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## ***Momentum Philippines Creates Country's First Plant Billboard for Coca-Cola and WWF***

Momentum Philippines, gives Manila commuters a breath of fresh air by creating the country's first plant billboard that helps protect the environment. This breakthrough project was launched by Coca-Cola and World Wide Fund for Nature Philippines (WWF). Momentum Philippines also collaborated with Coca-Cola's other agencies including: McCann Erickson Philippines and Starcom MediaVest Group on the "Living" billboard.

The 60x60 ft. plant billboard utilizes the most creative and innovative eco-friendly mechanisms. Located in the heart of Manila's busiest street, the billboard uses 3,600 pots of thriving Fukien tea plants, which absorb air pollutants. Each plant can absorb an average of 13 pounds of carbon dioxide a year (which is an annual total of 46,800 pounds of dissolved toxic chemicals.) Recycled Coca-Cola bottles were used as pots; all filled with a mixture of industrial by-products and organic fertilizers. A drip irrigation system, also known as trickle irrigation or micro-irrigation, was installed for efficient water distribution. This irrigation method saves water and fertilizer by allowing water to drip slowly to the roots of plants, providing them with what they need when they need it.

"We are proud that we have brought to life the first plant billboard in the country. It is an embodiment of our company's *Live Positively* commitment to making a positive difference in the world by incorporating sustainability into everything that we do. With this, we hope to inspire Filipinos to join us in our journey, because we know that together, we can make a positive impact," said Guillermo Aponte, president of Coca-Cola Philippines.



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Majo Tomas, head of Momentum Philippines, said: "We wanted to create a campaign that will make an impact amidst Manila's jungle of out-of-home ads. With the positive attention the plant billboard is getting, we are confident that we will fulfill the campaign's ultimate objective to encourage Filipinos to be active participants in making a positive impact to the environment. That will be Momentum's biggest achievement- to transform not only out-of-home advertising, but also the Filipinos' mindset and ways as well."

"This is an incredibly creative effort and exemplifies the innovation across Momentum's offices," said Momentum Worldwide Chairman and CEO Chris Weil. "Our agency has transformed itself from an events and promotions shop into one of the leading marketing IDEAS agencies around the world. I am proud of the team in the Philippines and also very excited about the other big platform ideas that we are generating to capture the attention of the consumer on behalf of our clients."

### **ABOUT MOMENTUM WORLDWIDE**

*Momentum Worldwide is a leading ideas agency with expertise across the marketing spectrum. Our philosophy: Today there is no wall between the physical and digital worlds. What happens in one creates an echo in the other. We call this The Phygital World, it is where modern consumers live and it is at the heart of everything we do. With this in mind, we make the digital world tangible and the physical world limitless. In doing so we add a new layer, a Phygital dimension, that creates greater value and engagement for our clients and consumers. We collaborate globally to deliver our best Phygital™ solutions in over 50 countries for our partners including American Express, Anheuser-Busch InBev, Coca-Cola, Nestle, Microsoft, Kraft, William Grant & Sons and Subway, among others.*

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