

# Endangered Movies

## Problem

All over the world, biodiversity is in an alarming situation. A lot of people lack knowledge about the topic and its consequences, causing them not to take action.

## Brandfit

Netflix is a streaming service used worldwide. They're particularly known for their atypical genre categories showing up on users' homepage.

## Solution

We wanted to reach our target group in their everyday life. When they're looking for something to binge on Netflix, a new genre called Endangered Movies will appear. The category will include movies that feature plants or animals that are soon to be extinct. While watching the movies we will let people know that the species on screen are in fact endangered. By clicking this notification they have the opportunity to educate themselves on biodiversity at Wild Nature Foundation's homepage and even make a difference by purchasing the Wild-stock.

