

# SHUT IT D⏻OWN PROCESS BOOK



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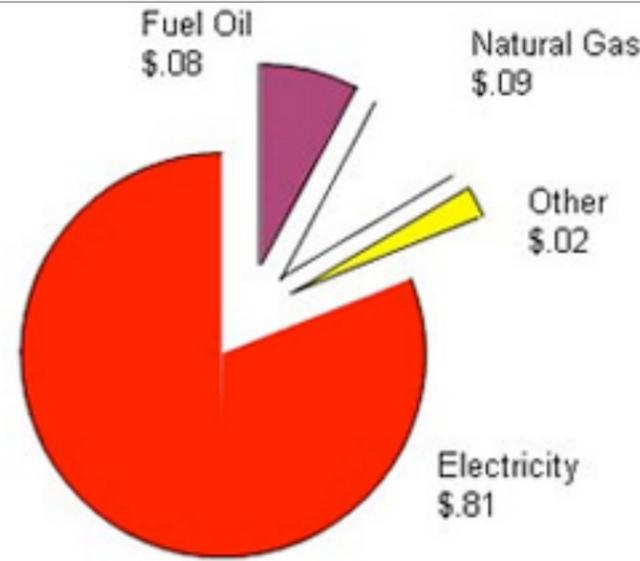
# Campaign Concept

## Research

The creation and development of the 'Shut it Down' campaign was a collaborative effort, as group projects usually are. We spent a while debating and refining the topic, ranging from an anti-obesity effort to a more traditional, energy-efficiency campaign. We wanted to involve exercise and tried to go in that direction, but the constraints of the project limited our options. Ultimately, we took a middle path, incorporating aspects of exercise and experiencing the outdoors into an energy-awareness campaign. The result was 'Shut it Down.'

Once the topic had been nailed down, we began a search for relevant information. Given that energy-efficiency is a huge field already, there was an abundance of information. We were fortunate enough to look for case studies and statistics that applied not only to this field, but also to the benefits of being outside. Our written analysis of these case studies can be seen below.

# Case Study: Kilowatt Partners



## Kilowatt™ Partners Pounds CO<sub>2</sub> Emitted by Month by *Jager Di Paulo Kemp Design* From Generation of Electricity Used

In the article, "Energy Conservation Technology - A Revolutionary Way to Save Electricity, Money and Reduce Pollution," by President of Kilowatt Partners, Paul Grover, he covers three case studies that Kilowatt conducted regarding their solutions to "The Energy Problem." This problem, as he defines it, is a straightforward one; specifically, the US is becoming more energy dependent on politically and environmentally harmful fossil fuels. Grover goes on to say that the "solutions" that most of our country's policies are directed towards all involve investing in energy efficient equipment. Grover argues that this is the wrong approach and that the country needs to focus on energy conservation: "While efficiency gets us more energy 'bang for the buck' when equipment is on, conservation gives us even greater benefit when that same equipment is off."

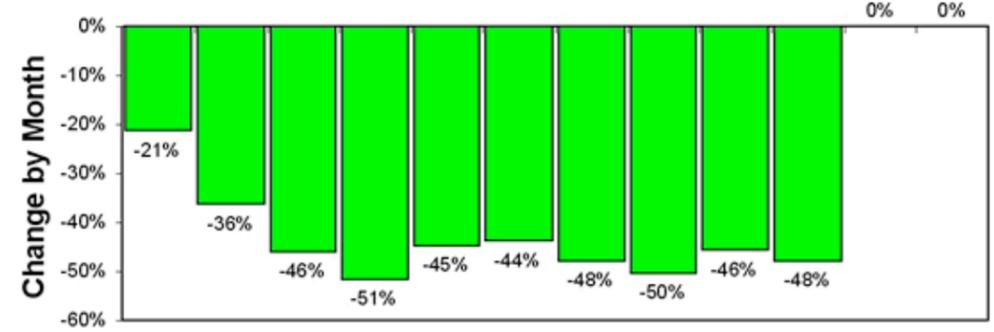
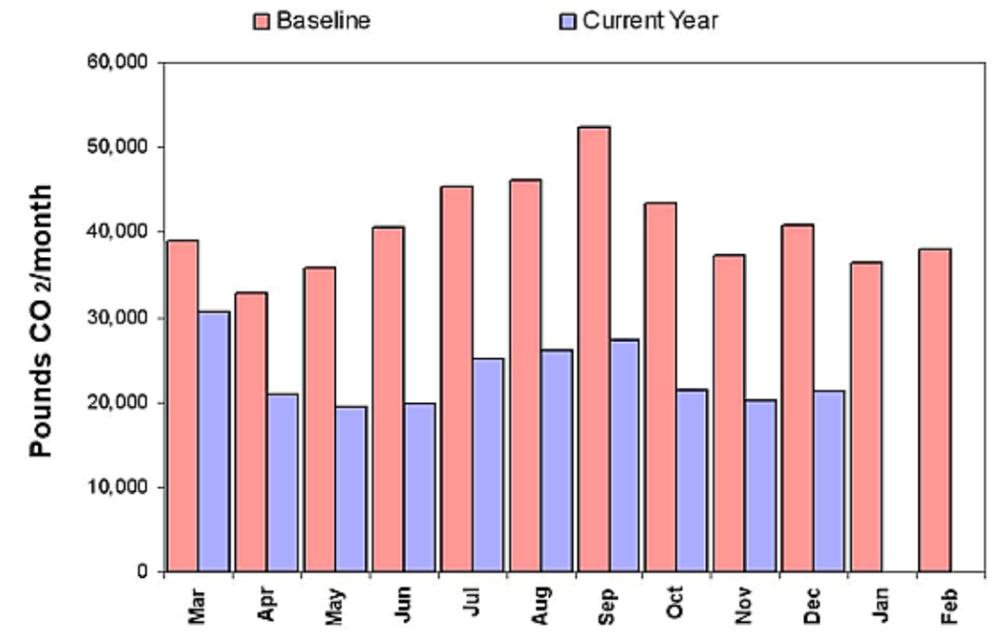
In their case studies, Kilowatt helped three businesses – Network Performance, Inc., Gregory Supply, and Jager Di Paulo Kemp Design – save large portions of their annual electricity costs simply by showing them where to practice energy conservation. The demand for less energy by each business resulted in less fuel being burned to create less electricity, causing less pollution, and less pollution, as Grover points out, is "a great public relations story." Within the first year

after the Kilowatt improvements, each company posted over a 30% drop in electricity use and carbon-dioxide emissions.

Kilowatt employs a multistep process when reducing and managing electricity usage. They:

- Focus on conservation, not efficiency
- Use specialized diagnostic technologies to gather data and verify system performance
- Customize action plans to meet each facilities' unique needs
- Research how to conserve electricity in different systems
- Educate clients
- Develop specialized software to analyze and track data and report results

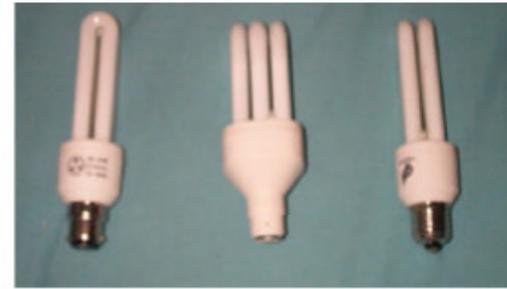
The Kilowatt case studies relate directly to our "Shut it down" campaign because they involve practicing energy conservation. Before seeking help from Kilowatt, each of the three businesses was spending far more on electricity just from keeping more electronic devices active than were actually necessary. A key aspect of our overall goal is to inform people about the benefits of turning off unnecessary devices.



