

Unilever says 'so long, old world, hello Bright Future'

Unilever has unveiled a new TV and digital campaign locally that's focused on sustainability and how everyday brands can help to make the world a better place.

It's not a new corporate strategy, as Unilever raised awareness of deforestation and climate change with its 2015 campaign 'Farewell to the Forest', where South Africans were asked to help plant one million trees with Wildlands.

Now, Unilever's brands are effectively teaching 300 million people to wash their hands (Lifebuoy); helping 5 million people access toilets (Domestos); and helping 10 million children get education (Omo).

The new campaign celebrates this fact that "a Bright Future has already begun" through the film *So Long, Old World*.

This commitment to creating a Bright Future is at the heart of the Unilever Sustainable Living Plan, now in its sixth year and aimed at decoupling its growth from its environmental footprint, while also increasing its positive social impact.

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