

Versão com legendas em inglês

RENAN TOMMASO MACHADO

ADILSON PEREIRA

DENISE C.G.A. RODRIGUES



APRESENTAM

Renan Tommaso Machado, Adilson Pereira and Denise Rodrigues present

VÍDEO DIDÁTICO 1 SOBRE CAMPANHAS AMBIENTAIS PREMIADAS EM CANNES

- INTRODUÇÃO -

Video Link:

<https://drive.google.com/file/d/1PvNJhQoWf42KPlwpQYkguaRc1mJDGTwh/view>

Didactic video 1 about environmental campaigns awarded in Cannes - Intro

OS TRES VÍDEOS DIDÁTICOS DESTA SÉRIE TÊM
O OBJETIVO DE TRAZER ENSINAMENTOS
SOBRE DUAS DAS CAMPANHAS AMBIENTAIS
MAIS RELEVANTES DO MUNDO.

The three educational videos in this series have the objective of bringing lessons on two of the most relevant environmental campaigns in the world.

ANTES DISSO, AS INFORMAÇÕES BÁSICAS
SOBRE O ASSUNTO SERÃO APRESENTADAS
NESTE VÍDEO AQUI, DE INTRODUÇÃO AOS
OUTROS DOIS.

Before that, the basic information on the subject will be presented
in this video, intro to the two others.

EM 2015, A



ONU

LANÇOU UM PROJETO EM
PROL DO DESENVOLVIMENTO
SUSTENTÁVEL.

In 2015, the UN launched a project in for sustainable development.

