

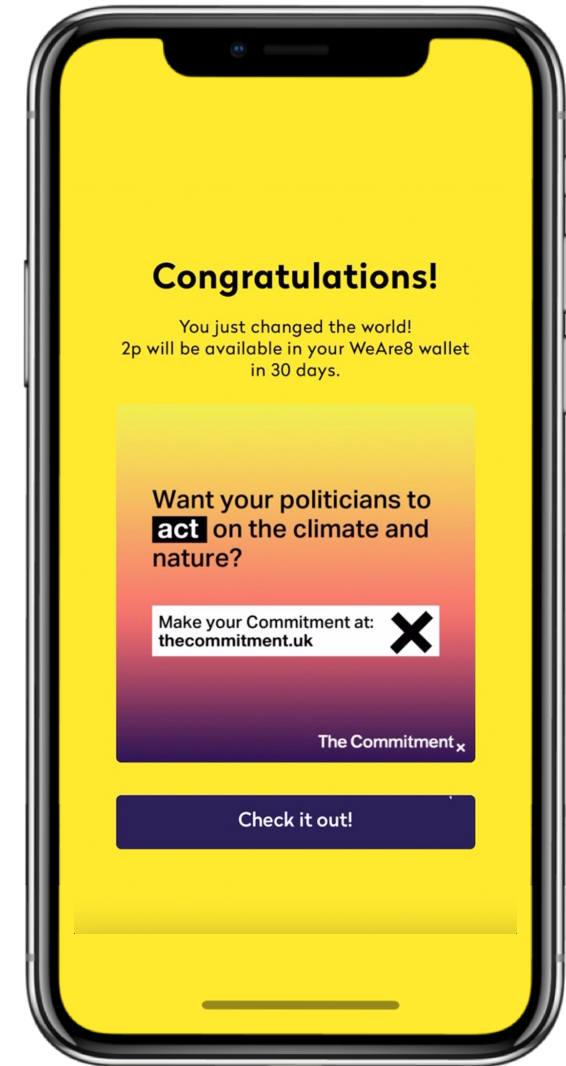
The Commitment_x Case study



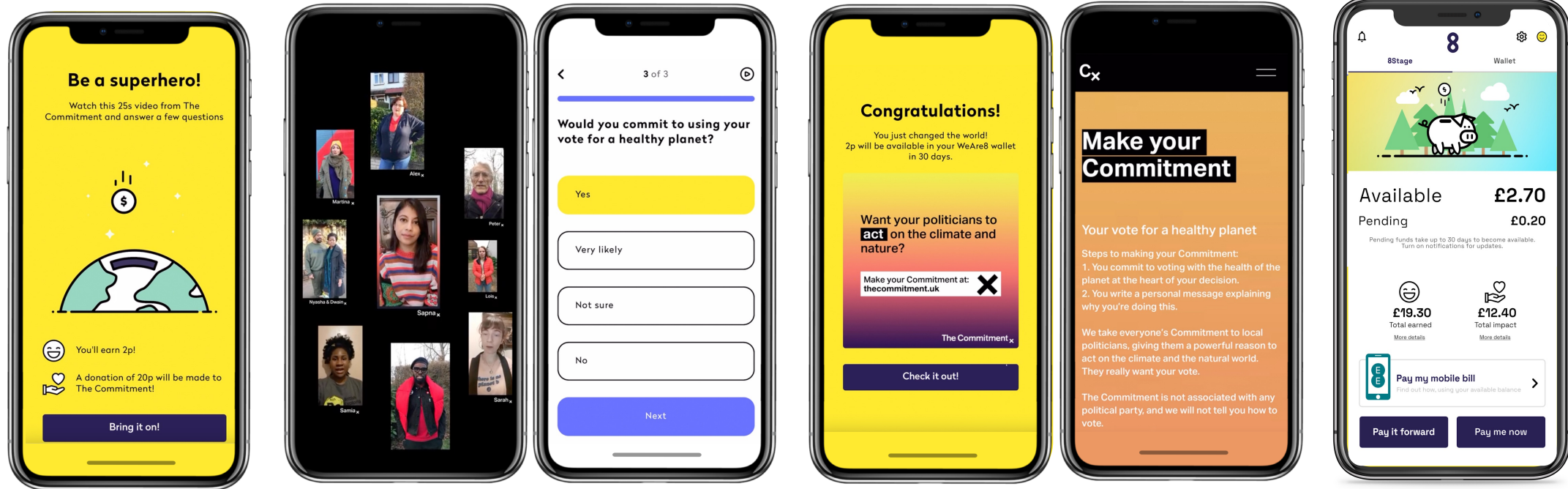
Campaign Aim

Drive action and awareness for users on making The Commitment to vote for a healthy planet, via The Commitment's website.

Why? To speed up government action on the climate and nature.



