

CATCH A WAVE, SAVE AN OCEAN

With a new formula for surfboard wax, this charity hopes to bring the world's oceans back to life.

Climate change is making the world's oceans more acidic, which is killing coral reefs and threatening ecosystems. Without action now, 50 per cent of the world's marine life will be extinct by 2100.

There's no single solution to avoiding that fate, but even seemingly small personal choices can make a difference. Maybe even your brand of surfboard wax.

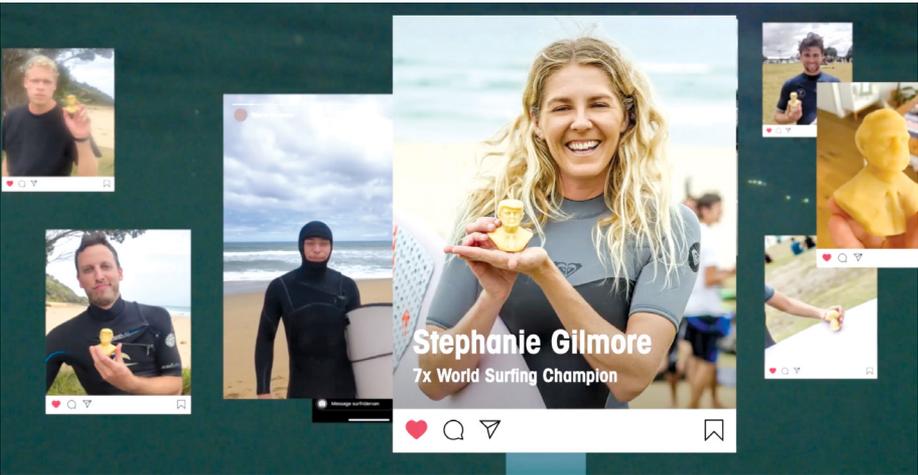
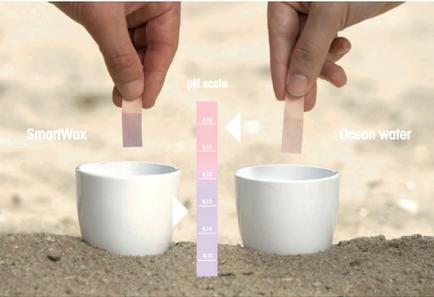
Surfers need board wax. Without it, they have no grip or traction. So Clean Ocean Foundation Australia [COFA] developed SmartWax, a wax formula with limestone crystals that neutralize acid. With over 35 million surfers worldwide, they could rebalance 112 million litres of acidic water each year.

To encourage wax producers to use their formula, COFA gave it away for free, but they needed to get the word out.

They made samples formed into the faces of Donald Trump and Jair Bolsonaro, polarizing presidents and climate change deniers. The wax figures were sent to the managers of wax producers, urging them to apply the formula to their products. They were also mailed to surfing influencers, who were asked to write messages of support to the wax producers.

One month after the launch, 70 per cent of the global surf wax market had asked for the formula and eight international brands were using it.

Maybe we *can* save our oceans, one wave at a time.



COMPANY: Clean Ocean Foundation | PRODUCT: SmartWax | COUNTRY: Australia | AGENCY: McCann | TEAM: Chief Creative Officer: Pat Baron | Creative Director: Andrew Woodhead | Creatives: Guilherme Machado, Alex Newman, Moira Cotnoir | Designer: Rafael Martins | Production: Lagoon Collective | Producer: Cinnamon Darvall