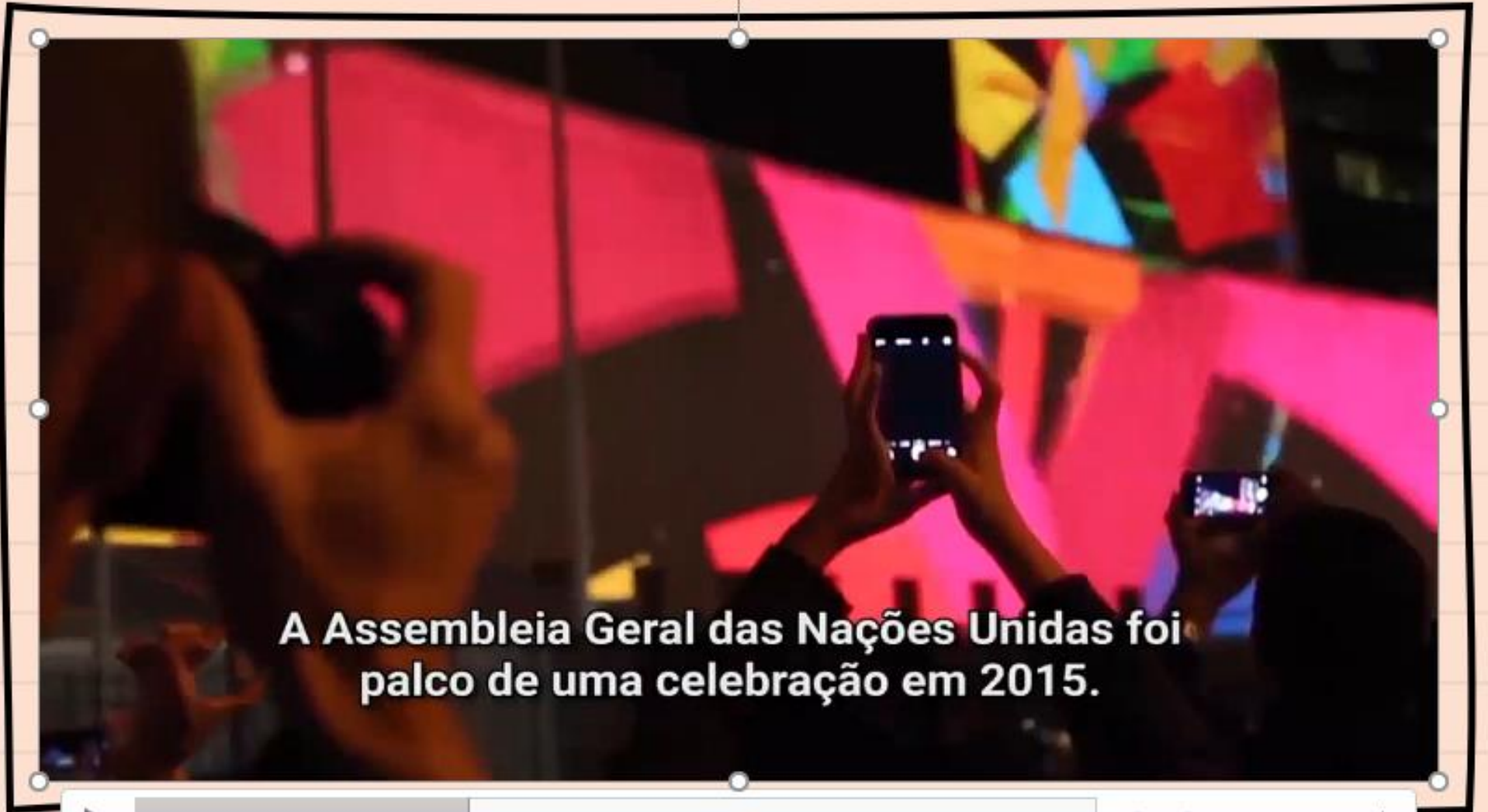
os



(SDG), ou



(ODS).



A Assembleia Geral das Nações Unidas foi palco de uma celebração em 2015.

**video snippet in english.*

PARA ACELERAR O AVANÇO DOS

17 ODS

A ONU

UMA



1
FEZ

PARCERIA COM O MAIS IMPORTANTE

FESTIVAL DA PUBLICIDADE MUNDIAL:

To accelerate the progress of 17 SDGs, the UN made one partnership with the most important world advertising festival:

o  , OU FESTIVAL
DE PUBLICIDADE DE CANNES.

The Cannes Lions.



*video snippet in english.

DA PARCERIA ENTRE A ONU
E O CANNES LIONS, SURTIU UMA
NOVA CATEGORIA NO FESTIVAL
EM 2018: (SDG LIONS).



From the partnership between the UN and the Cannes Lions, a new category has emerged at the festival in 2018: SDG Lions.



ÁTILA FRANCUCCI

JURADO DE SDG LIONS EM 2019

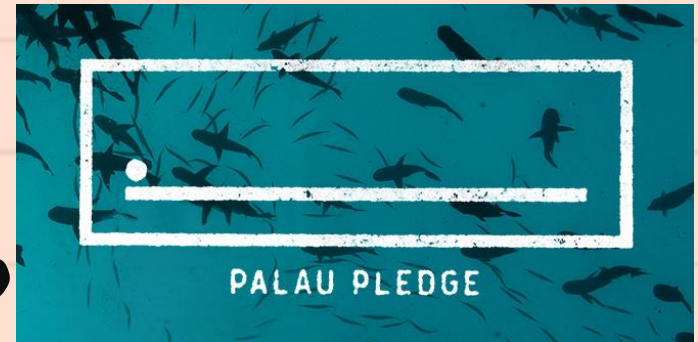
*video snippet in english.



OS DOIS DA CATEGORIA
SDG LIONS SÃO O OBJETO DE ESTUDO DESTE
TRABALHO E SERÃO ANALISADOS EM DOIS
VÍDEOS DIDÁTICOS.

The two Grand Prix of the category SDG Lions are the object of study of this work and will be analyzed in two didactic videos.

O VÍDEO DIDÁTICO 1 É SOBRE O
(CASE VENCEDOR DO GRAND PRIX DE SDG LIONS EM 2018.



Didatic video 1 is about the Palau Pledge, 2018 SDG Lions Grand Prix case winner.



*video snippet in english.

NO SEGUNDO VÍDEO DIDÁTICO DESTA SÉRIE,
O TEMA É O (ASE GRAND PRIX DE SDG LIONS
EM 2019:



In the second didactic video of this series, the theme is the Grand Prix case of SDG Lions 2019: The Lion's Share.

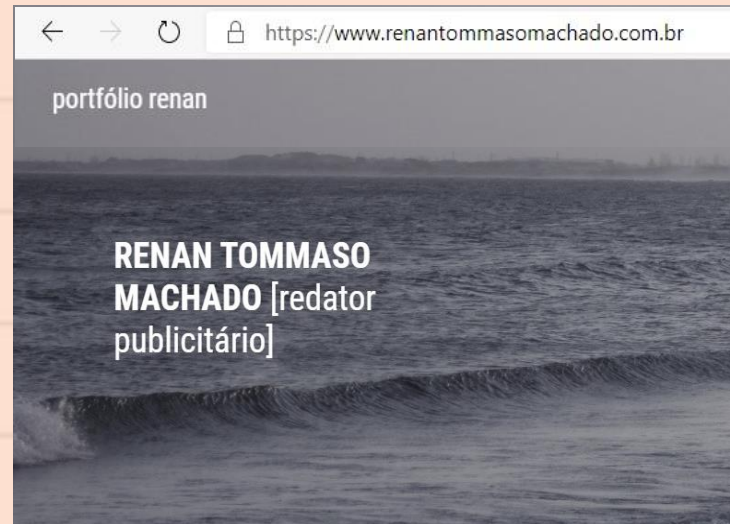


The
Lion's
Share

00:28,93

*video snippet in english.

