

GRABARZ & PARTNER

PRESS RELEASE

Grabarz & Partner demonstrates the effects of global warming using AR at the world's largest miniature exhibition

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Climate change is one of the biggest challenges of our time – yet it often remains abstract and difficult to grasp. Grabarz & Partner is now using Hamburg's Miniatur Wunderland as a stage to create a powerful campaign for Deutsche Telekom. Through an interactive augmented reality experience on-site, visitors can witness firsthand the potential consequences of global warming. A short film complements the initiative, which not only aims to raise awareness but also provides essential information and actionable steps on a dedicated landing page. One thing is clear: looking away is not an option.

Miniatur Wunderland in Hamburg is not just the world's largest model railway exhibition but also one of Germany's most visited attractions. With more than 25 million visitors, the miniature world showcases, in small scale, what moves our big world – and now also what threatens it: global warming.

Grabarz & Partner brings climate change to life inside Miniatur Wunderland

Deutsche Telekom has a clear message: climate change affects us all. But how do you make an abstract issue truly tangible? Together with Grabarz & Partner, a campaign was created that shows what happens if we fail to act – in a place everyone knows and loves: Miniatur Wunderland.

The campaign launched with a press conference inside Miniatur Wunderland, attended by scientists, journalists and influencers. On-site, attendees used installed iPads to experience the impact of global warming almost in real time. Through the AR application, visitors can explore different scenarios: What happens in Monaco, Venice, the Alps or Neuschwanstein Castle when temperatures rise by 2 degrees? By 5 degrees? The results are striking: flooding, droughts, wildfires. A miniature world suddenly becomes a vision of a dark and alarming reality.

The campaign is further amplified by an emotional film: A young girl watches on a tablet as Neuschwanstein goes up in flames, Venice sinks under rising water, and Monaco disappears from the map. As she looks up in shock, others continue to look away. Her final outcry – "Why is no one looking?" – becomes a lasting wake-up call.

The impact: Making climate change tangible

The campaign vividly illustrates what is at stake – and that it is not too late to take action. It makes the invisible visible, the abstract tangible. An emotional experience that does more than inform: it activates.

A collective stand against looking away

"Miniatur Wunderland shows how incredibly beautiful and at the same time how fragile our world is. Here, every visitor has the chance to see the world from a different perspective. We are using exactly this perspective to make the topic of global warming tangible. For the first time, we are visualizing what could happen to our world and our civilization if we fail to act now – while also highlighting ways we can still prevent disaster," says Ralf Heuel, CCO and Partner at Grabarz & Partner.

"Climate change is real. It's time to act," says Gerrit Braun, Head of Miniatur Wunderland. "Our campaign powerfully shows that we can all be part of the solution," adds Uli Klenke, Chief Brand Officer of Deutsche Telekom.

With creative strength, technological innovation and powerful storytelling, Grabarz & Partner has created a campaign that not only touches people, but moves them – in the truest sense of the word.

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Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

About Grabarz & Partner:

Grabarz & Partner was founded in 1993 in Hamburg and operates as an independent advertising agency. It is considered one of the most creative agencies in Germany and worldwide. With around 300 employees, the agency works with clients such as Deutsche Bahn, Burger King, IKEA, Bahlsen and Porsche. In the 2020 Cannes Lions Creativity Report, it was listed among the "Top Ten Independent Agencies of the Decade." *Horizont* named the management team "Men and Women of the Year." *w&v* named the agency "Agency of the Year," as did the Eurobest and Clio Awards. According to *Campaign*, Grabarz & Partner is one of the "World's Leading Independent Agencies."

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