

A *WORLD-FIRST* SCIENTIFIC VOYAGE TO THE

# FRONTLINE OF CLIMATE CHANGE

LED BY WORLD-RENOWNED POLAR EXPLORER PEN HADOW

**A pioneering marketing opportunity**  
*Shaping corporate reputation*  
*Delivering proven return on investment*



# THE MARKETTING OPPORTUNITY

**arctic survey**

**Arctic Survey is an ongoing world-class scientific exploration programme with an unrivalled global audience profile.**

**It involves scientists collaborating closely with explorers, and focuses on the rate, causes and global consequences of the unexpectedly fast loss of Arctic sea ice.**

**Geo Mission owns and runs Arctic Survey to advance scientific and public understanding of the natural world.**

In 2012, a team of professional explorers will navigate a newly accessible sea route off Greenland's north coast, to collect vital scientific data relating to the changing acidity of the world's oceans.

During their 500 mile voyage, the explorers will face some of the most hazardous uncharted waters on Earth, with polar bears, icebergs and blizzards to be overcome.

The sponsoring brand will secure targeted international media coverage, delivering brand awareness, differentiation and affinity, through multiple media channels.

Arctic Survey's proven media engagement model harnesses universal interest in the vulnerable Arctic environment. Key audiences are engaged and inspired, in direct support of the Title Sponsor's strategic objectives.

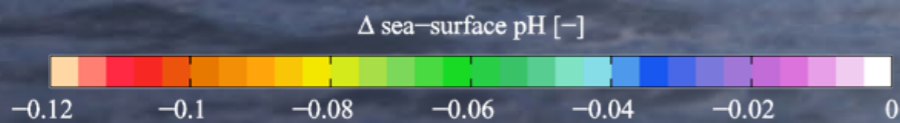
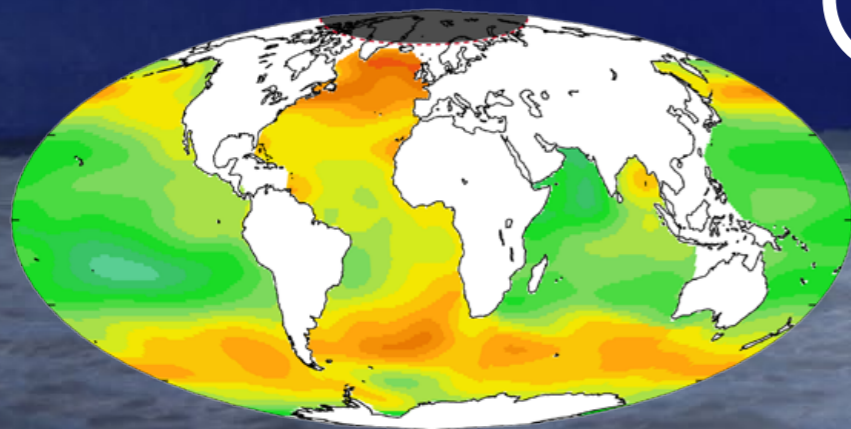
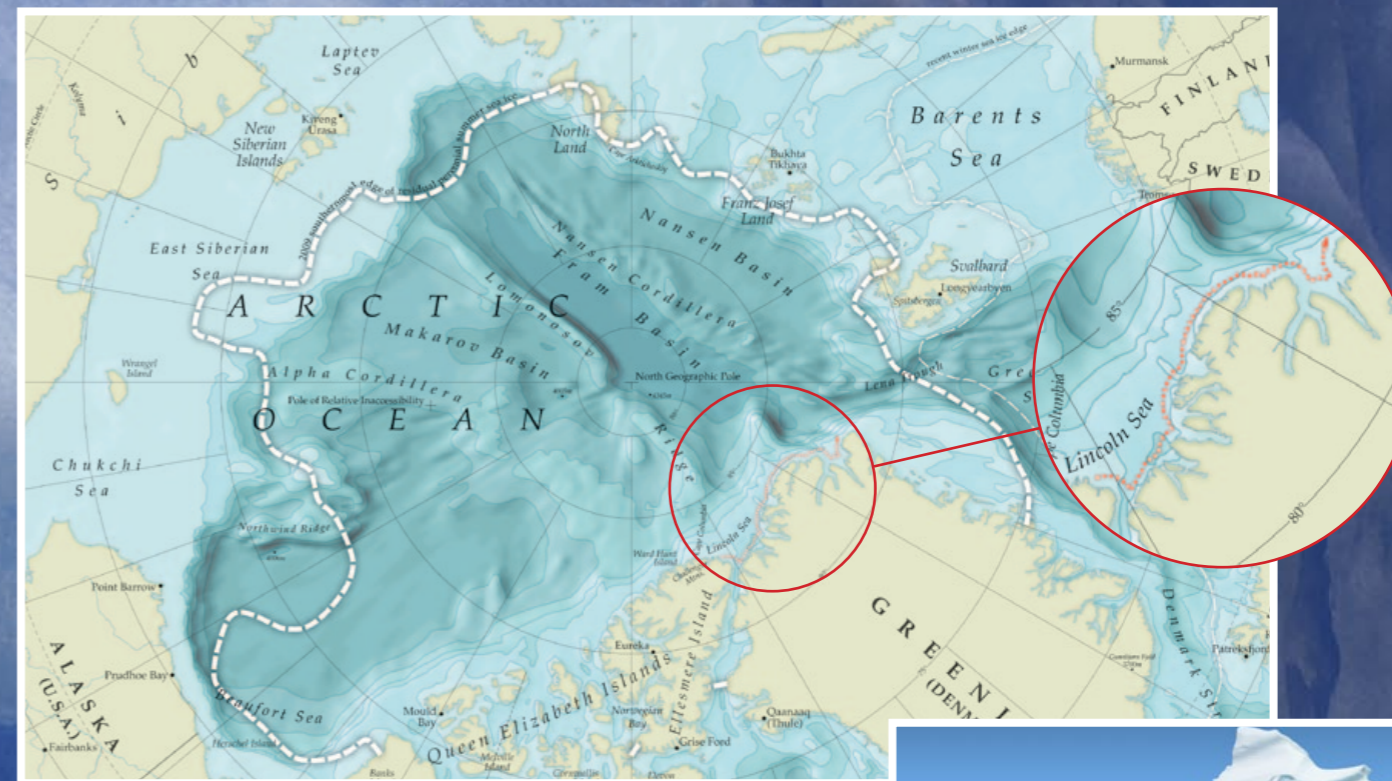
# THE MISSION

