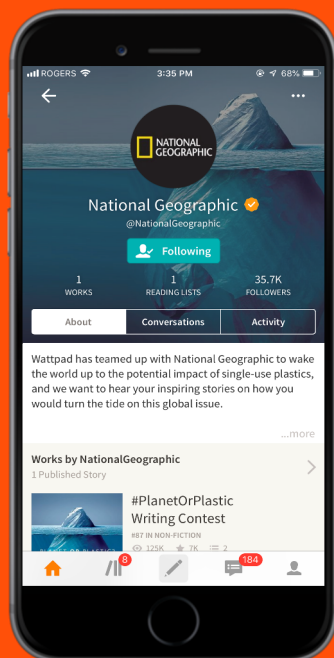


National Geographic

wattpad 



What we did:

Drove awareness of the plastic crisis and increased campaign pledges of the "Planet or Plastic?" initiative through the first-ever global writing contest.

How we did it:

- Invited our community to share a story- real or fiction- inspired by real National Geographic photos of the global plastic crisis.
- Pushed out a high impact :20s Non-Skippable video between chapters of our most relevant stories, driving to the pledge site.
- 20 of Wattpad's top influencers were called upon to create example submissions for the contest, bringing massive awareness to the cause.

The Results:

The campaign sparked a global conversation around single-use plastic and the response from our community was incredible; the number of story entries was more than double the goal! The campaign generated 75K campaign pledges, equating to 90M plastic items pledged to be eliminated. It also won a [Shorty Social Good Award](#) and a [Digiday Content Marketing Award](#)!

6,210

story entries

28M+

views of the Planet or Plastic video

"Storytelling is among the most impactful forms of advocating for positive change, and by partnering with Wattpad we will engage a passionate, global community of readers and writers to help inspire the next generation of stewards for our planet."

-Jill Cress, CMO, National Geographic

[Check out the extended case study for even more insights!](#)