**Total Pounds CO<sub>2</sub> Change to Date = -181,309**  
**Average Change to Date = -43%**



# GOOD PRACTICE CASE STUDY 005



Compact Fluorescent Lamps (CFLs) are now common in the Ghanaian market

Due to rising energy costs in Ghana, more attention is being focused on ways to decrease bills. The Ghana Energy Foundation developed a project to test current energy trends. "The two major barriers to meaningful progress (are) the general lack of information about efficient use of energy and availability of energy efficient end-use products."

In an eight-month study in Ghana, the Ghana Energy Foundation – in collaboration with the University College of Education Winneba, Kumasi Campus – followed six selected households. The first three were primarily observation and the development of a baseline. For the following two months, the households were educated on reducing energy waste. During the final three months of the study, all incandescent lamps were replaced with Compact Fluorescent Lamps, or CFLs.

At the end of the educational program, the households were using an average of 26.4% less energy, with as much as 48.6% drop. After the introduction of the CFLs, the savings increased to a 52% drop in energy usage. The Ghana Energy Foundation concluded that this study "established that a combination of education and the use of energy efficient appliances can significantly reduce energy cost."

This takeaway can also be applied to our "Shut it down" campaign. We are going to reach out to our target demographic – much like the Ghana Energy Foundation did – and attempt to educate on the energy that can be saved by managing appliances differently.



Saving Energy Today for a Brighter Tomorrow

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**More News**

**Renewable Energy Bill in Parliament**

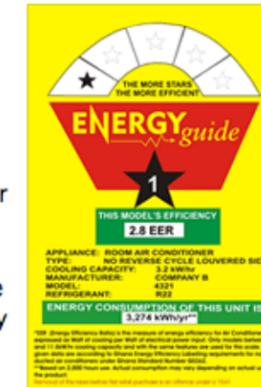
The Ministry of Energy has laid before Parliament a Renewable Energy Bill that aims at supporting the development, utilization and efficient management of renewable energy sources in the country. The bill provides for the

You are here: Home

**REPLACEMENT OF INCANDESCENT BULBS**

Last modified: May/30/2011

The Government of Ghana in its effort to conserve and improve energy efficiency is distributing six million pieces of compact fluorescent lamps to replace an equivalent number of incandescent bulbs throughout Ghana, starting with the Burma Camp. So far 68,000 pieces of Compact Fluorescent Lamps of various wattages have been deposited at the Burma Camp to initiate the replacements at the Military and Paramilitary establishments. This forms part of the Government's measures to address the



**EF appoints new Executive Director**

The Executive Council of the Energy Foundation has appointed Mr. Ernest Asare as the Executive Director of the Foundation with effect from April 1, 2010, replacing Mr. Andrew Lawson who has proceeded on retirement. Prior to his appointment, Mr. Asare was the Communications and

House No.	Location	Av. monthly consumption before education kWh/month	Av. Monthly consumption after education, kWh/month	Percentage savings after education, %	Av. Monthly consumption after introduction of CFL, kWh/month	Percentage savings after introduction of CFL, %
A2/226B	Ada Foah	164	84	48.6	43	74
L/C4	Agona Ashanti	67	58	14	37	45
H27	Patase Estates Kumasi	433	377	13	303	30
PLT.12 BLK7	Asokwa, Kumasi	242	161	33	89	63
PLT.23 BLK11	Kwadaso North, Kumasi	225	171	24	***	***
34BLK.B	Buokrom Estate	390	268	31	198	49
		1,520	1,119	26	670***	52***

\*\*\*The figures indicated in the last two columns do not include House No. PLT.23 BLK11, Kwadaso North because of meter malfunction. The meter actually read zero.

# energy saving trust

Energy Savings Trust is an independent, UK-based charitable foundation with impartial advice on “how to reduce carbon emissions, how to use water more sustainably and how to save money on energy bills.” Their goal is “to help people save energy, every day,” to fight global climate change. They operate several message campaigns through social media and offer a wide range of information.

They have run several case studies based on the feedback from people who have already installed systems after receiving grants from Energy Savings Trust. One of these studies is on Solar Photovoltaic Electricity Panels. John Digby-Anderson of Yorkshire installed solar panels on his roof after attending an energy show. The system was installed and now takes care of itself and never needs to be turned off.

The results of the new solar panels are that Digby-Anderson was able to use the Sun’s energy to generate over 70% of his annual electricity in the first year. As electricity prices continue to go up, solar panels continue to become more cost effective. A side-effect of installing the solar panels is that Digby-Anderson and his wife are more aware of their environment. “We notice and care more how much the sun is out,” says Digby-Anderson. “We notice and care more how much electricity we are using.”

Being more energy- and environmentally-aware, like the Digby-Andersons, is something that the “Shut it down” campaign is trying to make known to our demographic. It is important for the campaign to let people to know the benefits of being aware of the environment while also saving electricity.



## Case studies

We've asked people who've already installed systems to give us feedback on the details.

- [Ground source heat pump](#)
- [Solar PV electricity panels](#)
- [Solar water heating](#)
- [Wood-fuelled heating](#)

### Solar PV electricity panels

#### Yorkshire: John Digby-Anderson

John Digby-Anderson lives with his wife in a detached, three-bedroom house in Yorkshire. Inspired by an Energy Show at Olympia, he began researching the options for reducing their carbon footprint. When the bungalow needed re-roofing, it was the perfect opportunity to install [Solar PV](#) (photovoltaic) tiles to generate electricity.

#### Installing solar PV tiles

John applied for a grant for solar tiles as a green home improvement (from the Low Carbon Buildings Programme, which has now ended) - he applied online, was approved for it and got his grant offer letter in less than 30 minutes. He decided to have the PV tiles installed on the south facing roof to absorb the most sunlight. The tiles were bolted onto John's roof with the help of a contractor. Now the system is installed, it takes care of itself - nothing extra needs to be done and it is never turned off.

## Case Study: 49m

# 49m

An initiative that not only encourages, but also educates South Africans on why it's important to save electricity, and ways in which to do it.

Pageviews **249,779**

Unique visits **60,741**

Online Pledges **11,788**

Mxit Pledges **82,641**

USSD Pledges **15,097**

Twitter followers **1,436**

FB likes **4,917**

They created a website to not only explain the 49m mission, but to show it as well. To make this as engaging as possible, South Africans were asked to "pledge" to save electricity and live green. With all illustrations humorously depicting both the positive of pledging, and the negative of ignoring the pledge, loads of South Africans were educated in the small ways of saving electricity.

