



# #CHANGETHEBRIEF

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Our greatest challenge as a society is to find a way to live sustainably.

Our greatest challenge as an industry is to show how living sustainably is possible, enjoyable, fulfilling and aspirational and that it can also drive our clients' business.

#ChangeTheBrief is our industries' acceptance of that challenge.

#ChangeTheBrief commits us to showing our clients ideas and strategies that bring the future forward.

Agencies that support #ChangeTheBrief commit to creating work which answers the Now brief and also the Future brief, one which encourages the attitudes, lifestyles and behaviours which are consistent with a transition to a carbon-free world.

Every creative campaign, every media plan, every production proposal is an opportunity to #ChangeTheBrief. An opportunity to normalise the behaviour, the products, the services and the attitudes we all know we will need to adopt to achieve sustainable living.

The global advertising industry spends at least \$600bn a year on behalf of its clients - driving the consumption of their products and services.

Imagine how together we can bring the future forward by directing that investment.

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