



CLIMATE CRISIS:

# EARTH'S LAST STAND

HEROES MUST UNITE







**ACT ONE : The Premise.**

# A call to action

Despite growing awareness, many young people remain passive observers rather than active participants in the fight for a sustainable future.

# Activate. Unify.

Young people are passionate about climate action but lack a unifying force to turn awareness into action.





**ACT TWO : Every fan has a superpower.**

# Turn Fans into Climate Heroes

Young people are already mobilizing for climate action, but to truly ignite change, we must meet them where they are—through the stories they love.



Percentage of the global population that will live in urban areas by 2050. This puts future generations at greater risk of climate threats like floods, heat stress, and resource scarcity.

**70%**



The number of people across 185 countries that participated in the Fridays for Future strikes inspired by Greta Thunberg – A unifying voice for climate crisis.

**7.6M**



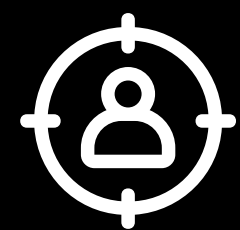
Gen Z and young Millennials (ages 16–29) say entertainment—especially movies—plays a major role in shaping their values and worldview.

**78%**





ACT THREE : The next generation of heroes.



## GEN-Zs & Millenials

MF 16-29

They are bold, purpose-driven digital natives who demand authenticity, sustainability, and social impact. They shape culture, challenge norms, and use digital platforms to amplify their voices, turning passion into action.





ACT FOUR : Heroes must unite.



# N EARTH'S LAST STAND

A Historic DC & Marvel Collaboration to Save the Planet

For the first time ever, superheroes from DC and Marvel will unite in a Netflix blockbuster movie where the greatest villain isn't an alien invasion or a cosmic warlord—**but the climate crisis** itself. This movie will be more than just entertainment—it will be a global rallying cry for action, transforming how young people engage with climate crisis.

Netflix has over 300 million subscribers worldwide (Q4 2023), making it one of the most influential streaming platforms global.





**ACT FOUR, SCENE TWO : From screen to reality.**

# Movies Drive Action



Movies are a powerful force in shaping youth action, raising awareness on global issues like climate change and human rights. They inspire activism, challenge stereotypes, and influence public opinion, making complex topics more engaging.

## **Black Panther – Promoting African Identity & Activism**

Inspired the Afrofuturism movement, empowering Black youth worldwide. Sparked discussions on African culture, leadership, and innovation.

---

## **Don't Look Up (2021) – Climate Crisis Awareness**

A satirical take on climate crisis denial.

Sparked global conversations on environmental activism, with youth movements like Fridays for Future gaining momentum.

---

## **The Hate U Give (2018) – Police Brutality & Youth Activism**

Brought attention to racial injustice and police violence.

Encouraged youth to speak out, join protests, and demand policy changes.





## ACT FIVE, SCENE ONE : The action plan.

### PHASE ONE – It's coming

- A 30-second cryptic trailer (no logos, no superheroes) is released across social media, showing a world in crisis.

#### Influencer & Celebrity Participation

- Marvel & DC actors post cryptic messages on Instagram & X (Twitter) hinting at “a threat no hero can stop alone.”

### PHASE TWO – “Villain” reveal

- Official movie trailer is released via Marvel, DC Comics and Netflix owned social media pages.

#### Digital Activation: “Which Side Are You On?”

- Fans scan a QR code in the trailer, leading to a choose-your-side site: Join The Heroes for exclusive content and challenges, or Join The Villain to witness real-world climate crisis—then face a call to action.

### PHASE THREE – Heroes Unite – The Superhero Pledge

- Create a landing page where fans take the “Superhero Pledge” by choosing their Climate Superpower. This will be shareable to allow for UGC.

#### Social Media Challenge – #MySuperpowerForEarth

- Marvel & DC actors kickstart the challenge where they post their pledge with a superhero pose and task fans to join in
- Fans post their pledge with a superhero pose and challenge 3 friends to join

### PHASE FOUR – Countdown to Release

- Final Trailer drops with the Call to Action – Every Hero must take a stand. Will you?

#### Landmark Activations in Major Cities

- Marvel & DC hero signal lights up over major cities with the Superhero Pledge symbol.