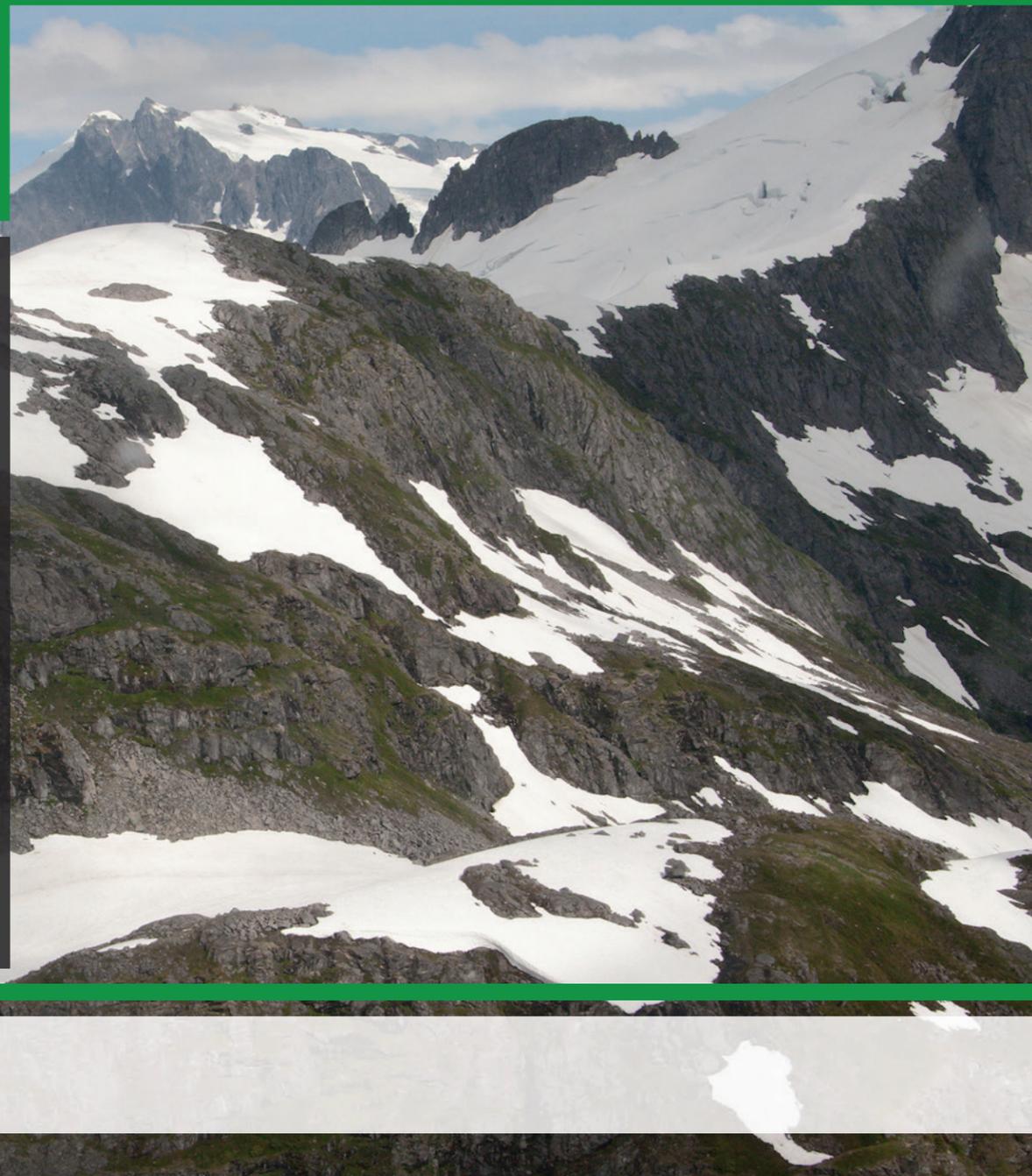
The more that was pledged, the better the background gets. As you agree to turn off plugs, switch off lights and boil less water, the background changes from being a negative scull infested environment, to that of a joyous carnival with hot air balloons.



## Case Study: Juneau Unplugged



A community campaign in response to Juneau's two electricity crises



The campaign is directed by local non-profits and the City in partnerships with community groups, local media, the business community, AEL&P, and local schools.

With the dual goals of providing information and support, the campaign endeavors to provide the community with information about conservation, safely reducing electricity consumption, progress on efforts to repair the damaged lines, political and administrative responses to the crisis, and education about energy alternatives.

The campaign supports efforts to deliver financial assistance to needy families, businesses and other organizations, creating spaces to communicate across our community, including forums and a website.

But the Juneau experiment proves that Americans can cut energy usage, and dramatically. And it seems like escalating energy prices and global warming offer enough of a crisis for all of us to consider making our own changes, even without our power lines being suddenly cut.

Small changes add up. Shorter showers, a 5-degree change in the thermostat, cold water in the washing machine — all add up to lower energy usage.

## Case Study: Action for Happiness

### Action for Happiness

The purpose of Action for Happiness is to build a happier society for everyone who abides in it. This is a different way of life where people care less about their own concerns and wants and more about the happiness of others. Its about helping others out and not belittling them.

They recommend a plethora of books and websites as a resource for those want to learn more. There is also a strong social media presence.

The strategy used was to show people that by doing good they will reserve good in return.

The result is a light hearted suggestion to do unto others as you would want them to do unto you.



## Case Study: Flex Your Power



Smarthome is behind the Flex Your Power campaign which is centered on energy efficiency and to help the community come together and take simple steps to help save energy, money and the environment. Flex your power looks at the big picture of our energy consumption and promotes change of bad habits so that people can continue to inhabit their surroundings.

Flex your power uses billboards, social media, and commercials to get the word out about energy saving as well as saving the environment.

In some of the billboards that they used they really tried to strike a cord with the audience by having kids in wasteland or a location that is lacking in some way and the asking the audience what kind of world their grandkids and generations after would have to live in.

The result is a campaign that is clearly recognizable by the public.

## Case Study: Together We Save



### Together We Save

This campaign started by Touchstone Energy Cooperatives, focuses on the small changes that everyday people can do to conserve energy will make an overall difference. This campaign was first launched in 2009, with its main message focusing on inspiring behavioral changes among their members with different techniques of getting energy-efficiency resources and advice out to the public.

The techniques that they use range from video and interactive mobile apps with tips of the day featured in a instant. To get the world out about Together We Save there are a plethora of avenues that they took to get the word out there, which is TV commercials, billboards and other advertng means.

The campaign wanted to show the pubic that they are making a big difference from little changes and visualizes this impact with money saved calculator.

By giving the community the tips to succeed in energy saving and getting the message out in different ways promotes change.

## Survey

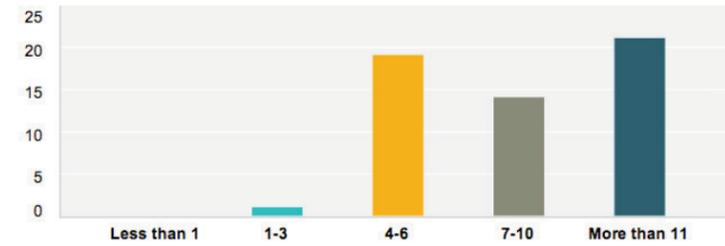
In addition to our exploration of case studies, we also elected to conduct a survey. We predicted that social media would be the best way to poll our prime demographics and acted upon that assumption. Many of the survey participants indicated that they held similar beliefs, despite the anti-tech aspects of our campaign. We created a series of questions, edited them down, and then sent the survey out over Facebook. Here are some of the survey results and the demographic breakdown.

1. On average, how many hours per day do you use technology?
2. On average, how many hours per day do you spend outside?
3. How often do you turn your computer off?
4. What is your average monthly household energy bill?
5. Do you feel that you are dependent upon technology?
6. Do you spend as much time doing outdoor activities as much as you would like?
7. Do you have any other thoughts or comments on your, or other people's energy usage? Please include negative and/or positive effects of using technology in your daily life.
8. If there was an energy awareness campaign directed towards young people, how do you think that the information should be provided? (For example, advertisements, posters, social media, etc.)
9. Are you male or female?
10. What is your age?

Demographics reached Total of 60

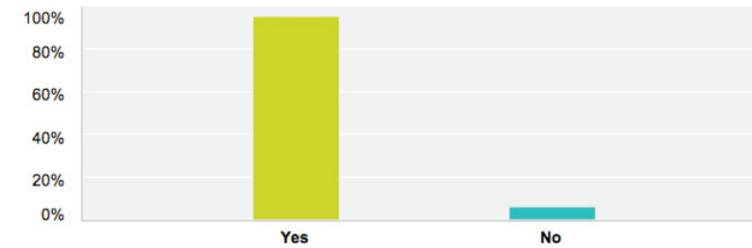
Gender:	
Male	18
Female	42
Age:	
Less than 18	1
18 to 22	47
23 to 28	8
29 to 34	3
35 to 44	0
45 and older	45

### On average, how many hours per day do you use technology?



Answer Choices	Responses	
Less than 1	0%	0
1-3	1.82%	1
4-6	34.55%	19
7-10	25.45%	14
More than 11	38.18%	21
Total		55

### Do you feel that you are dependent upon technology?



Answer Choices	Responses	
Yes	94.44%	51
No	5.56%	3
Total		54

## Graphic Identity

Relatively early in the design process, we knew it would be good to set up a strong graphic identity. We went through several iterations—including using a heavy emphasis on purple and using more blue gradients instead of gray—but always knew that we wanted neon yellow-green for the accent color and primary logo color. Through a concentrated collaboration, we decided on the following guidelines.

