

# *“Beyond Belief”*

Why smart people believe dumb things—and how to change their minds by spreading science

# Overview

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## The story...

Almost one in 10 Americans believe vaccinations are unsafe; three in 10 think climate change is due to natural causes and five in 10 reject the facts of evolution. We must be at an all-time low in scientific literacy, right?

Wrong. We humans have a long history of adopting myths as truths and confusing irrational opinions with rational facts. To build anticipation for “Bill Nye Saves the World,” WP BrandStudio will unearth the most inexplicable, bizarre and dumb-beyond-belief things we’ve convinced ourselves of over the centuries. Through engaging custom content we’ll show why, every few hundred years, we need a Science Guy to come along and set us straight—and we’ll also galvanize readers to, in the words of Bill Nye, help “change the world a little.”

## ...and how we’ll tell it

- An **illustrated slideshow** reveals the craziest of the crazy scientific myths that were once widely accepted as true
- A companion **first-to-market interactive initiative** empowers readers to stand up against the spread of beyond-belief anti-science claims with a single click
- Organic “teaser” details and references to the show will be integrated within custom copy as appropriate
- The trailer will be prominently featured and a strong CTA will drive readers to tune in

Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off, program as describes requires 6–8 weeks production.

# Program Details

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An **illustrated slideshow** blends smart copy and entertaining custom images to reveal the dumbest things people have taken as scientific truth—along with psychological and sociological reasons each was taken as fact (halo effect, compartmentalized intelligence, cognitive bias, etc.). Examples include:

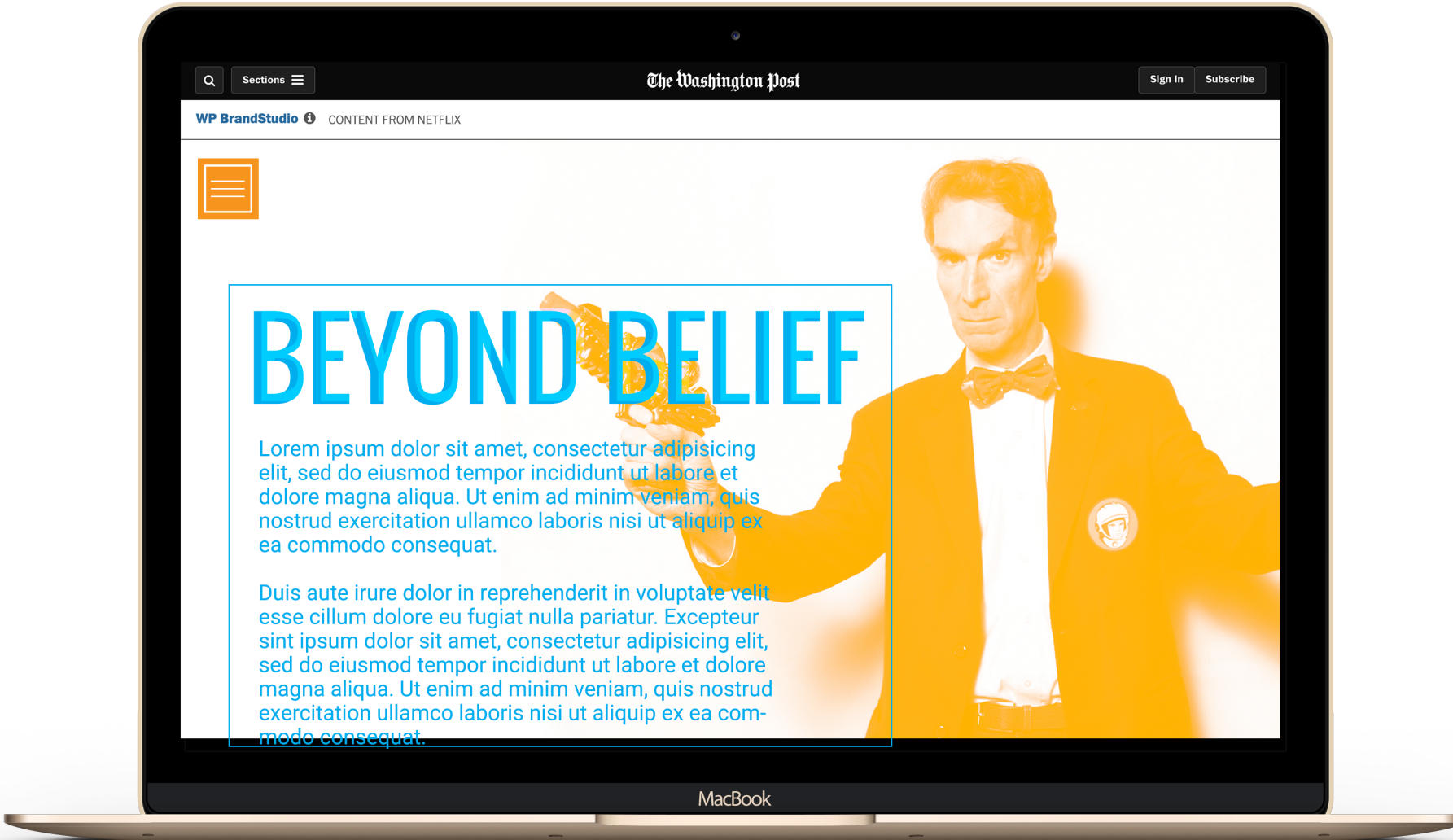
- You can make gold from iron
- Radiation is good for you
- Bathing is bad for you
- California is an island
- The earth is hollow
- Ice is the basis of life
- Sperm is made of tiny men

A first-to-market **interactive initiative** empowers readers to “Help Spread the Science!”