ROTEIRO E EDIÇÃO:



Script and editing: Renan Tommaso Machado.

INFORMAÇÕES ESCRITAS

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[HTTPS://WWW.CANNESLIONS.COM/ENTER/AWARDS/GOOD/
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- 5- [YURIYSAK](https://commons.wikimedia.org/wiki/File:Cannes_Lions.PNG) [HTTPS://COMMONS.WIKIMEDIA.ORG/WIKI/FILE:CANNES_LIONS.PNG](https://commons.wikimedia.org/wiki/File:Cannes_Lions.PNG)
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- 7- [VMHMAGAZINE.COM](http://vmhmagazine.com/wp-content/uploads/2018/06/grand-prix-marian-brannelly-1-1024x425.jpg) [HTTP://VMHMAGAZINE.COM/WP-CONTENT/UPLOADS/2018/06/GRAND-PRIX-MARIAN-BRANNELLY-1-1024X425.JPG](http://vmhmagazine.com/wp-content/uploads/2018/06/grand-prix-marian-brannelly-1-1024x425.jpg)
- 8- [PALAUPLEDGE.COM/MEDIA](http://palaupledge.com/media)
- 9- [THELIONSSHAREFUND.COM](http://thelionssharefund.com)
- 10- [RENANTOMMASOMACHADO.COM.BR](http://renantommasomachado.com.br)
- 11- [VECTEEZY.COM](https://www.vecteezy.com/free-vector/movie) MOVIE VECTORS BY VECTEEZY

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1- ONU BRASIL - CANAL NO YOUTUBE

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=U2K0FF6BZZ4](https://www.youtube.com/watch?v=U2K0FF6BZZ4)

2- DW BRASIL [HTTPS://WWW.DW.COM/PT-BR/BRASIL-3 A9-](https://www.dw.com/pt-br/brasil-3-a9-destaque-no-festival-de-criatividade-cannes-lions/av-44540118)

[DESTAQUE-NO-FESTIVAL-DE-CRIATIVIDADE-CANNES-LIONS/AV-](https://www.dw.com/pt-br/brasil-3-a9-destaque-no-festival-de-criatividade-cannes-lions/av-44540118)

[44540118](https://www.dw.com/pt-br/brasil-3-a9-destaque-no-festival-de-criatividade-cannes-lions/av-44540118)

3- ACONTECENDO AQUI - CANAL NO YOUTUBE

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=MqBLTYW2F-8](https://www.youtube.com/watch?v=MqBLTYW2F-8)

4- ADVERTISING TV - CANAL NO YOUTUBE

[YOUTUBE.COM/WATCH?V=0DFYNV514HK](https://www.youtube.com/watch?v=0DFYNV514HK)

5- ADMARKET - CANAL NO YOUTUBE

[YOUTUBE.COM/WATCH?V=RL_IDPNHDXU](https://www.youtube.com/watch?v=RL_IDPNHDXU)



DESTA INTRODUÇÃO
AOS VÍDEOS DIDÁTICOS
SOBRE PROPAGANDAS AMBIENTAIS
PREMIADAS EM CANNES.

The end of this introduction to didactic videos on environmental advertisements awarded in Cannes.

Versão com legendas em inglês

RENAN TOMMASO MACHADO
ADILSON PEREIRA
DENISE C.G.A. RODRIGUES



Apresentam

Renan Tommaso Machado, Adilson Pereira and Denise Rodrigues present

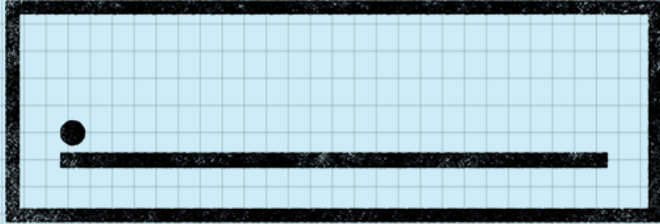
VÍDEO DIDÁTICO 2 SOBRE CAMPANHAS AMBIENTAIS PREMIADAS EM CANNES.

