

THIS IS YOUR BRAIN

CONTEXT

It takes courage to change. Especially in an industry where predictability is king. So how should Maersk, one of the world's largest logistics companies, introduce a new way of doing business?

IDEA

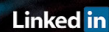
We led their customers deep inside their own brain, revealing the psychological defence mechanism we all have towards change and personifying the opponent to new ideas - our reptilian brain.

RESULTS

Tapping into the universal insight about change made the campaign very successful within the C-suite target group, and became the best performing campaign on Linked In - ever.

"The results are by far the best we've seen to date"

Lorraine Mannion - Account Director



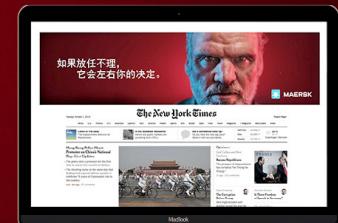
FILM  
92 MIO VIEWS  
BANNERS  
13% CLICK RATE



3 MIN TV COMMERCIAL



3 MIN, 30 SEC, 15 SEC SOCIAL VIDEOS



260 DIFFERENT BANNERS IN 12 LANGUAGES



PRINT

THE WALL STREET JOURNAL

The New York Times

FINANCIAL TIMES



# PRINT / ADVERTISING

PRINT ADS IN NEW YORK TIMES, FINANCIAL TIMES AND THE WALL STREET JOURNAL

**16 REGION**  
**Contrary to popular belief, Lorem Ipsum is not simply random**

**Meridian sun strikes the consectetuer adipis**

**At vero eos et accusamus et iusto odio**

**HOSTING**

**On the other hand we denounce**

**It's their country, they have to lead, they're the ones who are going to have to be responsible for end results. We can help, we can train, we can assist, we can advise - we're doing that**

**MAERSK**

**He decides what you decide. If you let him.**

**ALL THE WAY**

*It's your reptain brain that holds you back. When new opportunities arise, when different decisions must be made, when you decide to do the extraordinary and go all the way, it's been this way for millions of years. That's why change is hard.*

Read more at [maersk.com/all-the-way](http://maersk.com/all-the-way)



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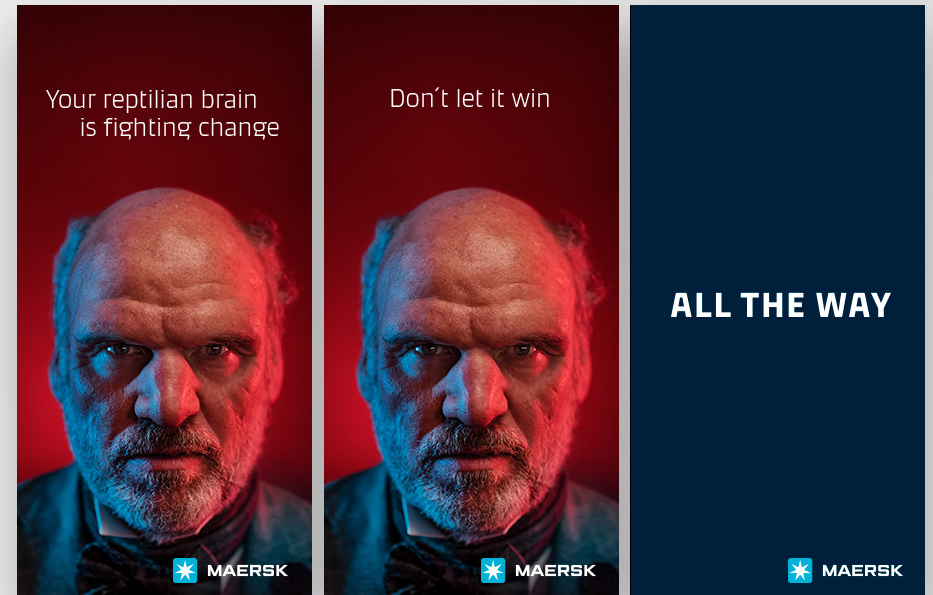


# DIGITAL CAMPAIGNS

260 DIFFERENT BANNERS IN 12 LANGUAGES



300 X 250 PX



300 X 600 PX



728 X 90 PX



970 X 250 PX



# FILM

3 MIN TV COMMERCIAL

