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11.2.2022

Daily Inspiration

PRIORITISE PURSE AND PLANET

To mark the COP27 summit in Egypt in November 2023, this collection of work shows that sustainability can go hand in hand with everyday cost-cutting. For more on how creative thinking can help brands and their audiences navigate rising prices, check out the recently published LIONS Intelligence on Creativity in the Cost of Living Crisis.



View Campaign

DO BLACK - THE CARBON LIMIT CREDIT CARD, 2019

Year **2019** ▶ Brand **DOCONOMY** ▶ Entrant **RBK COMMUNICATION STOCKHOLM** Awards 

The DO Black credit card, which took the 2019 Grand Prix in the Creative eCommerce Lions, sets a carbon limit. Once reached, it denies transactions, preventing both over-consumption and over-spending. It's an example of a scalable tool to mobilise consumers and instil responsibility into consumption.

FEATURED

1/5



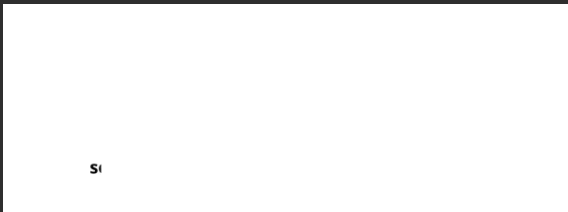