Customer Experience 8



Push Notification

25s Video Ad & Insights

Non incentivised click through

Payments

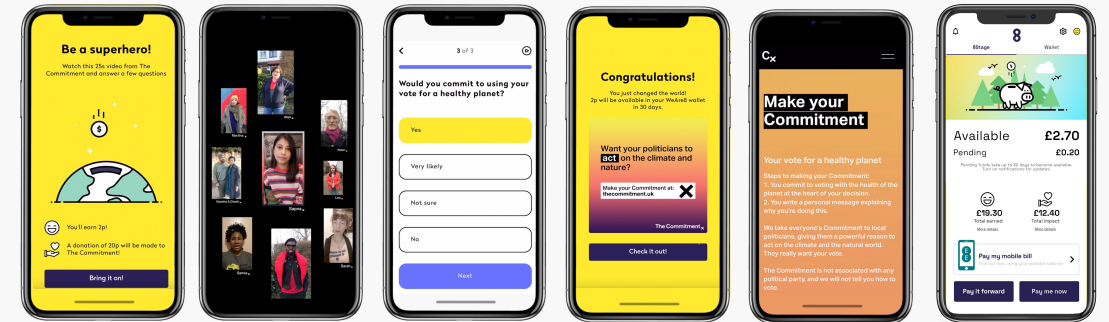
Performance



People

- **98%** of the WeAre8 community watched the **30 second** video ad in full
- **150,000** zero party insights
- **£2,940.80** donated to The Commitment

Funnel data



98%

Opt in

100%

VTR

150K

OParty insights

23%

CTR

Insight

85%

of people said 'yes' or 'very likely to'
when asked if they would commit
their vote for a healthy planet

80%

of people feel government
action is critically important
for the climate and nature

2 in 3

of people felt happy after
watching the **25 second video**
asset on WeAre8

Impact



Environment

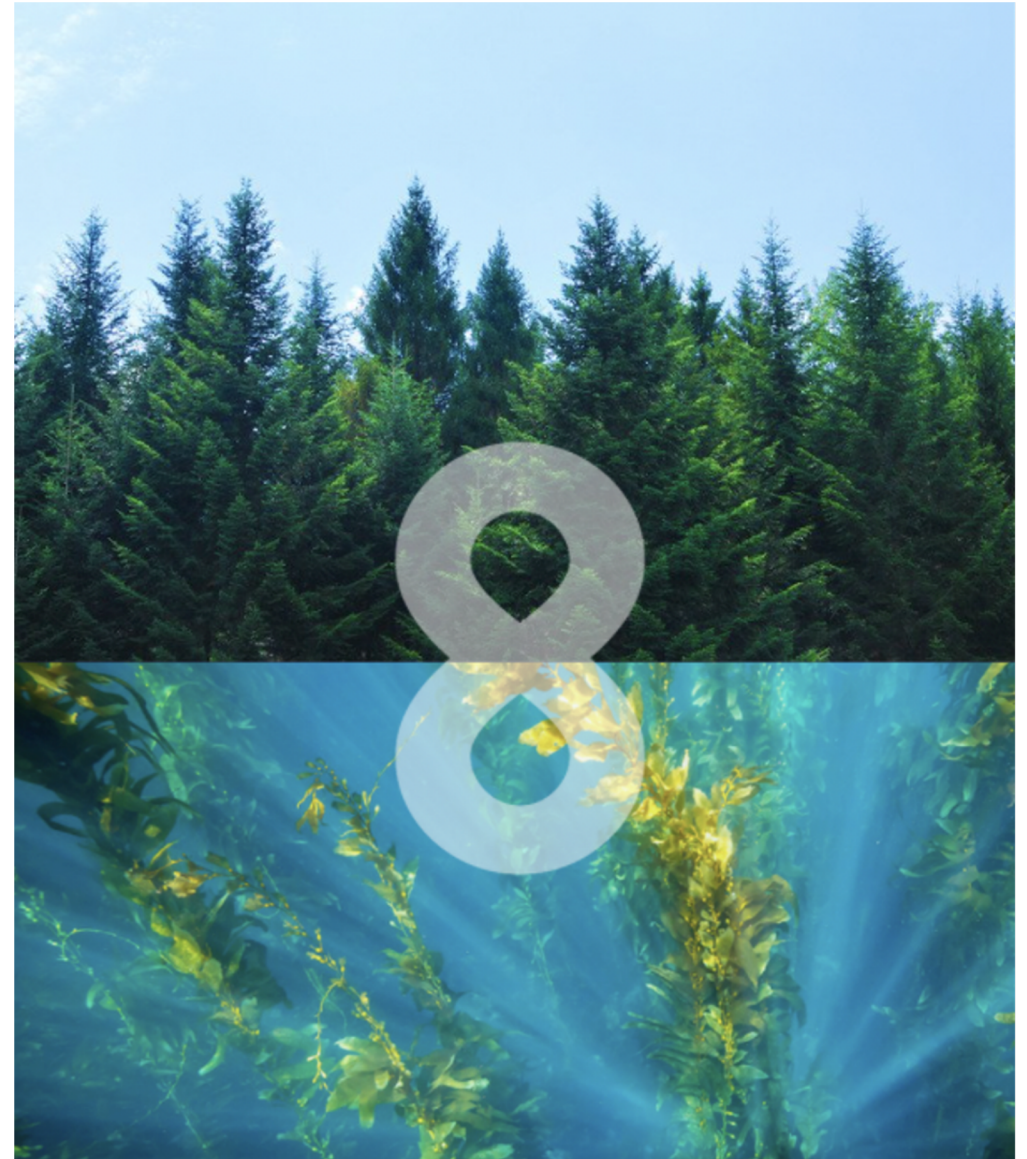
- **201** trees planted
- **6 tonnes** of CO2 offset
- **93% of Commitments** were achieved directly through the WeAre8 partnership

200

Work hours created through support of carbon offset projects.

54%

Intend to 'Pay it Forward' to their favourite charities.





United for a Better World