Case – Palau Pledge

Video Link 2:

<https://drive.google.com/file/d/1cVe8HuTX7FnoYOJT7oOg0PN4hueAhvwD/view>

Didactic video 2 about environmental campaigns awarded in Cannes – Palau Pledge

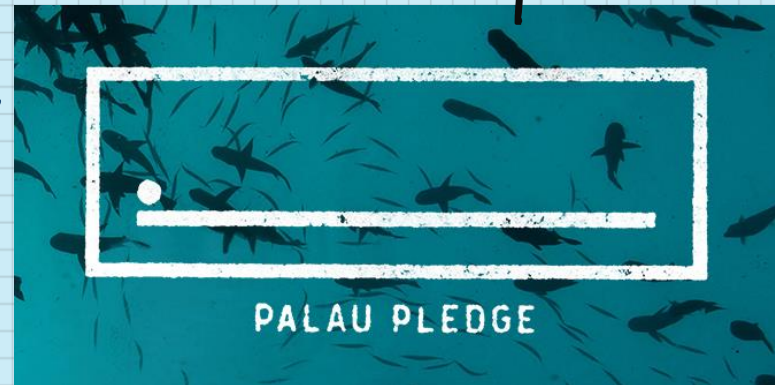


PALAU PLEDGE

, ou Compromisso
de Palau, foi a primeira campanha
a conquistar o Grand Prix de SDG
Lions, no Festival de Cannes de 2018.

Palau Pledge was the first campaign to win the SDG Grand Prix Lions,
at the 2018 Cannes Film Festival.

Com o objetivo de trazer ensinamentos sobre campanhas ambientais premiadas, este vídeo irá apresentar nove questões relacionadas ao case



With the aim of teaching about award-winning environmental campaigns, this video will present nine questions related to the case.

1. QUAL PROBLEMA PALAU PLEDGE
TINHA PARA RESOLVER?

What problem Palau Pledge had to solve?



*video snippet in english.

2. QUAL A SOLUÇÃO QUE
PALAU PLEDGE OFERECIU?

What solution does Palau Pledge offered?



*video snippet in english.

3. QUAIS OS MEIOS UTILIZADOS
PARA PROPAGAR O PALAU PLEDGE?

What are the media used to propagate the Palau Pledge?



*video snippet in english.

4. QUEM É O EMISSOR
DA MENSAGEM DE PALAU PLEDGE?

Who is the issuer from the message from Palau Pledge?



The Palau Legacy Project
Protecting Palau's Pristine Paradise

(O Projeto Legado de Palau), organização local de marketing turístico que desenvolve, junto com o governo, ações para frear a degradação ambiental em Palau.

The Palau Legacy Project, a local tourism marketing organization that develops, together with the government, actions to stop environmental degradation in Palau.

5. QUEM É O DESTINATÁRIO
DA MENSAGEM DE PALAU PLEDGE?

Who is the recipient from the message from Palau Pledge?



Os visitantes de Palau.
Mas a mensagem do Compromisso de Palau
ajudou também a inspirar os palauanos



Visitors to Palau. But the message of the Palau Pledge also helped to inspire Palauans.

6. QUAL É A MENSAGEM
DO COMPROMISSO DE PALAU?

What is the message of the Palau Pledge?



*video snippet in english.

7. QUEM CRIOU A CAMPANHA
PALAU PLEDGE?

Who created the Palau Pledge campaign?



*video snippet in english.

8. QUAL O IMPACTO CAUSADO
PELO PALAU PLEDGE?

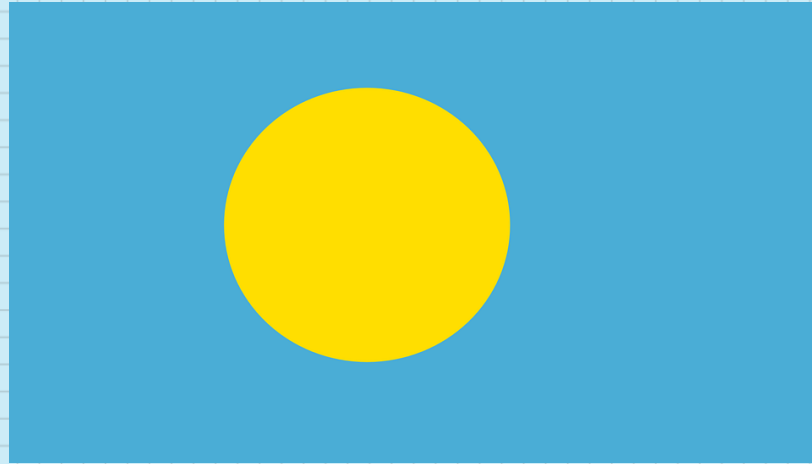
What impact caused by Palau Pledge?



*video snippet in english.