DO BLACK - THE CARBON LIMIT CREDIT CARD 2019

NOW PLAYING



ENJOY BEFORE RETURNING 2020

PLAY NOW ▶



BLACK FRIDAY (RE)SALE 2020

PLAY NOW ▶

DISCOVER MORE

SEE ALL ▶



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NEW

GUESTEDIT

Take A Stand



GUESTEDIT

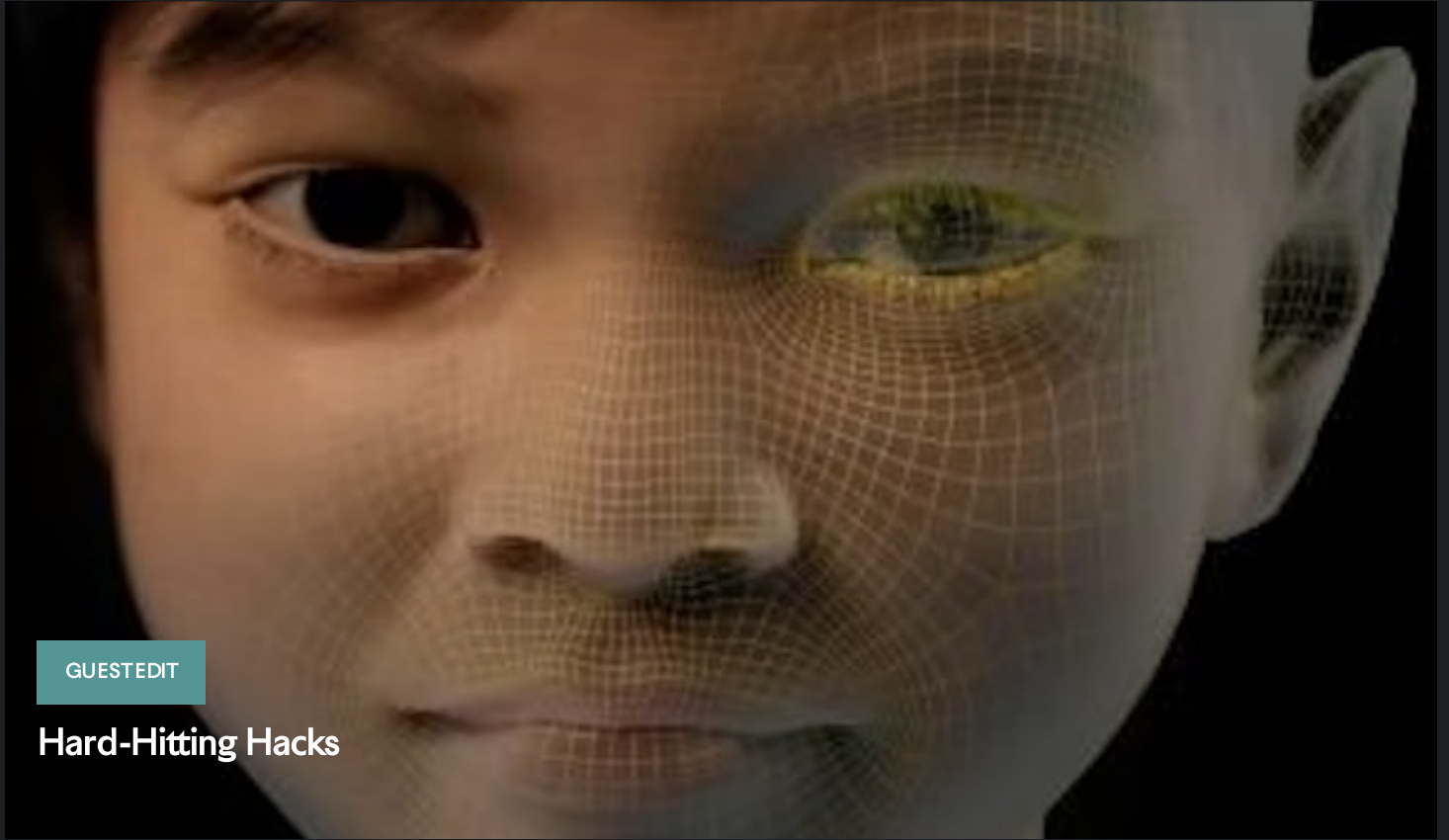
Cut Through With Comedy



GUESTEDIT

Be Resourceful

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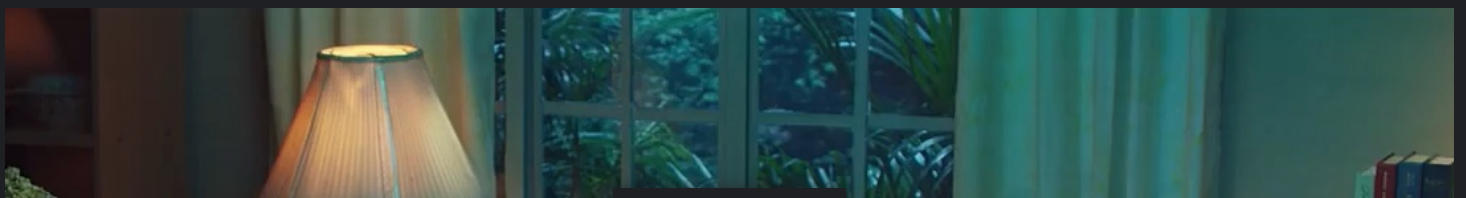
GUESTEDIT

Hard-Hitting Hacks



GUESTEDIT

Inspired By Imperfection



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GUEST EDIT

Family Life: A Beautiful Mess



Prioritise Purse And Planet



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Seasonal Scares



Sloth

Paint A Statement



Cadbury
Celebrations

Cadbury And Ogilvy Mumbai: Creative Confectionery

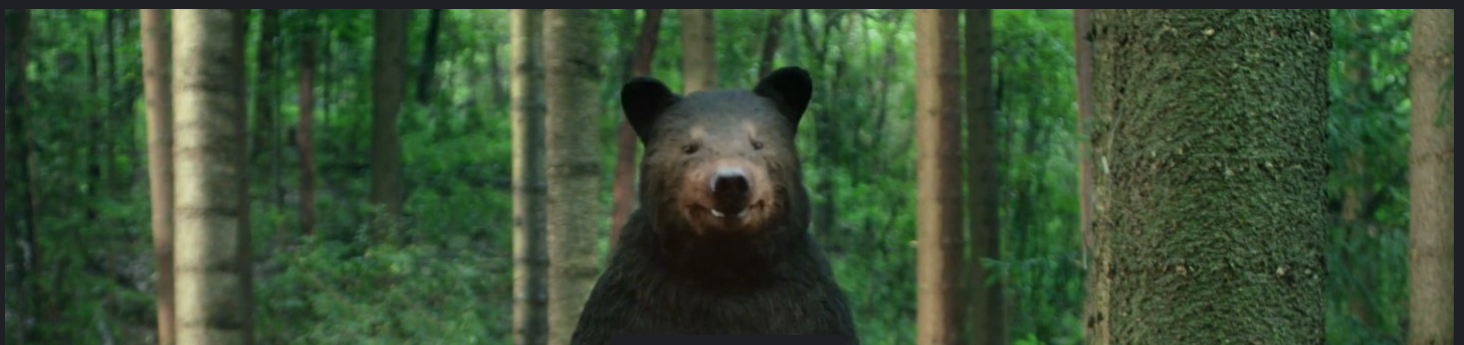
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Rethink Price Promotions