The neon yellow-green color presented a problem for us, as color printers struggle to create the glowing effect we wanted. Through trial and error, though, we found a version that came close. Unfortunately, the color printed on the T-Shirts was dramatically different than our chosen highlight color, and we experienced a collective moment of panic as we tried to figure out if we should adapt our yellow-green to be more similar to the neon green of the shirts. We eventually decided to stick with our original color because it was still the best fit with our graphic identity, products, and designs.

# Header

## Sub-header

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## Header 2

### Sub-header 2

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## Organizational Structure & Logos

During the creation of the 'Shut it Down' campaign, we thought that it would be appropriate to develop a hierarchical structure. Basically, we planned for a permanent organization that would be behind the temporary 'Shut it Down' campaign. We debated names and good words to add, and settled on Active Energy Alliance.

To add authority to our fictional organization, we created a logo for AEA. The AEA logo is used throughout the 'Shut it Down' campaign, which has its own, highly recognizable logo.



SHUT IT  
DOWN

**SHUT IT DOWN**

SHUT IT DOWN

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# Campaign Proposal

The first real use of the information and material for the 'Shut it Down' campaign came with the Campaign Proposal. We developed a template for each page, creating a sense of continuity, and we added life to the statistics and charts that adorn some of our pages by designing infographics.

## Rough

Campaign Proposal

<p><b>Background</b></p> <p>The Active Energy Alliance (AEA) is an organization that is committed to educating others on all things "energy." Since our inception, we have balanced modern technology with the natural world, and sought ways to maximize the benefits that people can draw from both, either separately or together. Beyond our mission of education, we have recently branched out into the development of techniques and hardware to allow some devices to operate more efficiently. However, our true love is conservation. With that in mind, we are kicking off the "Shut it Down" message campaign.</p>	<p><b>Issue</b></p> <p>In this modern day and age, we are constantly bombarded with information. Visual and auditory stimulation from technological devices never stops, and the devices never stop, either. Though many modern energy devices are efficient with how they use power, the sheer number of devices and the increased use of them has caused overall energy use to increase dramatically. In other words, the devices aren't the problem; the problem is the way they're used.</p>	<p><b>Goal</b></p> <p>We at AEA plan to bring awareness to this energy issue, and promote turning off devices on a more frequent basis. We promote the conservation of energy instead of just being efficient with its use. While energy devices are off, we're pushing for individuals to escape from some of the constant barrage of information and go outside, both for their health and as a way to enjoy nature while it's there.</p> <p>The ultimate goal of our "all to action" campaign – "Shut it Down" – is to educate individuals who are transitioning to adulthood about the benefits of taking daily breaks from technology. Our aim is to encourage these individuals to turn off their technological devices for an hour a day – to conserve energy – and go outside to enjoy the benefits that come with spending time outdoors.</p>

Deurlington Hitchcock Graham  
Design 154 Okumura Spring 2013

## Refined

Campaign Proposal

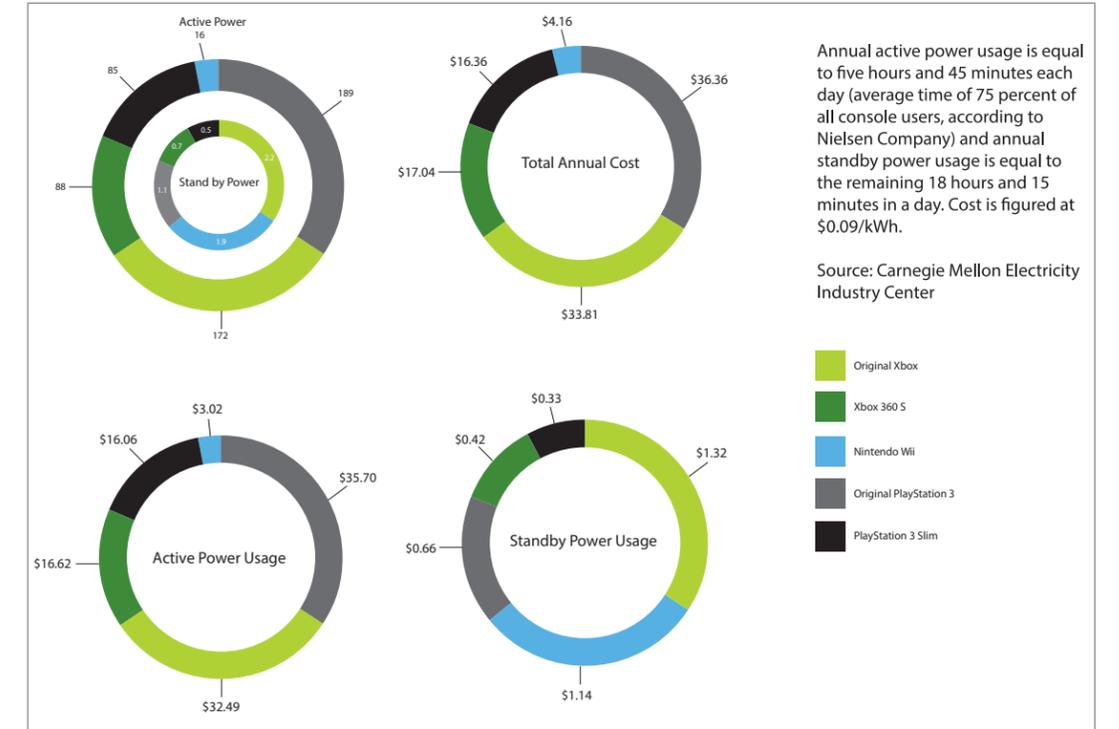
**Background**

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**Issue**

In this modern day and age, we are constantly bombarded with information. Visual and auditory stimulation from technological devices never stops, and the devices never stop, either. Just over a quarter of our survey participants turn off their computers with any regularity, and cellphones are turned off even less frequently. Though many modern energy devices are efficient with how they use power, the sheer number of devices and the increased use of them has caused overall energy use to increase dramatically. According to the US Energy Information Administration, worldwide consumption of electricity has increased by over 20 percent in the last decade. The problem is not with the devices themselves; the problem is with the way they are used.