9. QUE TIPO DE RESULTADOS PRÁTICOS PALAU PLEDGE TROUXE PARA OS ODS?

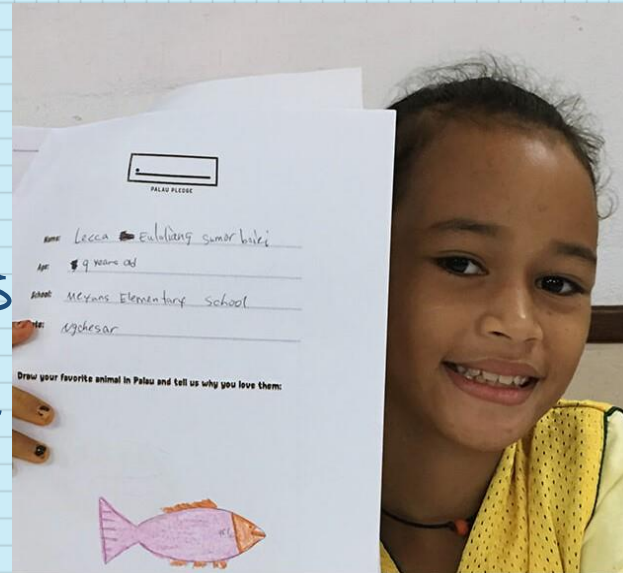
What kind of practical results Palau Pledge brings for the SDGs?



A República de Palau foi a primeira nação a mudar suas leis de imigração pela causa da proteção ambiental, abrindo um precedente para que outros países repliquem a ideia.

The Republic of Palau was the first nation to change its immigration laws by cause of environmental protection, setting a precedent for other countries to replicate the idea.

Um novo currículo escolar
programas foram adotados
para ampliar a consciência
da população local.



e outros
no país,
ecológica

A new school curriculum and other programs were adopted in the country,
to increase ecological awareness of the local population.

323.280 euros arrecadados com as inscrições de peças na categoria SDG Lions em 2018 foram revertidos pelo Festival ao projeto Palau Pledge.



323,280 euros collected from entries in the SDG Lions category in 2018 were donated by the Festival to the Palau Pledge project.

ROTEIRO E EDIÇÃO



Script and editing: Renan Tommaso Machado.

INFORMAÇÕES

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<https://www.canneslions.com/about/news/cannes-lions-to-distribute-sdg-lion-funds-to-ngo-behind-palau-pledge>

Red Havas

<https://redhavas.com.au/portfolio/palau-pledge>

palaupledge.com

IMAGENS

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2- palaupledge.com/media

3- Pacific Islands Forum on Twitter

<https://twitter.com/ForumSEC/status/872988569496952832/photo/3>

4- mediapost.com

<https://www.mediapost.com/publications/article/332588/2018s-most-awarded-campaign-has-palau-pledge.html>

5- palaupledge.com/media

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TRECHOS DE VÍDEOS

1- Havas Village Singapore – Canal no Youtube

https://www.youtube.com/watch?v=lr_RUBsg_nU

2- Havas Village Singapore – Canal no Youtube

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3- Havas Village Singapore – Canal no Youtube

https://www.youtube.com/watch?v=lr_RUBsg_nU

4- Adweek – Canal no Youtube

<https://www.youtube.com/watch?v=vmfTL6lTECw>

5- Advertising TV – Canal no Youtube

<https://www.youtube.com/watch?v=oDFynvsi4hk>

6- Havas Village Singapore – Canal no Youtube

https://www.youtube.com/watch?v=lr_RUBsg_nU



DO VÍDEO DIDÁTICO 2
SOBRE CAMPANHAS
AMBIENTAIS PREMIADAS EM CANNES.

The end of the didactic video 2 on environmental advertisements awarded in Cannes.

Versão com legendas em inglês

RENAN TOMMASO MACHADO
ADILSON PEREIRA
DENISE C.G.A. RODRIGUES



Apresentam

Renan Tommaso Machado, Adilson Pereira and Denise Rodrigues present

VÍDEO DIDÁTICO 3 SOBRE CAMPANHAS AMBIENTAIS PREMIADAS EM CANNES

Case – The Lion's Share

Video Link 3:

https://drive.google.com/file/d/1BKIdzBk8GjBWpjaPoqIlgCEz_BvwmHIXe/view



(A Parte do Leão)
foi a campanha que
conquistou o Grand Prix de SDG Lions
no Festival de Cannes de 2019.

The Lion's Share it was the campaign that won the SDG Lions
Grand Prix at the 2019 Cannes Lions Festival.