Serviceplan Munich: Purposeful Solutions



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other supermarkets
\$1200*



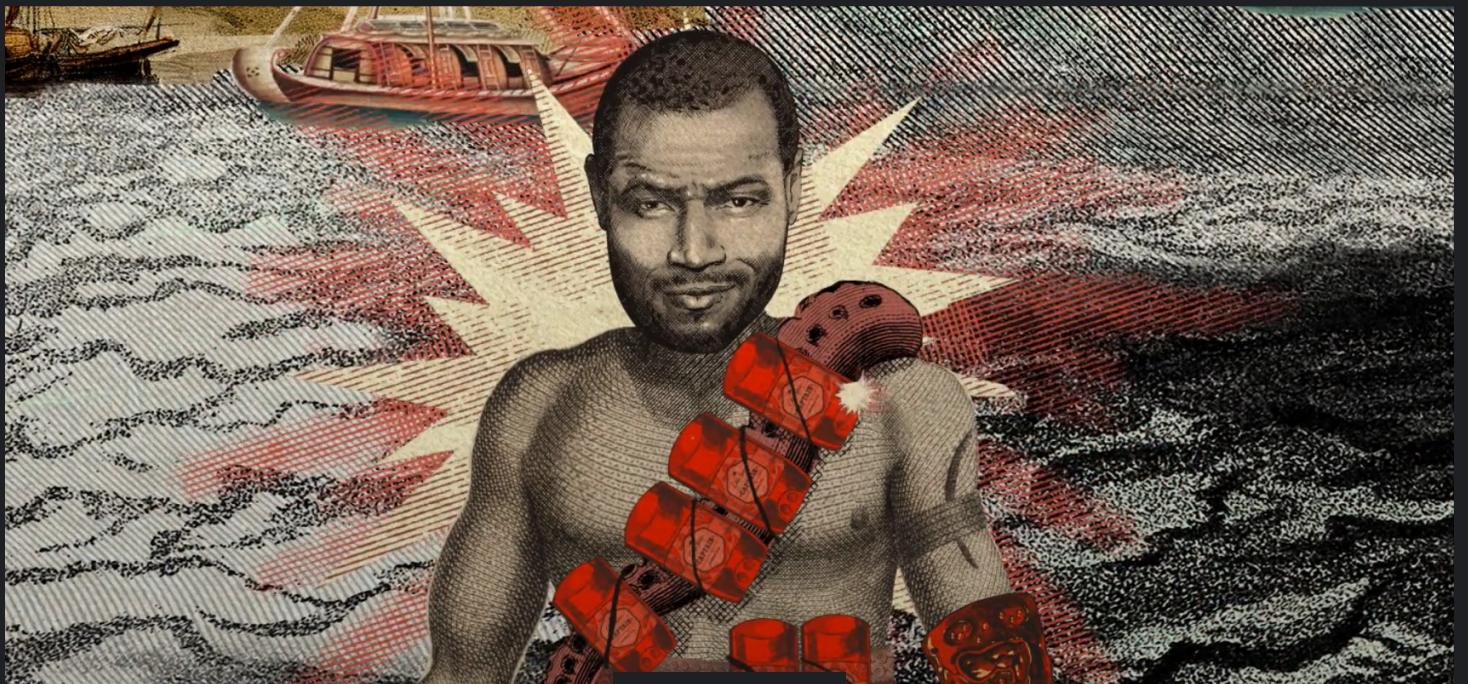
at ALDI
\$899



The Rise Of Private Label

F ↓
