NO SMALL PLAN

We're so glad you're here!

Taking Thankyou to the world is not a one-person job, so thanks for joining us.

We (you + us) have a window of opportunity to launch an idea that could change the course of history, and it starts now.
Here’s the [no small] plan:
For this to work, we’re going to need you and your

VOICE
IMAGINATION
CREATIVITY
TALENT
INFLUENCE
FRIENDS
NETWORKS
NEIGHBOURHOOD
COUNTRY

so that P&G and Unilever say yes to flipping consumerism and changing the world with us.
We’re asking people to post:

I’M IN, ARE YOU?

#THANKYOUTOTHEWORLD

Sounds simple – these 4 short words and hashtag may seem small, but we believe they could change everything. See, cutting through the noise to get the attention of two of the world’s biggest companies won’t be easy. A social media post is a good start, but we know it’s going to take all of us using what’s in our hand to share this idea to the world!

When enough of us do what we can to amplify these words, we become an unstoppable force - a voice for change in our lifetime.

If you’re up for it, here’s what we’re doing in a few small steps:

1. Let’s go:
(If you’re reading this, you’ve probably already done this step!):
Watch the video, share about it on socials and tag in @proctergamble, @unilever with the hashtag #thankyoutotheworld

2. Up a notch:
Ask two friends to do the same

3. Extra mile:
Get creative! Here are a few ideas from our team:
Ways to say:

I’M IN, ARE YOU?

- Paint it on a mural.
- Print the sign below and hold it up in front of an iconic landmark in your own hometown.
- Ask your most famous friend to post it.
- Put it into your email signature with a link to our website.
- Craft a catchy jingle addressed to P&G and Unilever.
- Type it up, screenshot it and put it as your zoom background.
- If you’re in school, get a video of your entire class saying it.
- Fly it on a flag from your home so your neighbours can see it.
- Design your own t-shirt and snap some photos in fun places.
- Make up a TikTok dance that spreads the word.
- Do a sky dive tribute to spread awareness... sounds crazy, but a guy actually did this in our last campaign!
- Fly a banner behind a helicopter around your city... yep, this has happened too!

These are just a few thought starters! Go ahead, get creative. We can’t wait to see what you do!

Remember to take a picture or video and tag @proctergamble or @unilever so they see it too!

Follow along on social: @thankyouaus
I’M IN, ARE YOU?

#THANKYOUTOTHEWORLD