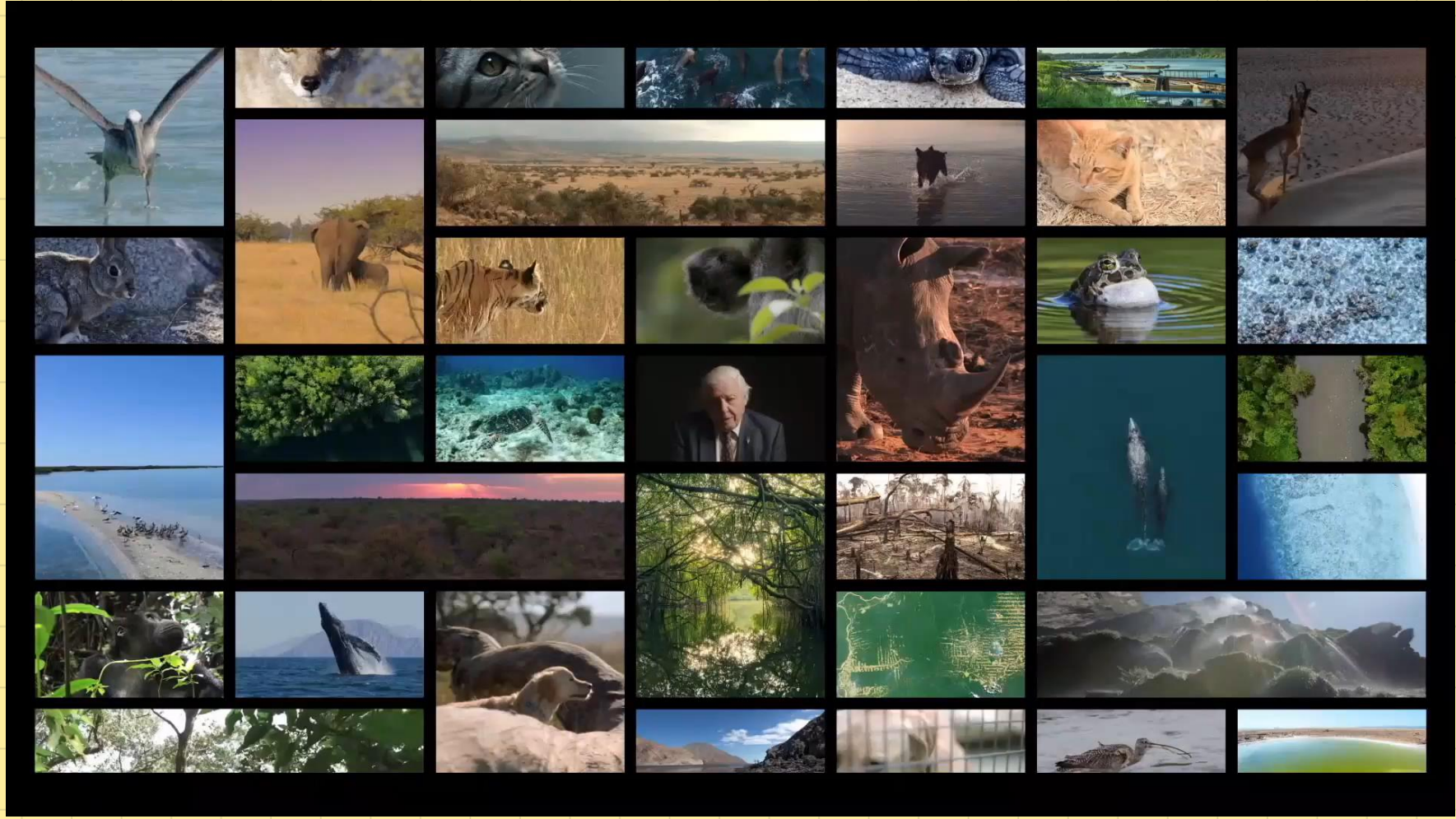
Tendo o objetivo de trazer ensinamentos de campanhas ambientais premiadas, neste vídeo serão apresentadas sete questões sobre a campanha



With the aim of teaching of award-winning environmental campaigns, this video will present seven questions about The Lion's Share campaign.

1. QUAL PROBLEMA THE LION'S SHARE
TINHA PARA RESOLVER?

What problem The Lion's Share had to solve?



*video snippet in english.

2. QUAL A SOLUÇÃO APRESENTADA
PELO PROJETO THE LION'S SHARE?

What solution does The Lion's Share presented?



*video snippet in english.

3. QUEM É O EMISSOR DA MENSAGEM
DE THE LION'S SHARE?

Who is the issuer from the message from The Lion's Share?

The Lion's Share é uma iniciativa da em a e a ClemengerBBDO. (produtora de filmes) parceria com a ONU, Mars Incorporated



The Lion's Share is an initiative by Finch film producer in partnership with the UN, to Mars Incorporated and ClemengerBBDO.

