

# LET NATURE BACK INTO YOUR HOME



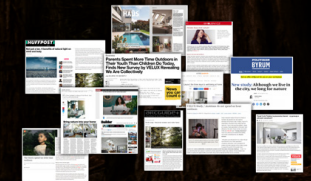
**VELUX®**

## CHANNELS



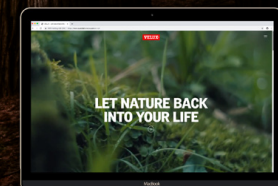
### HERO FILM

Long format Social Media video.



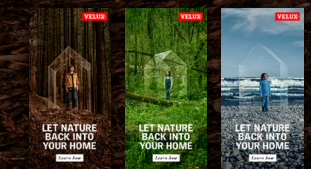
### PR

Articles in home improvement media.



### CAMPAIGN WEBSITE

Offering tips and tricks on how to get more daylight and fresh air in your home with the Outside-In Design Principles.



### BANNERS

868 banners in 40 languages covering Google display, facebook linkads, Twitter & LinkedIn.



### INFLUENCERS

Partnerships with top interior design influencers across the UK, Germany, France and the Netherlands.



### BRIEF

Save The Indoor Generation by inspiring people to "Let Nature Back In" and help them overcome the problems with bad indoor environments.

### SOLUTION

An integrated campaign spearheaded by an emotional online film, depicting our longing for nature in modern society. To support this, a global survey with +16,800 respondents in 15 countries focusing on nature deficiency worked as a trustworthy source of facts and figures. Furthermore, we created engaging online content for the main campaign site. The comprehensive content was co-developed with some of the world's leading interior designers and influencers, architects, and researchers, inspiring people on how to let nature back into their lives and homes.

**156 MILLION**  
**VIEWS**  
of film

**+ 2,100**  
**PUBLISHED**  
articles worldwide

**428 MILLION**  
**REACH**  
of PR

The importance of daylight  
in home renovation projects  
**INCREASED 85%**

# PRINT / ADVERTISING



# PRINT / ADVERTISING



# PRINT / ADVERTISING



# DIGITAL CAMPAIGNS

**VELUX®**



BANNER 300 X 600 PX

# FILM

Hero

VELUX®





BYBLENÍ.CZ

Dýcháte doma čistý vzduch?



Dnes nás nazývají jako „Indoor Generation“, tedy generace, která v průměru tráví až 90 % času ve vnitřních prostorech...

Přijeli jsem na to, že ve vnitřních prostorech obývá třetím dílem 100 % denního času. Ráno vstupu do garáže pod domem do práce cestuji v autě...

Spisovnou vodu byste také nechtěli pít

V domě, bytě, škole, kanceláři, obchodním centru nebo třeba kině má nepečující zdrojů značného vnitřního vzduchu. Mění hlavní biochemický prvek vzduchu...

Člověk tím hlavně a nejvýše znečišťovatelem vnitřního vzduchu jímá své tělo. Dechem, potem a podobně se uvolňuje z těla právě kyslík organické látky...

Ponad 5 mln Polakůw to pracownicy biurowi - czy pracują w zdrowych warunkach?

Był w niedzielę 09.09.2019 20:06:05

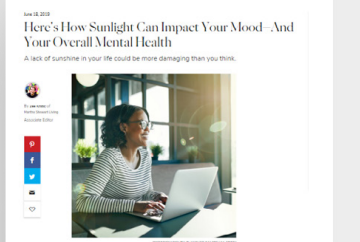


Zdrówie biura praktycznie nie ma lepszego wyznacznika, dobre samopoczucie i satysfakcję pracowników, którzy czują się dobrze w swojej pracy...



martha stewart Here's How Sunlight Can Impact Your Mood - And Your Overall Mental Health

A lack of sunshine in your life could be more damaging than you think.



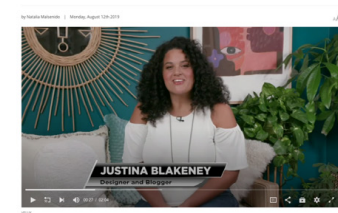
Bring nature into your home



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Let the Sun Shine In On An "Indoor Generation"

Now may be a good time to bring nature back into your life!



Now may be a good time to bring nature back into your life! A recent survey found that 70 percent of Americans believe nature, daylight and fresh air can have a positive effect on...

Builder

Builder website content featuring articles like 'THREE WAYS TO BOOST INDOOR-OUTDOOR CONNECTIONS IN YOUR HOMES' and 'The Dutch spend too little time outdoors'.



Das Einfamilien Haus

Im Kitchin, die glückliche machen im SommerSpecial: Swimmingpool



The Dutch spend too little time outdoors

Bring nature back home with the new Bring the outdoors back in design tips

The relationship between modern society and nature disappears. Because even though we like to get out into nature, we hardly do it. For example, 83% of Dutch people indicate that they would like to spend more time in nature...

HUFFPOST

Not just a tan. 4 benefits of natural light on mind and body

Editorial board

That's why you're looking for this. On the other hand we are the "Indoor Generation" and spend 90 percent of our lives indoors...



Without energy it's a impossible and the greatest energy source is a solid fuel. Natural light is the most abundant and free energy source...

This is why the cause of many ailments, from depression to digestive and respiratory problems, can be traced back to our dependence on the sun...

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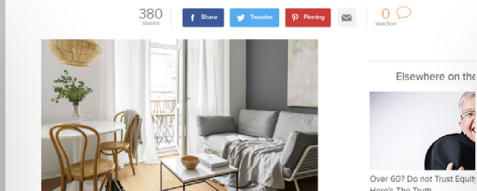
CÔTÉ MAISON

BATHROOM LIVING ROOM DECORATION TIPS PROJECTS FIT & RENOVATE GARDEN TERRACE #BUSINESS TALK DESIGN

Layout: the three keys to well-being at home

Practical By the writing of Vivian Côté - June 1 July 2019, published on 15/06/2019 at 11:30

380 shares



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POLITIKEN BYRUM website header with navigation and search options.

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New study: Although we live in the city, we long for nature

NEWS MAY 28, 2019 AT 12:21

MARIE KRAUL Journalist

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ARC GUIDE

Die Infothek für Architekten, Planer und Designer

Studie zeigt: Menschen streben nach mehr Natur



VELUX: 'Let's Move Back Into Our Homes'

VELUX: 'Let's Move Back Into Our Homes' - Editor: George Haines/Rediffusion/Anissa Ben Sargat

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VELUX Study / Austrians do not spend an hour outdoors

Posted by Editorial on 06/09/19 - Categorized as Austria, Health, Linz - Lower Austria, VIENNA, Linz



Indoor instead of outdoor: Almost two-thirds of Austrians (62 percent) who only spend a maximum of two hours a day outdoors...

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