

**Campaign name:** Forest Fires  
**Client:** WWF  
**WPP Company:** Ogilvy Bogota

Colombia is one of the most biodiverse countries in the world. At the same time, its native forests are under attack from people who accidentally start fires. 95% of the fires caused in Colombia are man-made and only 5% caused by natural circumstances.

According to the Ministry of Environment in the summer of 2010, 69.279 hectares of native forests burned down. Ogilvy Bogota worked with WWF to create a campaign that brought the forests plight to life and make the point clear that carelessness causes fires.

At the entrances to national parks, visitors were given an envelope containing a printed image of the forest. When the image was pulled out, it caught fire, causing the picture of the forest to burn before your eyes. WWF assistants were on hand to extinguish the flames.

Highly commended in the WPPed Cream Awards, the campaign created awareness of taking care of Colombia's forests in a low cost and effective manner.

**Fight fire with fire**

We teach people about the dangers of forest fires by putting fire in their hands.

**PROBLEM**  
 El Niño Southern Oscillation and global warming caused long-lasting droughts and one of the worst summers in Colombian history. 69.279 hectares of native forests burned down. 95% of forest fires were human-caused, 5% occurred by natural causes. (Ministry of Environment)

**SOLUTION**  
 Campers and forest visitors were given an invitation and were started by the image of a forest that would ignite when pulled out from the envelope. WWF teamsters would swiftly put it out and instructed them on smoking ban, cigarette butt dropping, and clearing that might cause fires.

**RESULTS**  
 No fires occurred in natural parks and forest reservations where the action was performed. ZERO FOREST FIRES. Hundreds of hectares of native forests and wildlife were saved. The goal of raising awareness about the protection of our forests during this state of emergency was achieved. It was a low-cost, highly effective idea.

The action took place at the entrance of natural parks and forest reservations.

