

YOUR ATTENTION HAS THE POWER TO RESTORE THE SIGHT OF 39 MILLION PEOPLE

A MICROSITE EXPERIENCE THAT CAN ONLY
BE ACTIVATED BY YOUR EYES

DON'T [LOOK] AWAY

www.orbisdontlookaway.org



BRIEF

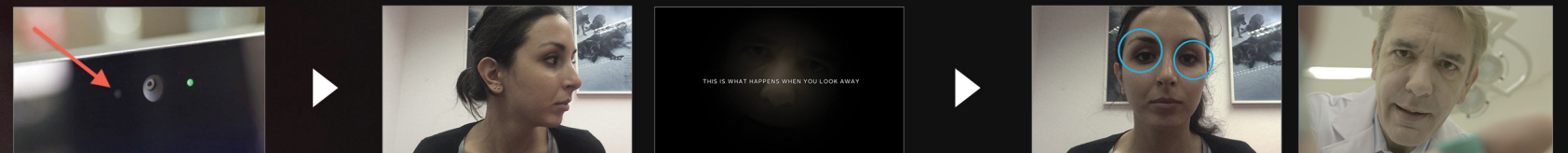
Blindness affects up to 39 million people worldwide. 90% of the blind live in third world countries. Sadly, 90% of people in developed countries usually turn away when asked for help. Our task, to create a unique and compelling way to connect with people on an emotional level to make them more likely to take positive action.

IDEA

We created an emotional, interactive web experience showing a boy seeing for the first time after eye surgery. Using eye detection technology on a webcam, we were able to physically demonstrate the importance of paying attention to our campaign message, and show how the simple act of 'not looking away' can dramatically improve a life. When the user looked away, the screen turned black. But when the user made eye-contact with the screen, the darkness disappeared allowing users to see the world through the eyes of the patient. The viewers were then directed to make a donation at the Orbis site or to share this.