- Within the slideshow, readers will be invited to take action by expressing their support of scientific truth directly to policy influencers
- A call to action leads them to an online letter in support of the debunking of specific contemporary scientific myths; readers can e-sign and submit the letter to appropriate local and national officials and representatives\* to make sure the voices of reason and fact are heard

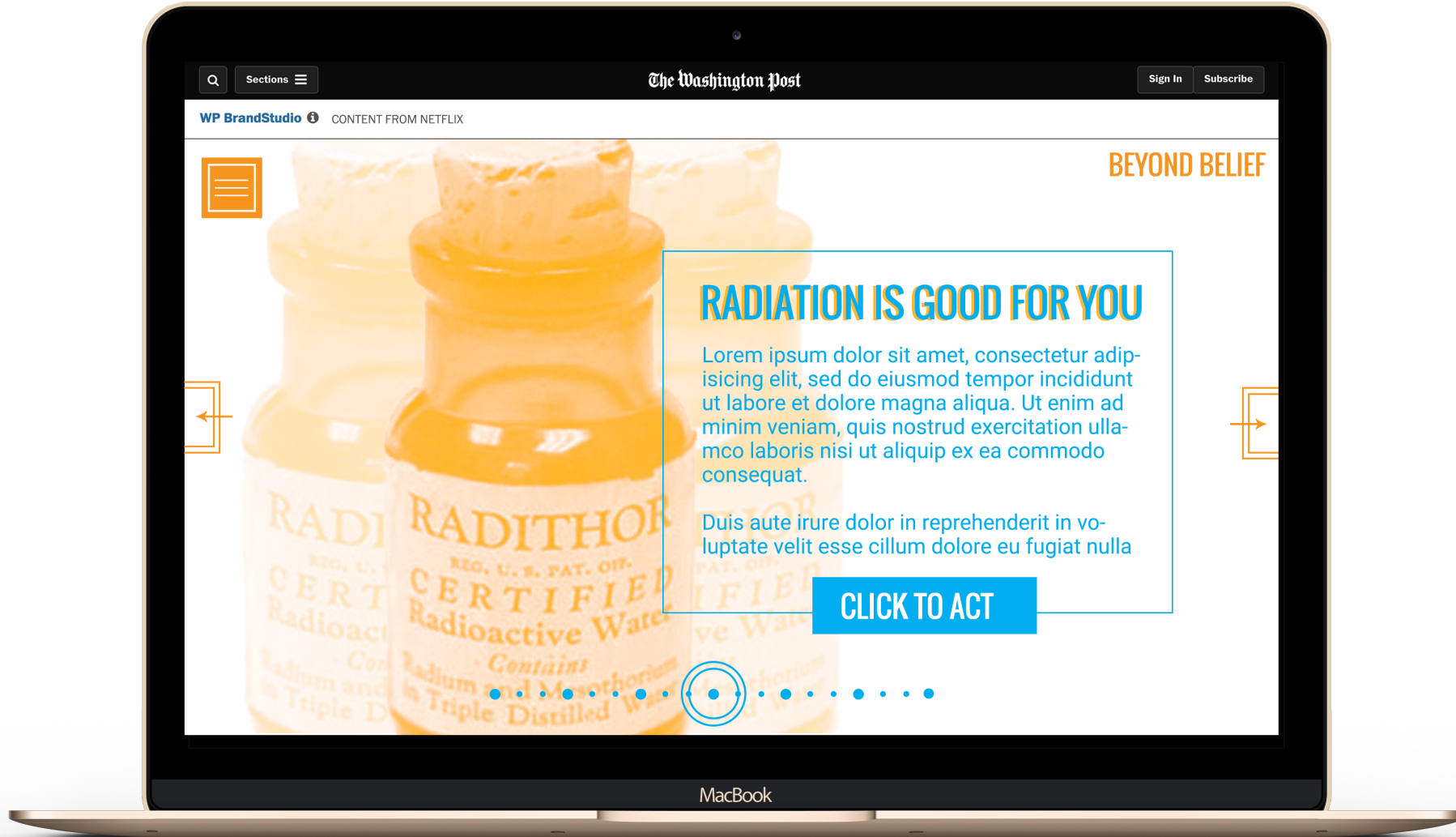
\* Contingent on legal approval

# Mock of Program Entry Point



Mock is for illustrative purposes only

# Mock of Illustrated Slideshow



Mock is for illustrative purposes only