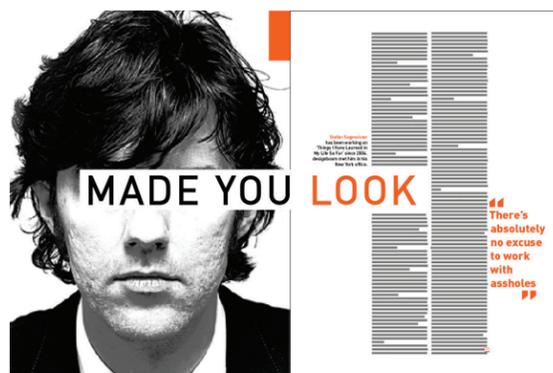
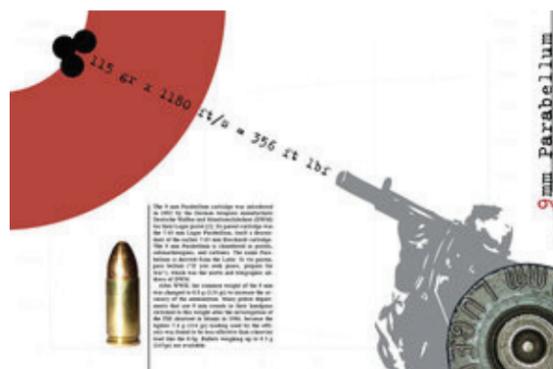
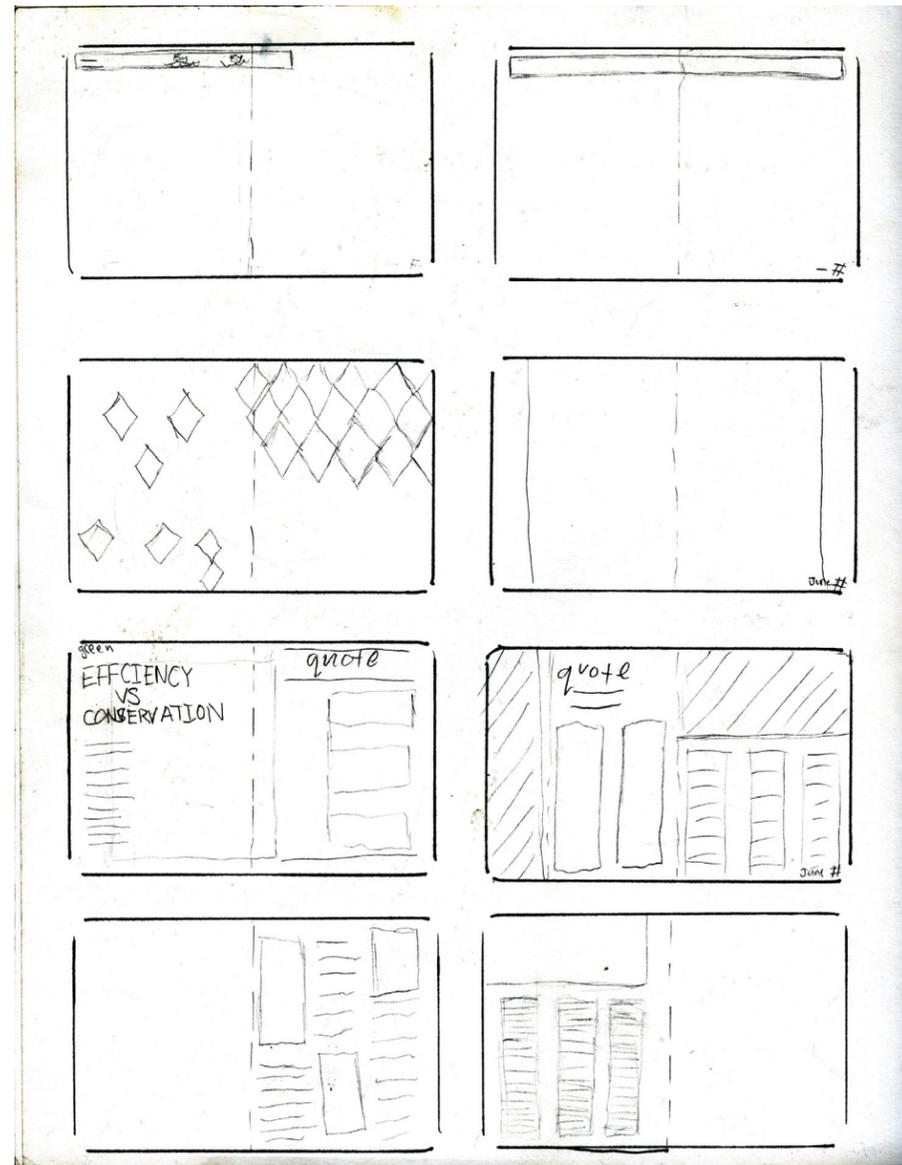
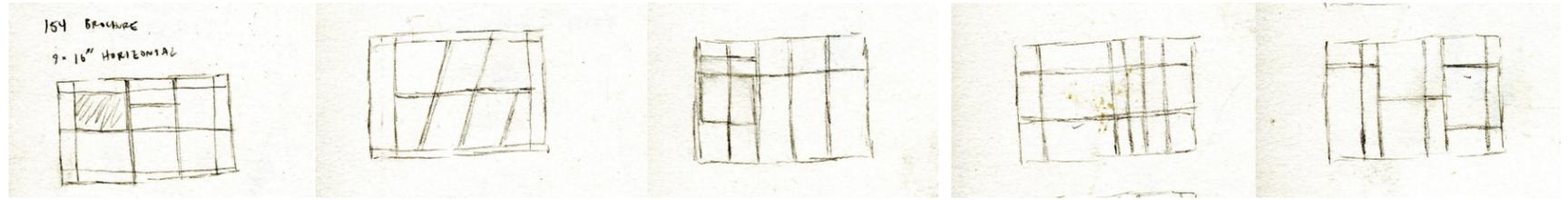
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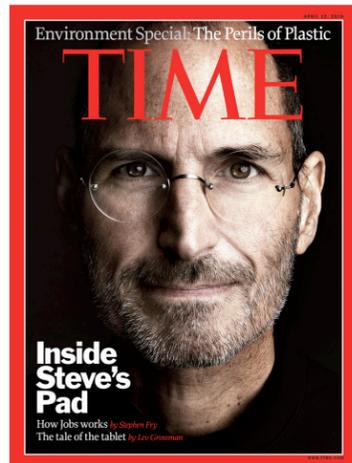


# Editorials

## Layout Concepts

The editorials were our chance to use our campaign in an individual assignment. We all planned layouts to promote inspiration and innovation. Then we chose magazines to base our article on. We designed for publications that are popular among our prime demographic of 18- to 28-year-old males, specifically, Men's Health, Time, and Maxim.





# SHUT IT DOWN

By Drew Deurlington, Sam Graham, and Winsome Hitchcock

## Efficiency versus conservation: why you should just turn it off and go outside

Look to your left. Look to your right. Pat your pockets. Chances are that you either see or feel some sort of electronic device. Maybe even both. People use apps, listen to music, and check their email everywhere. They have cellphones on their person almost all the time, and those cell phones are virtually always on. Their laptops, desktops, tablets, game systems, and televisions are on almost as much, though those aren't necessarily as visible.

This isn't a luddite article about how technology is "bad" or how we're only a few short years from turning into the Borg from Star Trek, though there's no doubt that those arguments could be made (Google Glass, anyone!). No. This is merely an educational piece with suggestions to save you money and bring awareness to a few, basic issues.

AAEA ACTIVE ENERGY ALLIANCE

61 MAXIM JUNE 2013

...? Other energy conscious people "it takes so long to start up." Computers have their start-up times that it's

...his post "How Computer Consumption" always uses DN. Some claim to set up a computer leaving the power same as power use on-

...a phone call or Skype call or some other form of real-time communication. Most written messages – such as an email or text message – can wait for a half hour or so when you're doing other things – such as when you're at the dinner table or when you're talking to someone face to face. In other words, be the human: control your technology, don't let it control you. It seems like a simple concept. But it's not.

As part of the primary research done for the Shut it Down message campaign, a survey revealed several key bits of information about its target demographics of young men and women, aged 18 to 28. Specifically, over 90 percent of the survey's respondents said that they were dependent on technology. This makes sense given the frequency and functions that modern technology is used for, and it's likely that many of these individuals could live without some forms of technology if they were desperate. But given how tech is a prerequisite for participating in today's society, they feel dependent in some degree.

This is all good and fine. But it seems less fine when held next to the fact that in the same survey, over 80 percent of respondents said that they spent less time outdoors than they'd like. Naturally, correlation does not equal causation, but there seems to be something wrong with this picture.