RESULTS

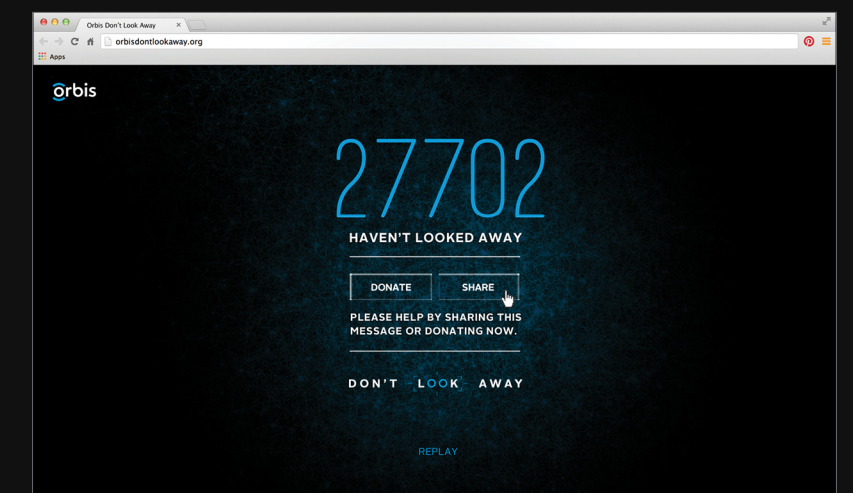
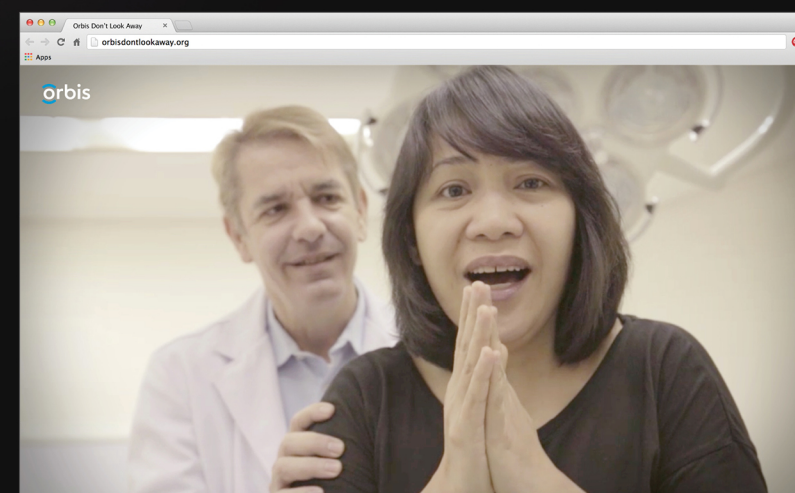
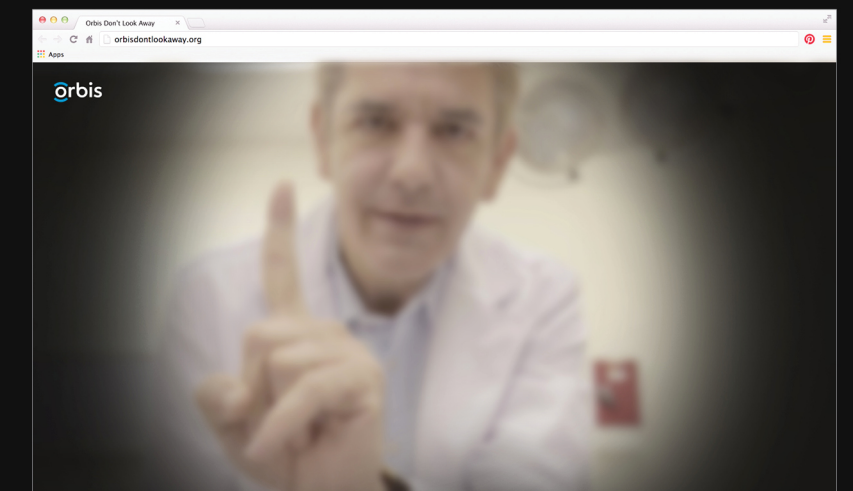
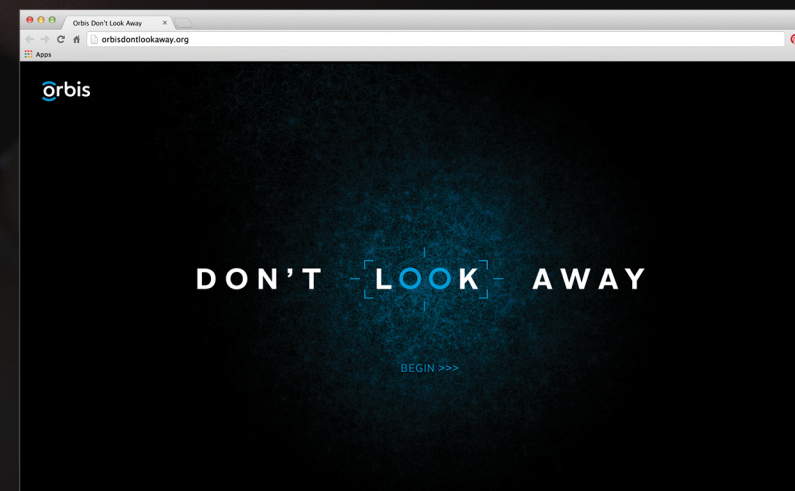
93% of people who didn't look away donated and shared this on Facebook **27,702** in the first 2 weeks. **orbisdontlookaway** has helped contribute to Orbis **HK \$4M** donations in **2013/14** which equates to **14,000** eye surgeries worldwide.



Webcam on

Screen turns to darkness when you look away

Screen becomes visible when you look



An emotional story of a child seeing for the first time after an eye surgery with Orbis was played when people gave their attention towards the screen. People were then directed to donate at the Orbis website or share it through their Facebook wall.