

## National Geographic Cause An Uproar

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# Cause An Uproar

Client: Nat Geo Agency. JESS3

A campaign mini-site for National Geographic to promote their work related to the conversation of big cats.

The site has a dual goal of educating the user about the campaign and cause, along with allowing the user to take action.

Created a bold site with very big call to actions to make the entry barrier to engagement as low as possible.

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The screenshot shows the top navigation bar of the National Geographic website, with the 'ANIMALS' tab selected. Below the navigation is a banner for 'BIG CAT WEEK' with a call to action: 'Pledge to Watch on Facebook, and a donation is given to the Big Cats Initiative.' The main content area features the 'CAUSE AN UPROAR' logo and navigation links: 'HOME', 'LEARN MORE', 'TAKE ACTION', and 'PARTNERS'. A large arrow-shaped button says 'DISCOVER MORE ABOUT THE CAUSE WATCH THE VIDEO'. Below this is a text block: 'Lions, tigers, cheetahs, leopards and other big cats are quickly disappearing. The loss of these majestic predators could create a devastating impact on our ecosystem. And that affects us all. Now is the time to Cause An Uproar to save big cats.' A second large arrow-shaped button says 'TAKE ACTION : CAUSE AN UPROAR'. At the bottom, there are two social media integration boxes. The left one is titled 'Follow the Uproar' and shows '2,189 Followers' with a 'FOLLOW ON TWITTER' button and a tweet snippet: 'In #DC @ 7 PM: Meet four gifted individuals with transformative ideas that are changing the world. http://ow.ly/2QEeE'. The right one is titled 'Like the Uproar on facebook' and shows a Facebook page for 'Cause an Uproar' with '888,138 people like Facebook Platform' and a grid of profile pictures of supporters.

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Animals Home | Facts | Photos | Animal Conservation | Wild TV Shows | Wild TV Schedule | Wild Blog

Pledge to Watch on Facebook, and a donation is given to the Big Cats Initiative. **BIG CAT WEEK**

**CAUSE AN UPROAR** HOME LEARN MORE TAKE ACTION PARTNERS

DISCOVER MORE ABOUT THE CAUSE WATCH THE VIDEO

Lions, tigers, cheetahs, leopards and other big cats are quickly disappearing. The loss of these majestic predators could create a devastating impact on our ecosystem. And that affects us all. Now is the time to Cause An Uproar to save big cats.

TAKE ACTION : CAUSE AN UPROAR

Follow the Uproar

2,189 Followers FOLLOW ON TWITTER

In #DC @ 7 PM: Meet four gifted individuals with transformative ideas that are changing the world. <http://ow.ly/2QEeE>

Tweet 6,314

Like the Uproar on facebook

Cause an Uproar Like

888,138 people like Facebook Platform

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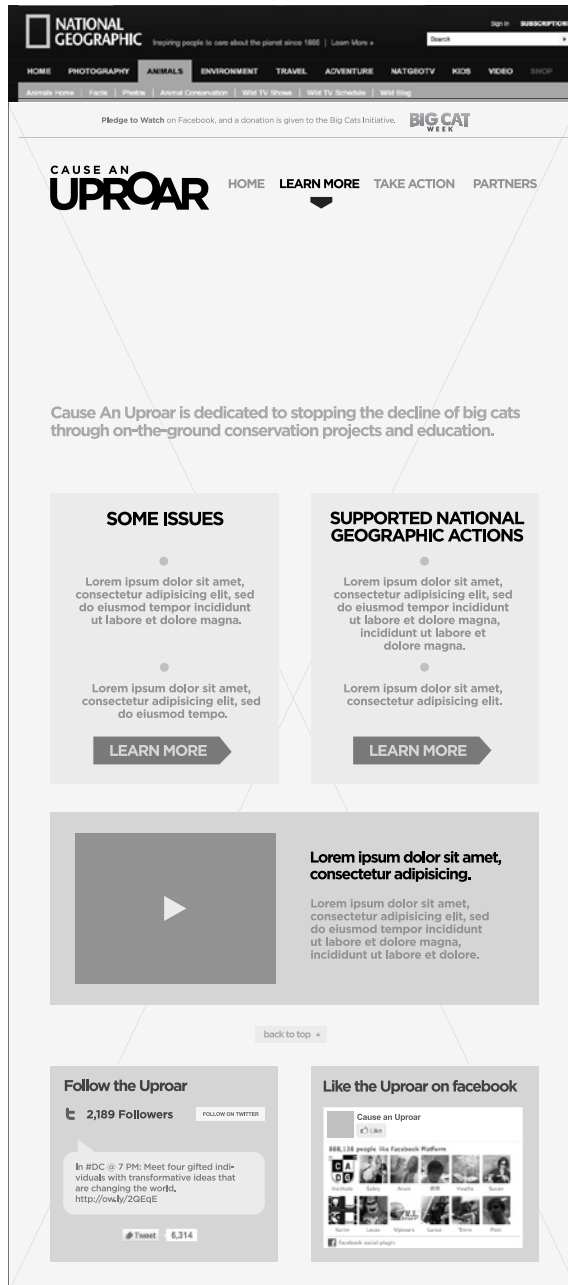
Facebook social plugin

Site by JESS3

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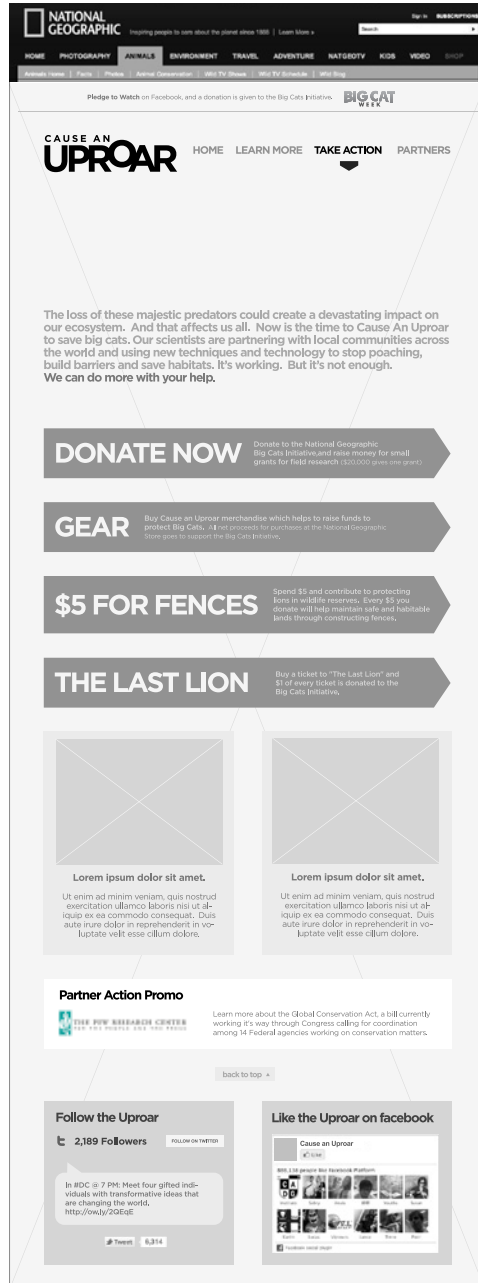
Showing info around campaign allowing user to discover more about the issues and how they can help.



# Cause An Uproar

Client. Nat Geo  
Agency. JESS3

Very clear CTA's  
for the user  
to engage and  
take action  
related to the  
campaign.



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Client. Nat Geo Agency. JESS3

GUI design for the site, by Knight Studios for JESS3.

