

TIME TO CHANGE

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SPP : M&C Saatchi Sweden : Advertising

Sweden – An advert for pension management company SPP shows consumers how small changes today can make a difference decades from now.

: SPP shows how it has Whole-system Thinking at its core that goes beyond pension savings

: Its new advert visualises the consequences of small choices made in the present

Helping customers save for their future is not enough, says SPP. The Swedish pension management company, which has been practising socially responsible investment for 20 years, is asking people to share its long-term vision for helping to create a future worth saving for.

SPP's new advert, by agency **M&C Saatchi Stockholm** and production company **B-Reel**, is designed to help people to visualise how 'small choices can make a big difference' in the future.

By manually dragging a slider left and right, viewers can move between two conflicting realities, one in which sustainable measures were taken in time, the other when the world has succumbed to a terrible fate of endemic water shortages, crop failure and toxic air – all to a cover of Louis Armstrong's 'What a Wonderful World.'

The Big Picture: Visions of utopia and dystopia have become common themes in a post-recession society. Find out more in our **Chasm Culture** microtrend.

