RAGE AGAINST THE MACHINES

Agency deciphers code to generating C-suite action.

While it's difficult to stop humans from destroying the planet, there is a way to bring the machines they use to a standstill.

In collaboration with global non-governmental organizations, experience-design company AKQA developed and launched Code of Conscience, an open-source software that restricts the use of heavy-duty vehicles. By combining geolocation with data from the United Nation's World Database on Protected Areas, the coded chip brings to a halt any machinery driven into a vulnerable area.

With a tangible solution in hand, AKQA needed to take the message beyond true believers and connect with C-suite decision makers.

Through a targeted direct mail campaign, AKQA sent wooden sculptures of endangered animals with the Code of Conscience chip embedded into them as an invitation to CEOs of the world's top 10 construction equipment manufacturers to install the chip in all new vehicles. Supported by a widely circulated video message from prominent Indigenous Brazilian leader, Chief Raoni Metuktire, the campaign garnered serious attention from media and industry.

Soon after, manufacturers began discussing implementation of the code while two countries worked to turn the code into a law. The campaign had turned a rage against the machines into action.
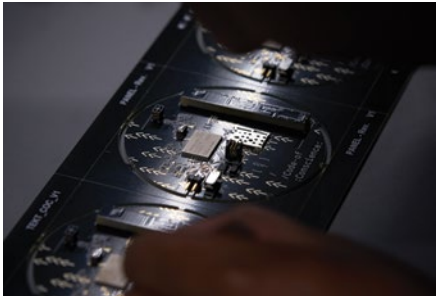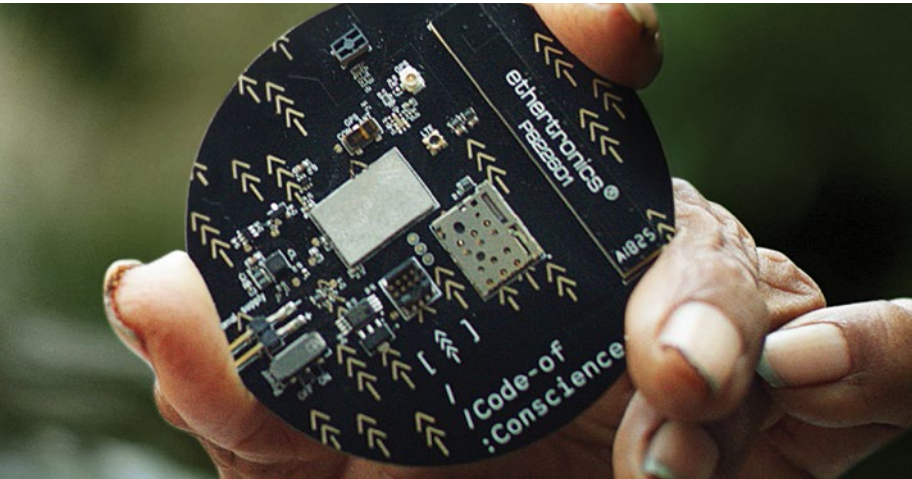
COMPANY: Instituto Raoni, IPAM, Idesan, Instituto Peabiru, Ecam, World Land Trust | PRODUCT: Code of Conscience | COUNTRY: Brazil | AGENCY: AKQA | TEAM: Executive Creative Directors: Hugo Veiga, Diego Machado, Tim Devine | Creative Directors: Renato Zandoná, Adam Grant | Associate Creative Director: Pedro Araujo | Copywriter: Pedro Araujo, Maurício Dias | Art Director: Daniel Kalil | Designer: Felipe Yamaoka | Production Companies: La Carretera, Prodigo, Horda

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