There is a scientific imperative to understand the fast changing chemistry of the world's oceans – brought about by the absorption of atmospheric CO2 (ocean acidification).

The waters at greatest risk from increasing acidification have been researched the least, with the Arctic Ocean effectively a 'black hole' for scientific information.



The emergence of open water off Greenland's north coast after thousands of years of continuous sea ice cover, presents a unique opportunity for scientific exploration.



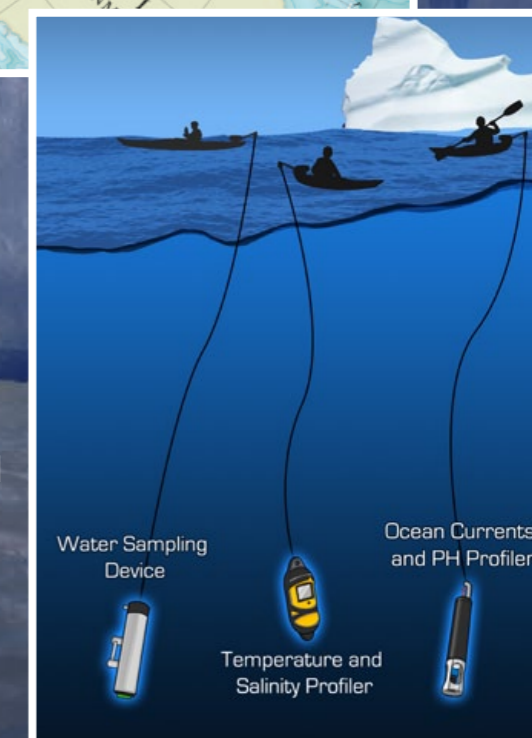
Ocean acidification caused by human activity, between 1700's and the 1990's



The explorers will use the only craft capable of such a mission - sea kayaks.



By deploying an array of miniaturised marine sensors at regular intervals, a detailed picture of the ocean's chemical, physical and biological properties will be generated.



...Arctic Survey's scientific partner's findings will be communicated to enable better informed global policy making, in support of the long term management and protection of the world's oceans.

# TITLE SPONSORSHIP

The Arctic Survey provides for its Title Sponsor a brand communications platform, which will be used to reach and influence prioritised audiences, and bring about brand awareness, differentiation, affinity and loyalty.

The Title Sponsorship provides a powerful theme and rich content, which can be used in a wide range of internal and external initiatives:

- Consumer campaigns
- Employee participation
- B2B initiatives
- Media partnerships
- Educational programmes
- Experiential activities

# INSPIRATIONAL STAKEHOLDER ENGAGEMENT

The Arctic Survey has a proven track record of delivering outstanding results for the Title Sponsor. In an audited year the programme delivered a significant return on investment in media value alone...

Equivalent advertising value of more than £25m

- More than 110 TV networks
- More than 65 countries
- Four TV documentaries
- TV news coverage
- More than 1000 websites
- More than 300 international print titles



*"From a brand perspective, I believe that we are now seen as a company with financial clout that is doing something that has clout. The Catlin Arctic Surveys have pushed Catlin into the first phase of building a global brand in our niche market"*

**Paul Jardine,**  
Chief Operating Officer, Catlin Group





**Pen Hadow, Founder and Director of Geo Mission, is the first and only person to have trekked solo and without re-supply from Canada to the North Geographic Pole and is widely recognised for his work in advancing public and scientific understanding of the natural world.**

Geo Mission is a pioneering environmental sponsorship organisation. We create and manage partnerships between businesses and natural science research programmes addressing the major environmental questions of our time.

**Time magazine**

- **Heroes of the Environment 2009**

**European Sponsorship Awards**

- **2010 Finalist**

**World Technology Awards**

- **Environment 2010 Winner**



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