many challenges and successes. The inspirational video should show measurable impact that WWF has had, over the last 50 years, on protecting the environment of Pakistan while working in some of the critical landscapes of the country.

**Objective:**

*Reflect, celebrate, inspire*

- Acknowledge 5 decades of WWF in Pakistan
- Increase visibility of WWF’s work
- Improve understanding of our mission (i.e. not just wildlife conservation but also freshwater, marine, food, climate and energy, and forests)
- Inspire and engage key audiences with our conservation work for the future

**Call to Action:**
Environmental challenges are increasing and WWF’s mission continues. We need support of Pakistanis to address the challenges.