

# Creativity and alignment in partnership



IWITOT 2024

Manon Oliver

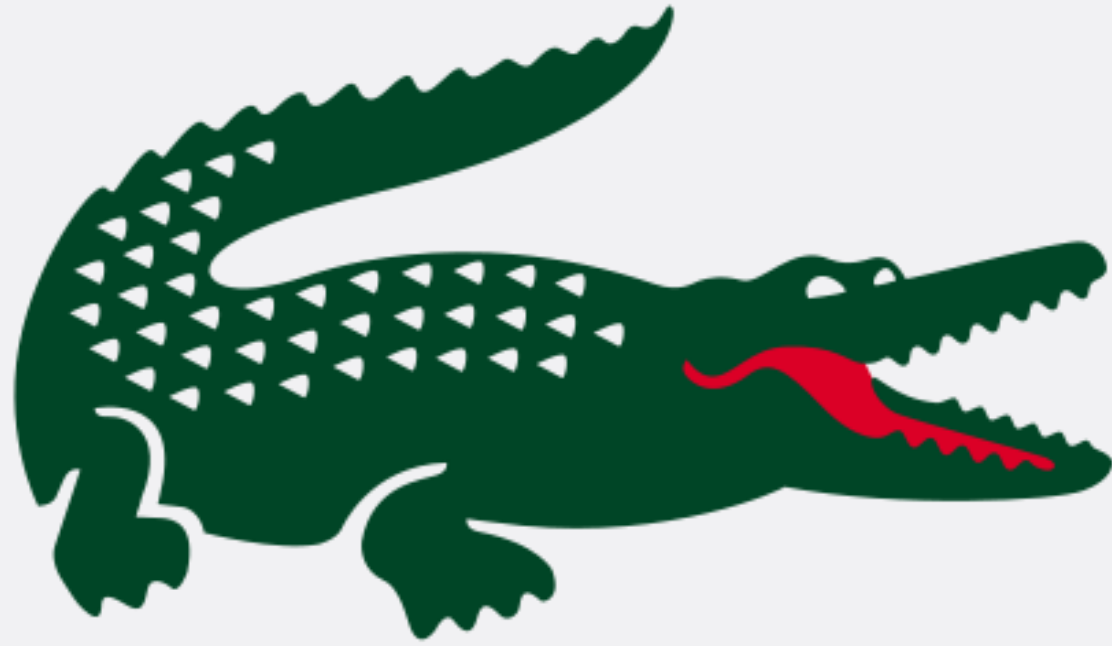


**Critically Endangered (CR)**

**Endangered (EN)**

**Vulnerable (VU)**

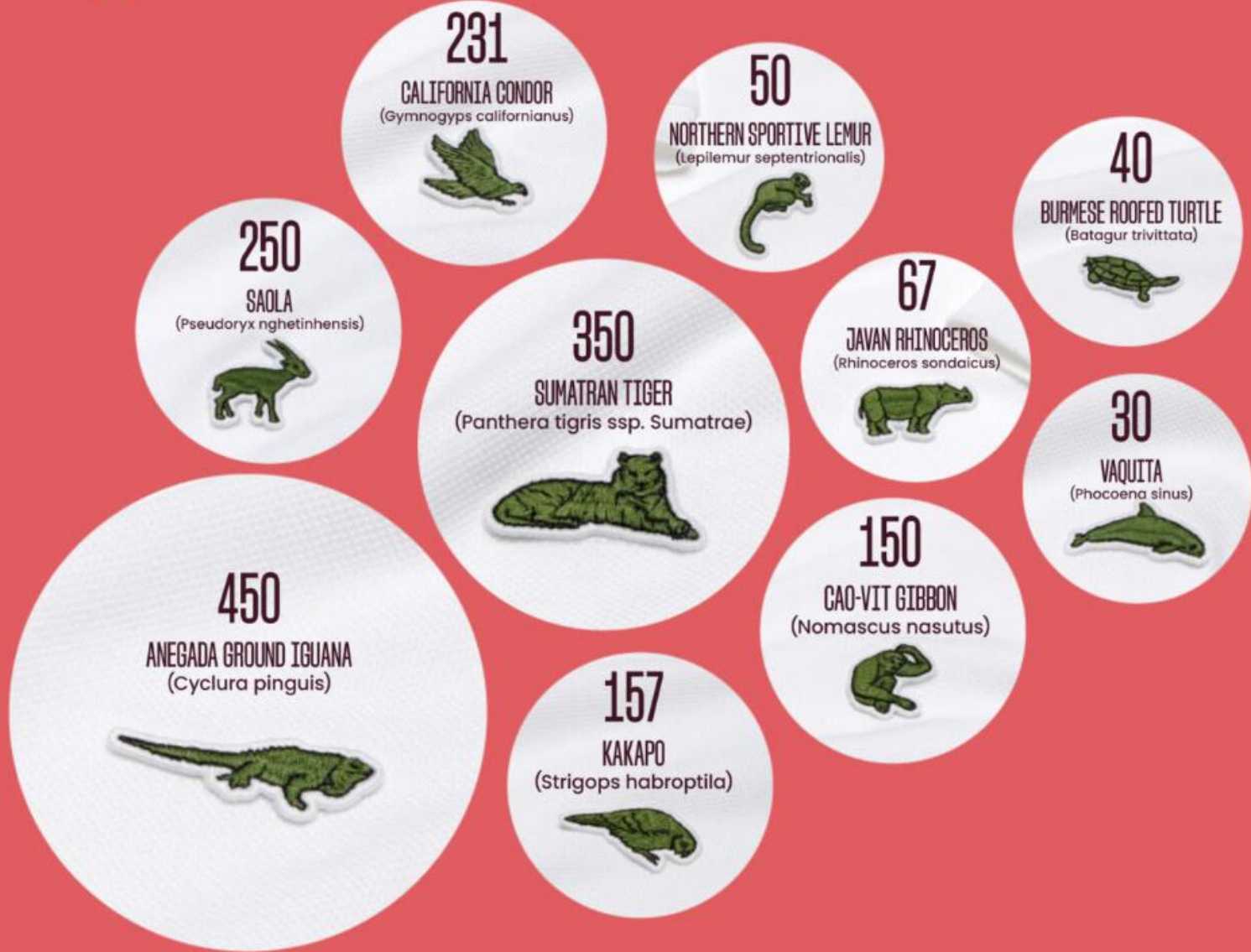




**LACOSTE**



Estimated population\*



CRITICALLY ENDANGERED

1.2 billion  
impressions

EUR 9.9 million in earned  
media

Raised US\$  
325,000

Donations to the IUCN  
multiplied by 4

Sold out in 24 hrs

+200% increase in traffic  
to the IUCN's website

Newsletter subscriptions increased by 300% in the first month of the campaign



# The Power of True Partnership





# Why I Wish I Thought of It