ศูนย์สิทธิหญิงชายก้าวไกล
ปรึกษา โทร.02-513-2889

Tackle Domestic Abuse

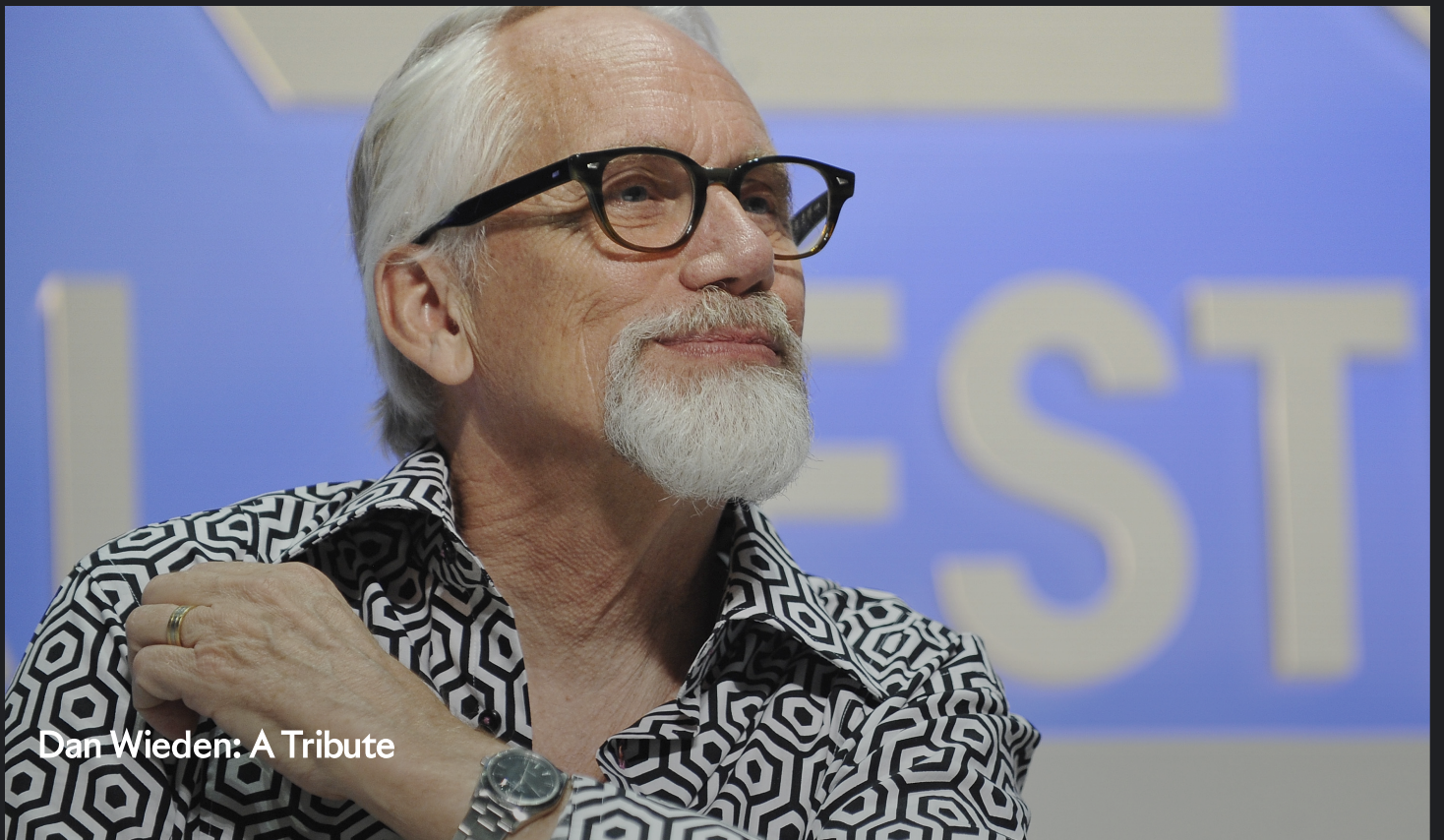


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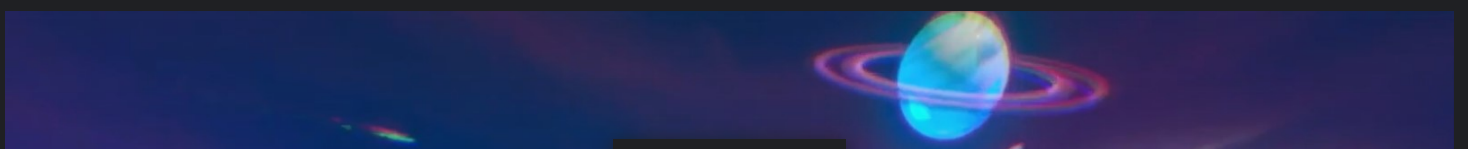
Enter Eurobest 2022



