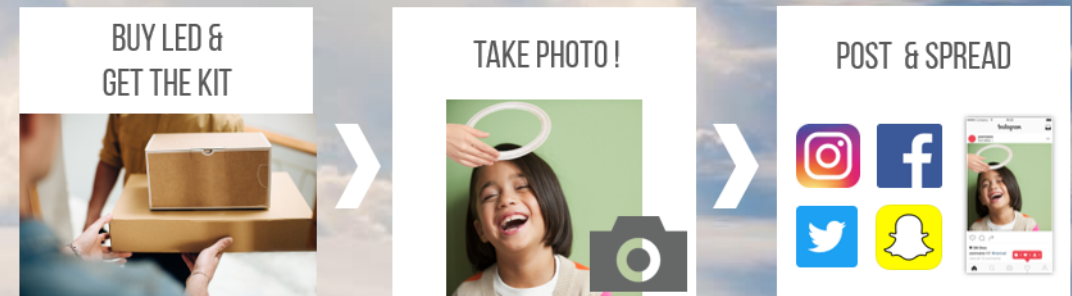


CHOOSE LED, BE THE EARTH SAVIOR

ANGEL

HALO

CHALLENGE



**CREATIVE INSIGHT**

People feel reluctant to change their currently-using conventional light bulbs unless it runs out.

**PERSPECTIVE**

Make an act of changing light bulb fun and playful to make people to want to give it a try.

**TARGET**

Dad. The role of changing the light bulb is often Dad. ...And key driver for him is his children. Dad loves children's cute appearance,

**SOLUTION**

We start "Angel halo challenge". Teamed up with Amazon.com, by each purchase of LED light, one halo-headband kit for children will be sent together.

< Halo-Headband Image >

put on your old bulb!



**HOW DOES IT WORK?**

STEP 1 :

Father purchases LED light bulb on Amazon and receive it with halo-headband kit

STEP 2:

Father removes old conventional bulbs and replace it with LED bulbs

STEP3:

Let your children become angel on earth using old removed bulbs and take picture!

STEP4:

Post picture on Instagram with the caption mentioning who you want to accept this LED-changing challenge and in the end, add hashtag #AngelHaloChallenge #ChooseLEDbeEarthSavior

STEP5 :

Friends will accept the challenge and this funny LED bulbs movement will expand to push many more people to give it a try! The post itself communicate the unknown fact that changing light bulb to LED does make impact for the earth.