



## Project report – Audio-visual outreach

### Background

Advertising and video are common promotional mechanics, for charities as for other organizations. Population Matters has had online, magazine and very limited tube advertising, but no bus advertising and no videos.

### Timing

Bus advertising – September 2015

Zombie Overpopulation video – November 2015

London Calling video – February 2015

### Location

London/ Global

### Partners

Exterior/ Media Trust

### Methodology

We commissioned a design and bought ‘superside’ space on 55 London buses, including central London routes.

Following a competition, we commissioned Tom Martin of the Media Trust to make a video based on zombies as a metaphor for unsustainable human population numbers.

We later commissioned him to make a film on London, incorporating the bus advertising.

### Outputs

Over two million people will have seen the ad. After nine months, the combined number viewing the two ads is around 9,000.

### Beneficiaries

The beneficiaries are humanity and other species, both now and in the future, who benefit from a reduced population size.

### Impact

Measuring impact was not affordable.