

Excellence Awards - 2021 Entry  
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Entry ID: 9231

### Third Party Authorization

*Are you entering on behalf of, or in association with, any third party?:* Yes

*If yes, please tick here to confirm you have the third party's permission to submit this entry:* Checked

### Basic Information

*Category:* 22. Best Event

### Entry Information

*Entrant company name:* Eco-Age and Pulse Films

*Client name (for joint entries only):* Eco-Age and Pulse Films

*Entry title:*

The World's First Digital Green Carpet Fashion Awards

### Entry

*Brief, objectives and budget:*

In May 2020, Eco-Age and Camera Nazionale della Moda Italiana had only few weeks to pivot from a live Green Carpet Fashion Awards (GCFA) to a fully virtual, global event. With the bar set high by three years of prestigious live events attended by A-list celebrities, as well as global media coverage from the red carpet, the 2020 Green Carpet Fashion Awards had to be groundbreaking in entirely new ways.

Objectives:

- Promote social justice and environmental sustainability in a creative way to a global audience, in view of a new decade of UN targets and an ever-changing landscape impacted by Covid-19
- Attract and excite a bigger global audience than ever before, which would join the event online for the first time
- Secure attendance/support from celebrities and thought leaders – before, during and

after the event - who would each convey strong messages regarding sustainable fashion

- Achieve positive coverage from international media and influencers, driving event participation/awareness
- Drive home one clear message: that the clock is ticking to meet the targets of the Global Goals and that every citizen must play their part, starting with the clothes they wear every day

Budget: \$1.9m, which was spent on filming, production, special effects, economy flights and local accommodation for crew.

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### *The idea, research and planning:*

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We set out to create the world's first event produced with a combination of augmented reality, holograms, digital technology and film. We wished to draw an international audience of women and men of all ages, also targeting those who are interested in fashion and sustainability.

We took a film crew to La Scala, the traditional location of the GCFA event in Milan, mapping it for augmented reality and using social distancing we filmed our event hosts months ahead of our live date.

We secured event sponsorship from Apax Group (Asia) and S.Pellegrino (global).

We formed exclusive broadcast media partnerships with YouTube, Sky and Asian social media giant, TenCent. Vogue.com also agreed to host it globally

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### *Strategy, creativity and innovation:*

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We used 'Unreal Engine' to create a fusion of Augmented Reality and visual effects, enabling us to re-imagine the 18th century venue as a 'portal' to a world reclaimed by nature. Audiences would see virtual foliage appearing to grow and take over the building in front of their eyes.

We wrote and produced a short film narrated by Sophie Okonedo to open the awards set against global news footage about how in 2020 more than ever, with COVID, forest fires and our climate emergency, we need to act urgently to protect the planet and by using fashion as a lens through which to see the world in a different way, everyone can start to take positive action.

Using behind-the-scenes footage of the event being created, we made digital content to drip-feed from one month before across our social channels and those of sponsors, partners and influencers. We also created an event film and a short animation narrated by Cate Blanchett about seizing the chance for positive change in our new post-Covid world.

We created holograms of our Visionary Award winner Zendaya and other winners ahead of the event, under strict embargo.

Lewis Hamilton, Robert Downey Jr, Colin Firth, Iman, Maisie Williams and Italian PM Giuseppe Conte agreed to appear, with Robert agreeing to host the YouTube special for Fashionchannel.

We launched an influencer campaign featuring Alexis Ren, Alexa Chung, Nikki Reed, Arizona Muse, Olivia Palermo and over one hundred more micro and global names.

To create further excitement and awareness, we built our alternative to the red carpet: a 'digital green carpet' website full of exclusive sustainable fashion content, sustainable pre-event canape recipes and influencer videos, driving visitors to register.

We also partnered with cult fashion avatar app, DREST, allowing its users to 'walk' our digital green carpet wearing sustainable gowns from our archive of Green Carpet Fashion Awards dresses.

We secured British-Jamaican soul singer Celeste to sing, with Iman, Colin Firth, Bethann Hardison, Maisie Williams and Nomzamo Mbatha all presenting awards.

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#### *Delivery/implementation of tactics:*

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- Using behind-the-scenes footage we posted 10 pre-event social media 'teaser' videos plus our film trailer
  - We filmed Robert Downey Jr and his wife 'arriving' at the awards in re-worn/vintage outfits, releasing this on our social channels and to media pre-event
  - We filmed Livia Firth, co-founder of the GCFAs, speaking with BBC/Guardian journalist Lucy Siegle surrounded by Livia's archive of sustainable fashion gowns worn on the red carpet and released this to media and across our social channels
  - We set up exclusive interviews for Livia Firth with CNBC (broadcast) and with Forbes, Harpers Bazaar, Elle and Vogue and issued the release globally
  - Three days before the awards we revealed on WWD and Eco-Age social channels that Zendaya would be the winner of the Visionary Award, inviting all readers to join us on the night, with mass global media pick-up. This was one of 6 global releases we issued over the course of the event (4 x pre-event, 2 x post)
  - In Shanghai, we planned a physical GCFA event which took place simultaneously, during Shanghai Fashion Week, for 300 guests.
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#### *Measurement, evaluation and impact:*

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Please view: <https://vimeo.com/499551229/0ce95c1e57>

- 1.9m viewers of GCFA event (2019 live event attended by 1,200)
  - 82%\* of viewers said having watched the GCFA event/film they would think twice about the clothes they buy and how they can play their part in a healthier planet. 82%\* more likely to choose a sustainable/ethical fashion brand
  - 81%\* surveyed say the GCFA 2020 is the most creative and inspiring way they have learned about the importance of sustainable and ethical fashion (\*independent survey of 100 viewers by 3GEM in France, Italy, UK, US and Germany)
  - More than half a billion reach on digital media
  - 9.8 billion reached through global media coverage (424 articles in 23 countries. In 2019, media reach was 4.4bn)
  - Our digital green carpet had 24,422+ visitors and 73,624 page views (stats from December 2020), with participation from Julianne Moore, Tom Ford, Robert Downey Jr, Ellie Goulding
  - 130 influencers posted
  - Reach of 334m+ on social media, double 2019
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## Supporting Information

*Additional supporting information (images, artwork, clippings and other media):*

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Provided

*Campaign image (if entering individual/team awards, upload headshot/team photo here):*

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Provided

*Company logo:*

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Provided

*Please write a 30 word entry summary in the third person:*

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Eco-Age and Pulse films created the World's first virtual Green Carpet Fashion Awards, attracting millions of viewers in 23 countries and reaching 9.8 billion through global media.