4. QUEM É O DESTINATÁRIO DA
MENSAGEM DE THE LION'S SHARE?

Who is the recipient from the message from The Lion's Share?

Grandes
globais



anunciantes
que vierem

a usar animais ou imagens de animais
em suas propagandas.

Big advertisers globals that come to use animals or images of animals in their advertisements.

5. QUEM CRIOU A CAMPANHA
THE LION'S SHARE?

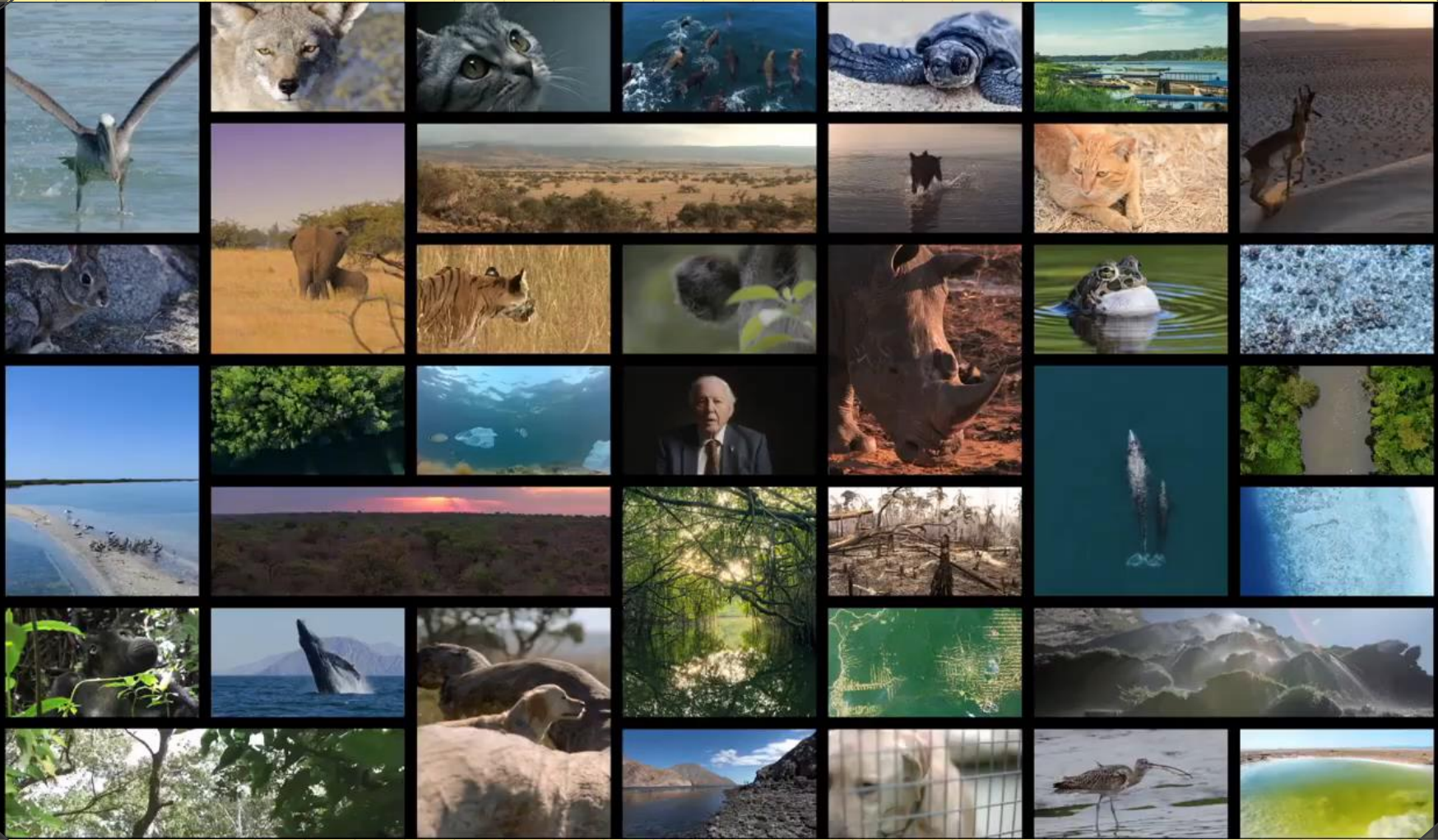
Who created The Lion's Share campaign?

A **CLEMENGER BBDO** (agência de publicidade australiana) e a FINCH (produtora de filmes australiana).

A Clemenger BBDO (Australian advertising agency) and FINCH (Australian film producer).