**Live Global Watch Party** with cast commentary and climate leaders discussing solutions

- Movie will be premiered live on Netflix on World Earth Day





ACT FIVE, SCENE TWO : Heroes in action

# Beyond the Movie



## Social media and RCS messaging – **#HeroesInAction**

Fans share submissions of them taking action using the hashtag **#HeroesInAction**. Top entries are reposted by Marvel & DC actors.

Weekly RCS challenges spurring them to take action

---

## Community Engagement – Climate crisis resistance hub

Create a community of Heroes taking action for a common cause.

Members are tasked with posting their contributions and impact stories.

---

## Partnership with influencers and educators

TikTok & Instagram Reels collabs with top eco-influencers

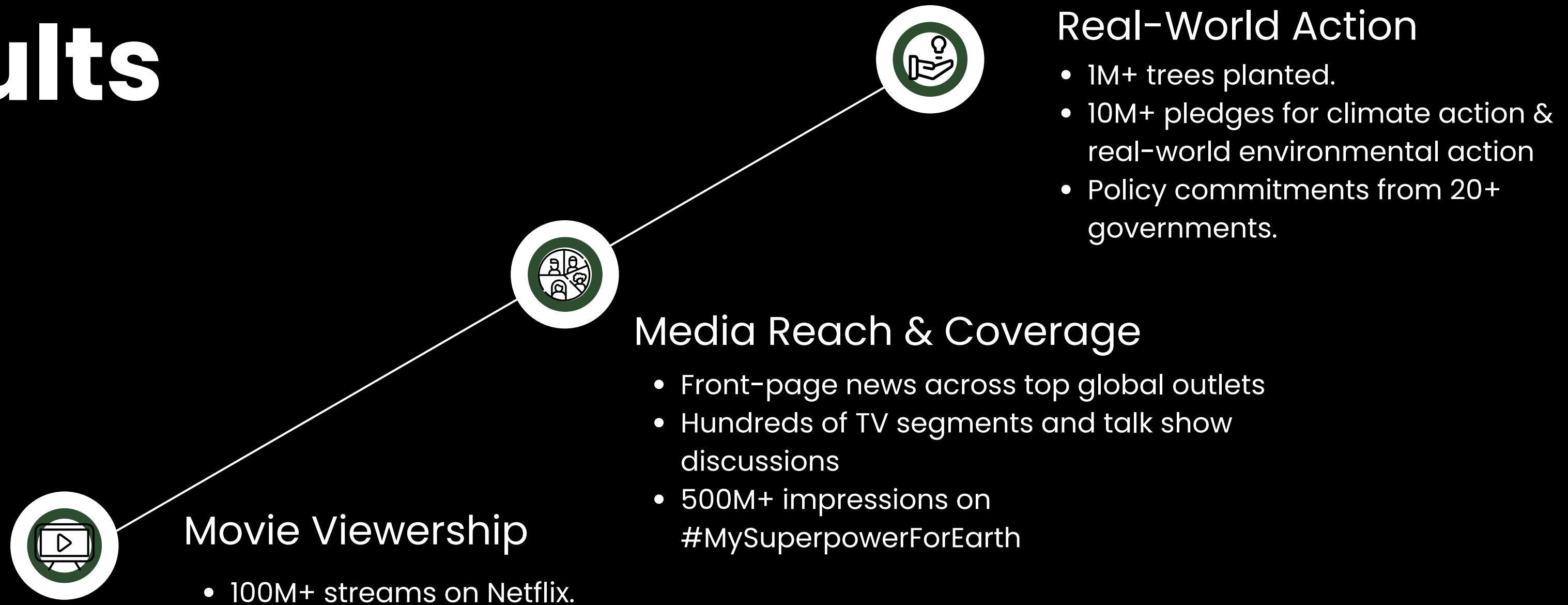
Roll out limited edition Marvel and DC superhero merch where proceeds will fund climate crisis related projects.





ACT SIX: The Climax.

# Results





## THE FINAL ACT : Closing credits.

- 1 Problem**  
Young people are passive observer rather than active participants in the fight for a sustainable future.
- 2 Solution**  
Activations that will create awareness and unify young people into taking action
- 3 Strategy**  
Using movies as a force to raise awareness on climate crisis
- 4 Tactics**  
First of its movie collaboration hosted on Netflix. Partnership with Influencers Social challenges and UGC