Smartphones and other mobile devices have allowed for some flexibility in terms of being outdoors. But many of the survey respondents belong to the smartphone-owning demographic, and the fact that they're still not getting outdoors as much as they'd like seems fishy. An overwhelming percentage of the survey participants – roughly 59 percent of written responses – explicitly gave school or work as the reason they were not getting outside as much as they wanted.

When you finish school, you usually go work. The habits that young people set up now will be carried over beyond their college years. When they start to work indoors without enough time

outside, it's not hard to imagine these young people forming a habit that carries over into an increasingly sedentary lifestyle as they age. Is there a connection to being so bound by technology and the skyrocketing obesity epidemic reaching across the United States?

To some degree, yes there is. At least, there is according to Michelle Obama's campaign, "Let's Move!" and the NFL's "Play60." These campaigns teamed up in 2010 to promote their joint goal "to combat childhood obesity and help the nation's youth lead healthier, more active lives."

There are many health benefits associated with just being outdoors, not even including any potential movement or exercise. According to a Livestrong.com article, "The Effects of Sunlight & Fresh Air on the Body," by Christa Miller, the benefits of being outside include better clarity of mind, feeling "happier, healthier, and more alive," and to be less likely to experience stress and depression. The article also mentions that spending 15 minutes in the sun every day can help improve the body's circadian rhythm, which is something that staring at the bright screens of today's electronic devices has been proven to disrupt.

There are lots of ways to save energy with technology. Most devices have settings that allow you to decrease screen brightness or operate more energy efficiently. These are good to know about and enable. But these tricks are more about using energy efficiently, and not conserving energy. None of this information is that hard to understand. It's all, basically, common sense. But it's easy to get caught up in a daily routine and do whatever's convenient. A little reminder, here and there is always a good thing, though.

And, besides, wouldn't it be nice to free yourself from your devices a little bit anyway? Give yourself an excuse to get outside, or catch up on the latest book you heard about, or even take that nap you've been putting off. Just turn your devices off and do it. Your emails will still be there when you get back. ☺

Submitted to this publication from the Active Energy Alliance "Shut it Down" campaign. The "Shut it Down" campaign was started in 2013 to educate individuals who are transitioning to adulthood about the benefits of taking daily breaks from technology. Its aim is to encourage these individuals to turn off their technological devices for an hour a day – to conserve energy – and go outside to enjoy the benefits that come with spending time outdoors.

63 MAXIM JUNE 2013



# Campaign Materials

While we hope that the 'Shut it Down' campaign is more than just the sum of its parts, the parts are what we worked on. And worked on and worked on. Though most of the pieces are fairly self-explanatory, they all went through their own development process, which can be seen below along with some explanations of the less-than-clear campaign elements.

Some of the following are fairly self-explanatory as to why they are featured in the 'Shut it Down' campaign. Every campaign needs a way to attract individuals, a place to inform them, and things to offer to keep their support. The development process for each of these is clearly lined out based on their pictographic evolution.

# Business Identity

We planned for 'Shut it Down' to be a campaign that can move from place to place, starting locally and expanding with time and success. As such, we created a business identity that can move with the campaign and stay consistent with only a few alterations to the address, phone number, and personal information.

# Letterhead



6 June 2013

535 Russel Blvd  
Davis CA 95616

singraham@aea.com  
shutitdowncampagn.com

Whom ever it may concern,

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Sincerely,



John Hancock







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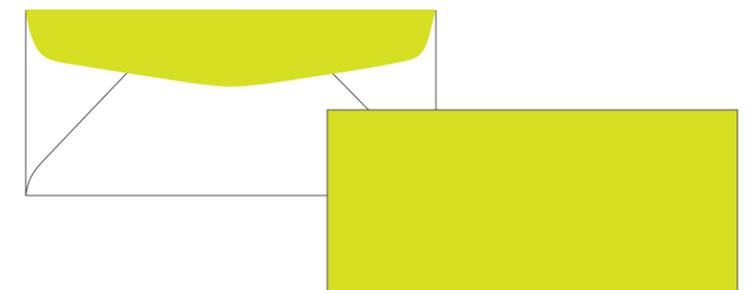
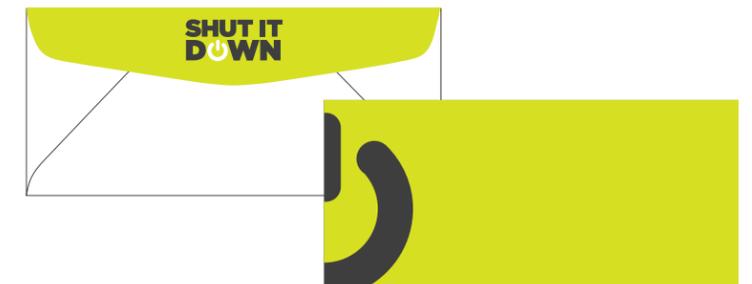
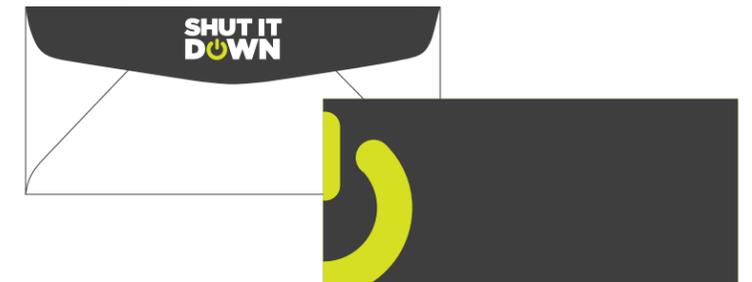
John Hancock



Business Card



Envelope



Deurlington

Hitchcock

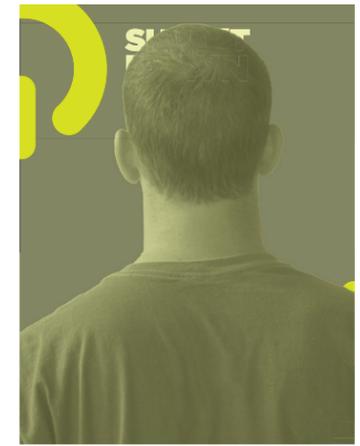
Graham

Design 154

Okumura

Spring 2013

20



SHUT IT DOWN

SHUT IT DOWN

ShutItDownCampaign.com

510.375.5205

Shut It Down | Davis  
535 Russell Blvd  
Davis, CA 95616

SHUT IT DOWN

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ShutItDownCampaign.com

**Are you dependent on technology?**

**Yes**

93% according to Shut It Down survey takers

**Do you spend as much time outdoors as you would like?**

**No**

82% according to Shut It Down survey takers

The "Shut It Down" campaign was started in 2013 to educate individuals who are transitioning to adulthood about the benefits of taking daily breaks from technology. Its aim is to encourage these individuals to turn off their technological devices for an hour a day—to conserve energy—and go outside to enjoy the benefits that come with spending time outdoors.

Many modern energy devices are efficient with how they use power, but the sheer number of devices and the increased use of them has caused overall energy use to increase dramatically. According to the US Energy Information Administration, the worldwide consumption of electricity has increased by over 20 percent in the last decade. The physical costs of this can be reduced by focusing on energy conservation and turning devices off.

Besides the obvious monetary advantages to be had by turning off tech and saving electricity, there are many health benefits associated with just being outdoors, not even including any potential movement or exercise. According to a Livestrong.com article, "The Effects of Sunlight & Fresh Air on the Body" by Chrissa Miller, the benefits of being outside include better clarity of mind, feeling "happier, healthier, and more alive", and to be less likely to experience stress and depression. The article also mentions that spending 15 minutes in the sun every day can help improve the body's circadian rhythm, which is something that staring at the bright screens of today's electronic devices has been proven to disrupt.

So basically, we're telling you to "Shut It Down" and get outside. Go do it. You'll thank us later.

