



Greta Thunberg
#SaveSalla

"Lapland town of Salla highlights climate crisis with 2032 Olympics campaign"

The Guardian

"Finnish arctic town bids for 2032 Olympics in climate move"

The Washington Post

"Olympics Salla- the coldest town in Finland bid 2032 Summer Games"

Daily Mail

1237 news have been published in 118 countries

\$186MM earned media 7.5 billion media impressions

879% Increase in conversation about Global Warming in social media.

most mentioned city on Twitter during 3 weeks.



Salla 2032

summer games candidate city

Salla 2032 is not a campaign. Is not advertising. Nor some kind of clever stunt. It's game-changing creativity. "One of the coldest places in the world is bidding to host the Summer Olympics" is more than a punchline.

We mobilized the entire city: 3,408 citizens that embraced the idea. They all believed and acted like as they would host the Summer Olympic Games.

We have ensured that Salla 2032 campaign fitted all requirements to submit a bid. Every official step was carefully studied and has been achieved to get this story the attention it needs. This included creating a bid film, a logo, a bid book, a swag store, sports pictograms, and a mascot. Among other materials.

To raise awareness on how every person and company can help to fight climate change by becoming more sustainable and doing their part.

Phenomenal response, including the Former President of Finland, Greta Thunberg, Anitta, and many other celebrities sharing organically. 59 Embassies of Finland around the world sharing the idea. Inspired numerous parodies - Antarctic 2032, Oymyakon 2036, Siberia 2036, among others. Enabled us to focus conversation online and capture the attention of people all around the world.