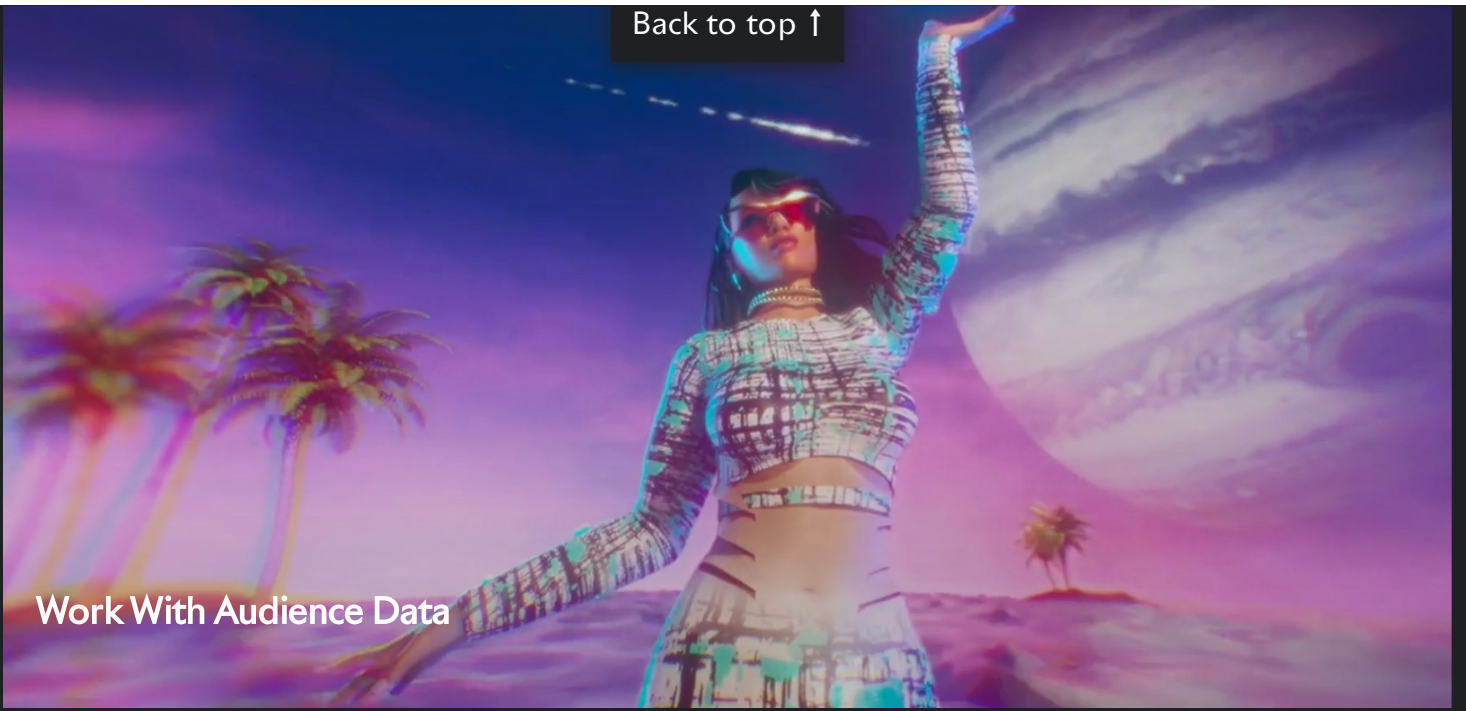
Innovate In Outdoor



Dan Wieden: A Tribute



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Work With Audience Data



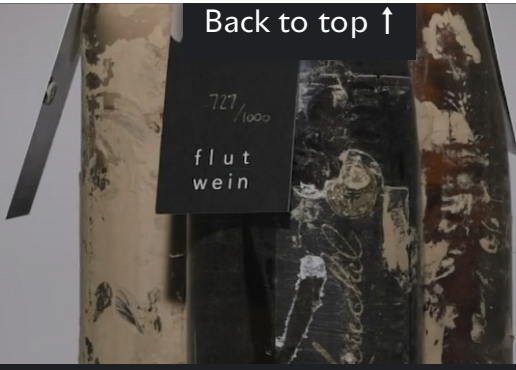
Make It Fun



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727/1000
flut
wein

Purposeful Packaging



Meaningful Missions



Deploy Shock Tactics



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Take A Risk



Master The Basics

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