



## **Moon helps one million Australian women take on climate change**

**Sydney, May 19, 2009:** STW's Moon Communications Group, a leading brand, advertising and digital agency, is urging women to join together to take action against climate change as part of a new creative campaign entitled 1Million Women.

The campaign, launched today for sustainability organisation Climate Coolers, aims to inspire and empower Australian women to unite and bring a common vision for climate change to life.

Moon joined pro-bono with Climate Coolers as its creative partner earlier this year to develop the 1 Million Women identity. Starting with a mini brand workshop with key stakeholders, Moon then developed a brand blueprint, designing a logo and toolbox which rolled out into a campaign concept. Creative concepts were also developed by Moon for outdoor, magazines, POS and merchandising, as well as developing a motion graphics clip to be used for the campaign launch. The clip will be used as an ongoing tool for member recruitment and campaign promotion.

Natalie Isaacs, CEO of Climate Coolers and founder of 1 Million Women, said: "There is no debate anymore. The science is telling us that we are on track for a climate disaster.

"The 1 Million Women campaign is about empowering women to take action. Making a difference to climate change seems overwhelming, but this campaign breaks down the huge task to show that each woman can take the lead and together we can make change," she said.

"The fact is, Australians produce the equivalent of 580 million tonnes of CO<sub>2</sub> per year. On top of that, women make over 70% of consumer decisions around the home. So the potential power of one million individual women is huge!

"A million women...can tell a million more, can lead a million communities, can cut a million tonnes of CO<sub>2</sub>.

"Moon's concept has brought the identity of this campaign to life. Moon also developed concept for outdoor, magazine creative, POS and merchandising for the campaign, and the creative is outstanding," she said.

The campaign also has a number of female business and social leaders on board, including country music singer, Melinda Schneider, Australian cooking guru and author, Margaret Fulton, Olympic swimmer, Lisa Forrest, Rachel Perkins (Indigenous film director), Rosemary Lyster (advisory board member), Nell Schofield (TV personality), and Wendy McCarthy (business leader).

Moon Group Managing Director, Anouk Darling, said she is excited at the potential of the campaign.

"Natalie had the idea and I knew Moon could make it a reality. The cleverest thing about the identity is to actually give Natalie an idea that could turn into a campaign itself, a long-term campaign, and really help her bring this whole movement to life."



Moon Communications Group is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, design, retail, advertising, digital and interactive solutions.

**Ends**

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