**What's wrong with this picture? (Hint: It's not the shirt)**

Hawaiian Shirt Smartphone Nintendo 64 XBOX360

If you said the shirt, you're wrong. Hawaiian shirts are awesome.

The "correct" answer is that there are three devices currently operating in this picture. Do you really need the Xbox on to watch TV? Are you even paying attention to the show while you're checking your phone? No, you don't. Turn something off. You can do it.

**ARE YOU DEPENDENT ON TECHNOLOGY?**

According to the recent survey by the Active Energy Alliance "Shut It Down" campaign, over 90 percent of respondents said "Yes" to the question, "I follow this, over 90 percent said that they did not spend as much time participating in outdoor activities as they would."

Do you feel that you are dependent on technology?

Do you spend as much time outdoors as you would like?

Doesn't this look better?

DVDs Fan/T V Hawaiian Shirt Smartphone Nintendo 64 XBOX360

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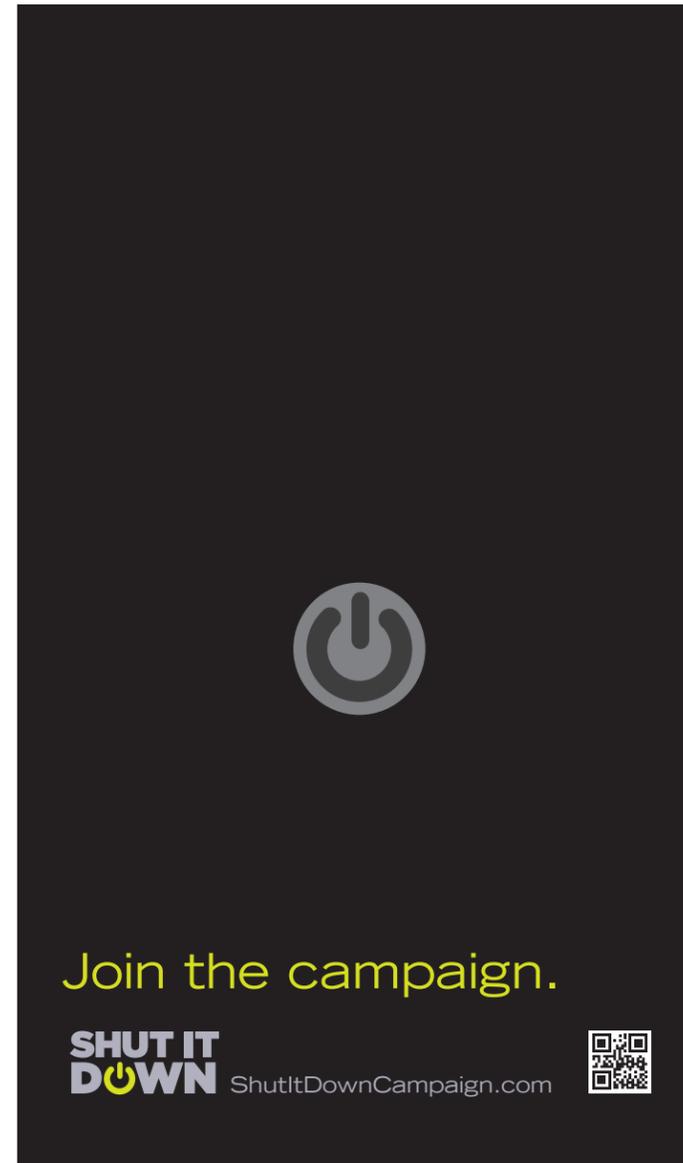
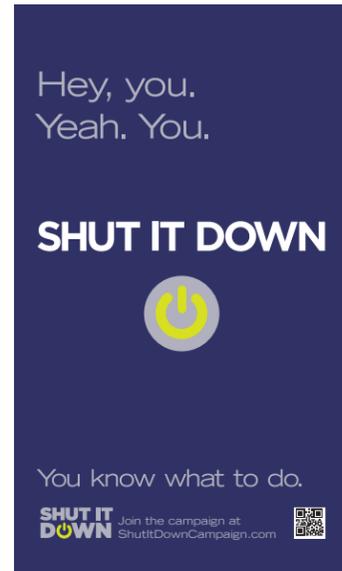
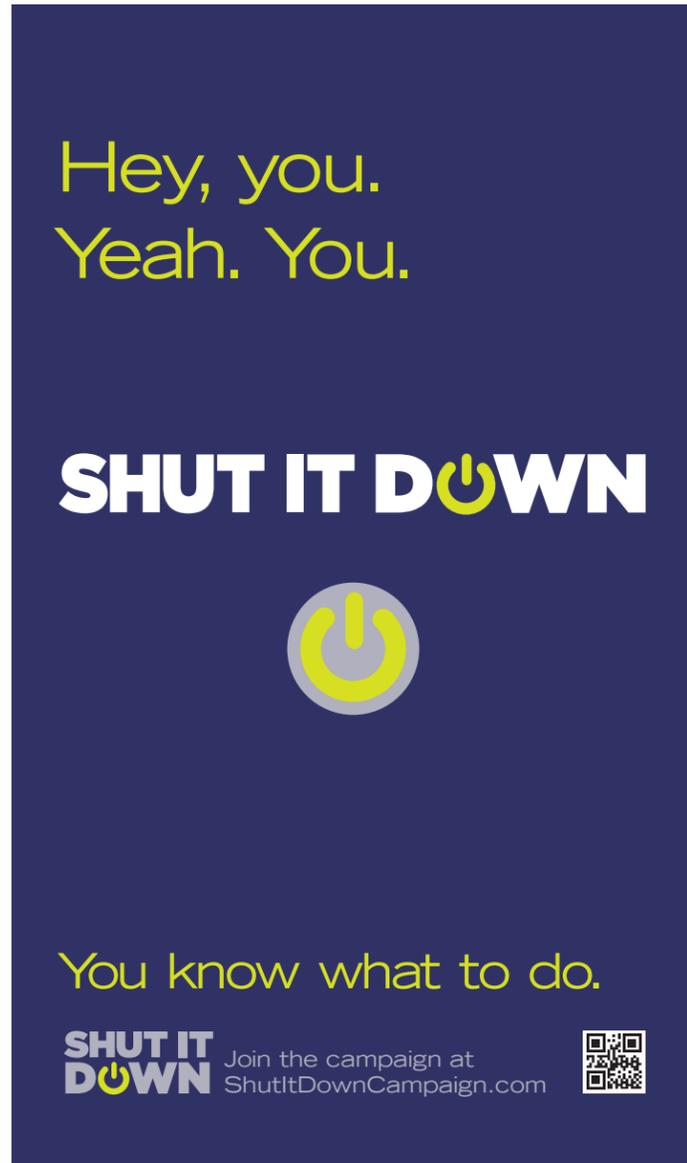
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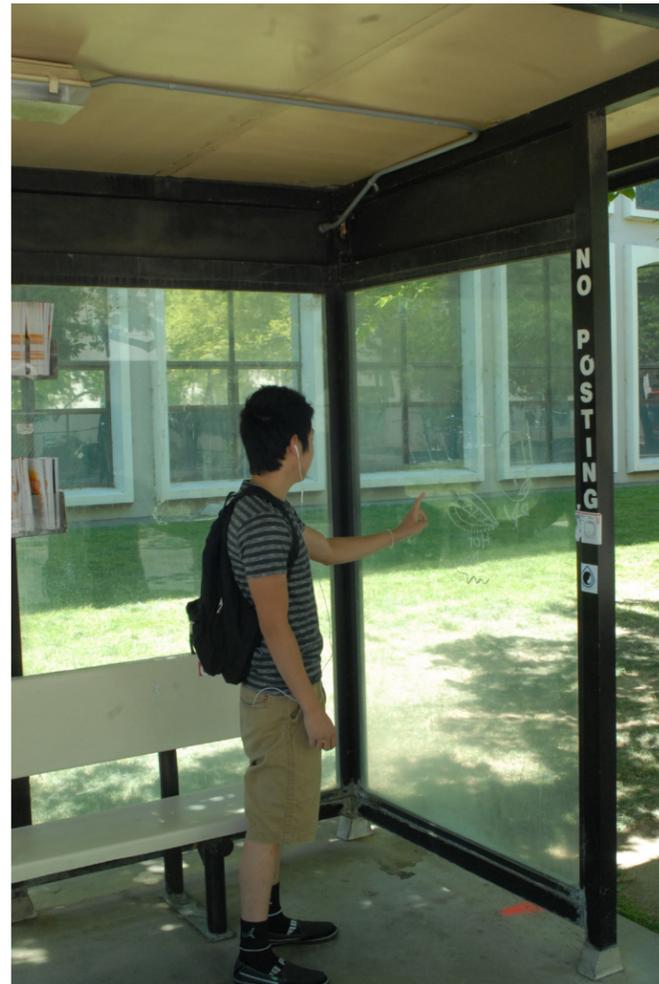
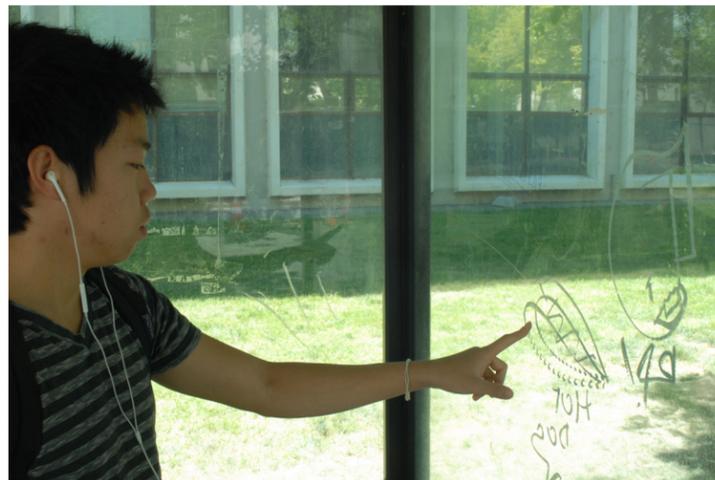
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## Bus Shelter

