

## **NABU produces “Howling Wolves” TV spot with united communications**

**Berlin, 10 June 2008 – NABU (Naturschutzbund Deutschland - The German Nature and Biodiversity Conservation Union) has released a new TV spot to encourage young people between the ages of 12 and 15 to get involved with NAJU (Naturschutzjugend – NABU’s youth group). The idea for the spot originated at united communications – the Berlin-based agency for creative brand communication.**

Wolves, house martins, pristine nature, species conservation and biodiversity – these are just five of the topics that young volunteers can learn about at NABU. In order to get more young people enthusiastic about volunteering, NABU produced a TV spot aimed at young teens between the ages of 12 and 15. The spot will air on the TV channel NICK during its environmental campaign “Weltbeschützer 2008” (world conservator 2008) in the coming months.

The content in a nutshell: two teens are playing with a ball in a concrete cityscape, and they begin to make noises at each other for fun. They snarl, they growl, and they begin to howl like wolves before finally breaking down into giggles. However, a wolf has been watching the two of them, and he encourages them to keep practicing their howls. Incidentally, the wolf featured in the spot comes from a wolf pack inhabiting the Lausitz (Lusatia) region in Germany and is protected within the scope of a project by NABU.

NABU wanted a spot that didn’t bore young people or attempt to preach to them – they wanted to motivate teens to get involved in NABU’s work.

NABU employees who participated in the TV spot include: Bernd Pieper (Head of Communications), Cornelia Blömer (Head of Marketing/Fundraising), and Anette Wolff (Public Relations).

Peter Link, Senior Account Director at united communications, was responsible for concept development and production supervision.

Frank Müller’s team at the Hamburg-based film production company *Doppelplusultra* and cinematographer Ariane Bethusy-Huc, also from Hamburg, were responsible for the production of the spot.

**About united communications:**

The Berlin-based agency specialises in creative brand communications for both business enterprises and non-profit organisations. Its team of around 25 multilingual specialists has worked for Olympus Europa GmbH since 1996. Other clients include ViewSonic Europe and HVB Immobilien AG. united communications is a member of the international advertising agency network ComVort, the Forum of Corporate Publishing, and the Association of German Foundations.

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