



## Environment

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### DDB Brasil and WWF

DDB Brasil's goal with their new campaign for WWF (World Wildlife Fund) is to encourage all Brazilians to fight together while there is still time by helping conserve nature and deter over-development throughout the Brazilian territory through donations and individual involvement.



Campaign images show desperate people "fused" with nature, thus imparting a strong emotional appeal and illustrating that the victim of thoughtless acts is not nature but ourselves and our future generations. The tagline and concept are: "Preserve your world. Preserve yourself."

**DDB°**