We wanted to incorporate an interactive element into our campaign. Originally, we planned to do a billboard, but couldn't quite figure out how to make something you pass at freeway speeds interactive beyond surface level. We elected to do an interactive bus shelter advertisement. As you wait for your bus, you can touch the button in the center and see the sign "shut down," reminding you to do the same with your technological devices.





T-Shirt



# Frisbee

As part of our campaign encourages people to go outside, we wanted to include a Frisbee, which is a sport that requires the space of the outdoors. The possibility to create a glow-in-the-dark or light-up Frisbee is also a possibility with the current design.



## Wristband

Similar to the decals, wristbands can serve as reminders when worn. Just imagine pulling your phone out of your pocket, looking at it, and seeing your 'Shut it Down' wristband out of the corner of your eye.



## Decals

Everyone loves stickers, and with our logo, stickers are perfect for putting on everything to serve as a reminder to turn off your tech devices.






**About Us**

Hi. We're the Shut it Down campaign from the Active Energy Alliance, and we're encouraging you to turn off your technological devices for an hour a day, to save energy, and get outside.

That's right. We're a website, telling you to turn off whatever device you're reading this on. If you're at home, turn it off right now and go outside. GO!

If you're at work, you can keep reading. But turn off your tech when you go home tonight, yeah? Yeah.

You can read more about us and our history here, but only after you've already 'Shut it Down' for an hour.

**News & Stories**

Here's where to get the latest on what's going on with the Shut it Down campaign. We post updates here because we sure aren't going to send them out. An e-blast would be counter-intuitive, wouldn't it? You spend too much time checking email as it is.

You can also read our articles featured in magazines like TIME, Men's Health, and Maxim, assuming you're too cheap to actually buy a copy.

Plus, we have stories from real people about how much energy they're saving from following our advice. Some of them are good, all of them are entertaining.

**Contact**

Have a question about the campaign? Want to share your story? Interested in having us come to your area? Here's an array of places to contact us, whether you prefer email, Twitter, or good ol' fashioned snail mail.

**Store**

Yeah. We know our stuff is awesome. That's why we give so much of it away. If you missed us at the last rally and can't wait for the next one, here's where you can get your Shut it Down gear.

**NEW! Download the Shut it Down mobile app HERE.**



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**EXTENDING THE NEW AFTER MATH**

WATCH THE NEW YOUTUBE AD

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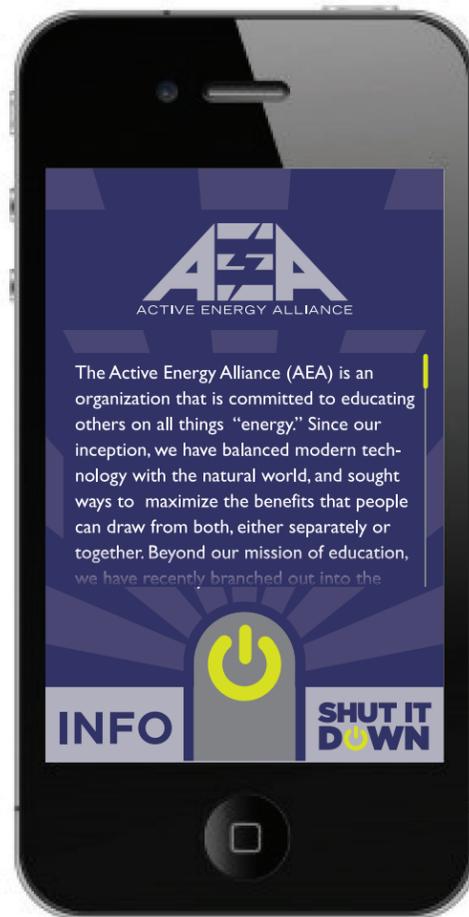
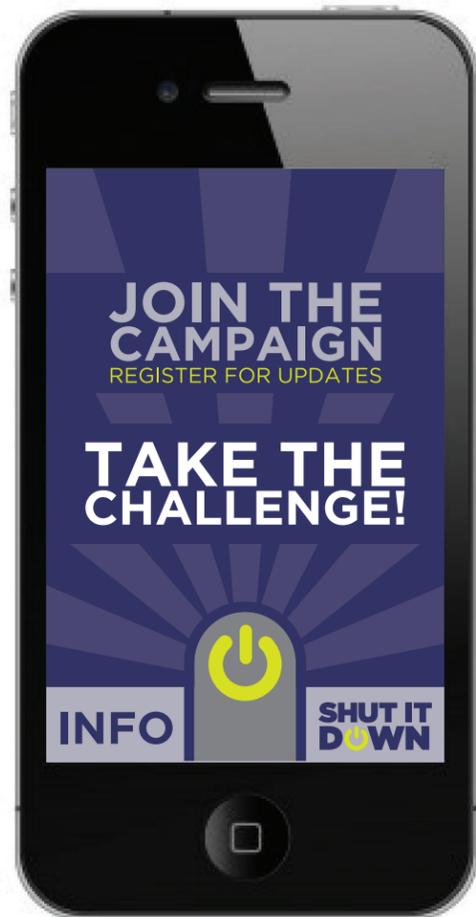
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App



## Typographic Video

YouTube frequently shows a short advertisement before popular videos. Other video streaming sites do this as well. We wanted a way to interact with people sitting in front of their devices and offer yet another reminder that they could be outside instead of staring at a screen.

