

LIVE TV

LIGHTS

OFF

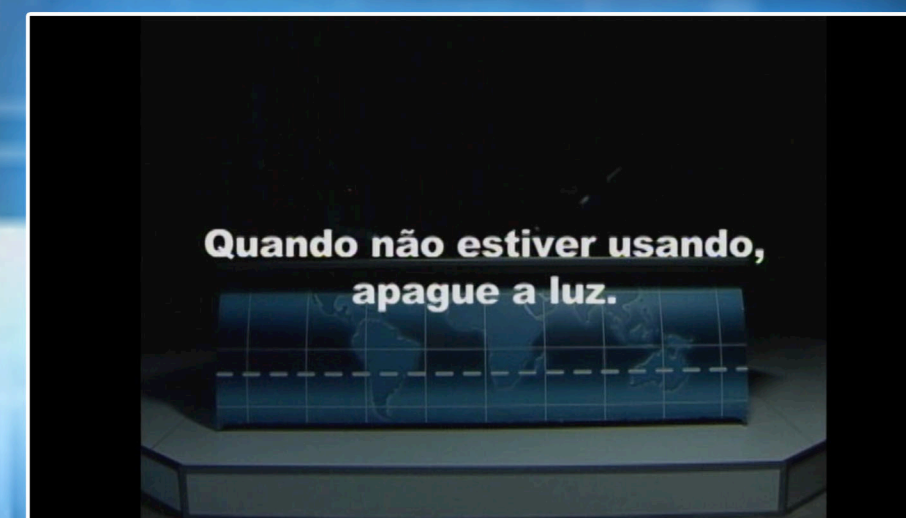
TURNING OFF THE STUDIO LIGHTS AT THE NEWSCAST TO CONVINCe PEOPLE TO DO THE SAME AT HOME.



High viewership newscasts.



The studio lights are turned off during the closing credits.



"When not in use, turn off the lights".



A message from Copel (power company).

PROBLEM

Power consumption rises in Brazil during the hottest months of the year. In order to curb that growth, the government takes measures such as implementing daylight savings time. However, these efforts will not suffice if the population doesn't change its habits.

IDEA

Television studio lights were turned off on live TV at the end of newscasts to set the example for TV viewers.

EXECUTION

For 25 days the action aired on live TV at the end of 3 newscasts with large audiences.

RESULTS

To change an old habit, Copel (Electricity Company) created a new media format.