6. QUAL O PRINCIPAL MEIO UTILIZADO
PARA COMUNICAR A MENSAGEM DE
THE LION'S SHARE?

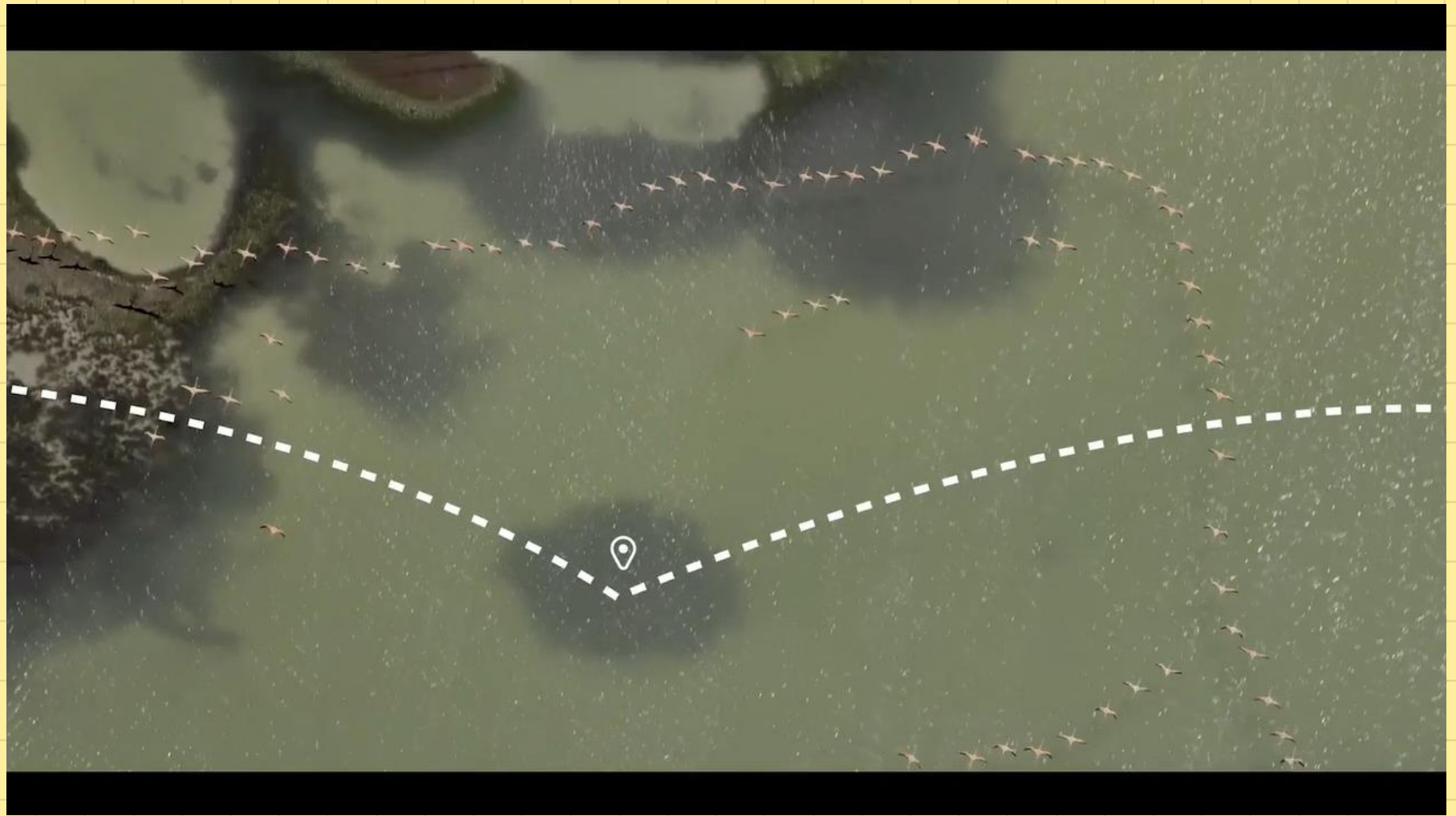
What is the main media used to propagate The Lion's Share message?



*video snippet in english.

7. QUAL O IMPACTO E OS RESULTADOS PRÁTICOS DE THE LION'S SHARE?

What is the impact and practical results of The Lion's Share?



*video snippet in english.

INFORMAÇÕES ESCRITAS

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4. [thelionssharefund.com](https://www.thelionssharefund.com)



DESTE VÍDEO 3 SOBRE
CAMPANHAS AMBIENTAIS
PREMIADAS EM CANNES.

The end of the didactic video 3 on environmental advertisements awarded in Cannes.