

“Sanctuaries of Innocence”

Who provides protection when everyone needs saving?

Overview

For combatants in war zones, survival is as simple as kill or be killed. For everyone else, it's a quagmire of ethical choices and moral compromises between accepting help, offering help and looking the other way—all while under extreme personal danger.

To build anticipation for “The Zookeeper’s Wife” among *The Washington Post’s* influential readers, WP BrandStudio will engage their hearts and minds in riveting custom content that draws them into the questions at the heart of the film. When an overwhelming number of innocents require sanctuary from violence, who provides protection? What does “safety” really mean? And are the means of providing it always justified by the ends?

Note: 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 call.

Custom content could include:

- **An immersive rich-media narrative** explores the psychology of those who risk themselves to provide sanctuary. Who do they choose to save and what constitutes acceptable risk?
- **An Interactive historical timeline** looks at how the simplest sanctuaries of innocence—zoos—are affected by war. How are animal captives treated during times of conflict?
- **A panel Q&A with interactive poll** invites readers to compare their opinions with expert perspectives on provocative questions related to the film

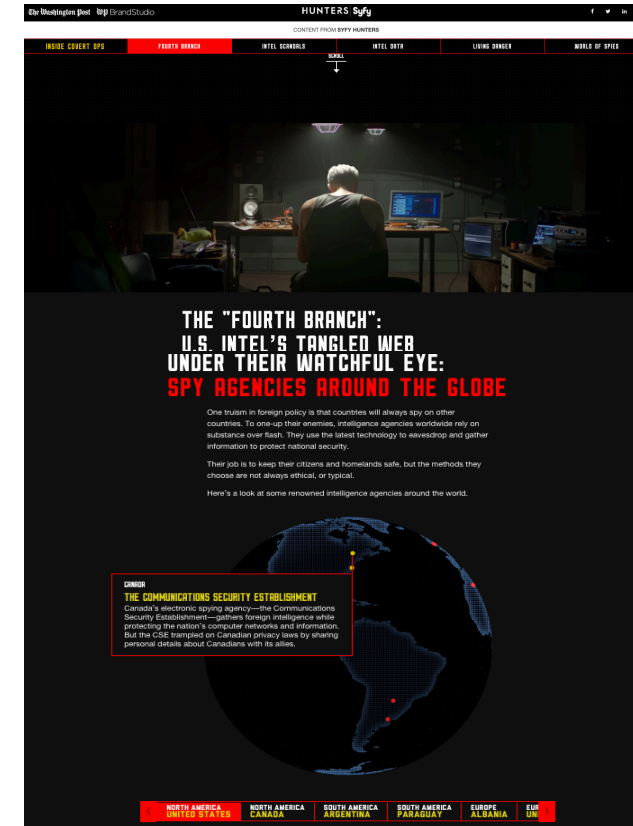
Film integration includes:

- Prominent placement of trailer of the film
- CTA driving readers to theaters
- Organic “teaser” references to characters and storyline

Immersive Rich-Media Narrative

When everyone and everything is in danger, altruism is pushed to extremes. What makes some people risk their personal wellbeing to save others? We'll take a deep-dive into the topic from psychological, sociological, biological and historical viewpoints, looking at recent scientific and behavioral studies to explore questions such as:

- What role does the amygdala (the brain's "fear center") play in influencing kindness and altruism? How does this play out across differences such as age and gender?
- What learnings can be gained by looking at the methods and means of providing sanctuary that have been used over history? Do men and women tend to differ in means of deception and subterfuge?



[Link](#) to WP BrandStudio example: Immersive narrative created for Syfy "Hunters"

Interactive Historical Timeline

In times of peace, people like to think of zoos as sanctuaries where animals are at least fed and sheltered (albeit at the expense of freedom). But in times of war, zoos become lightning rods for questions about degrees of humanity and altruism. When civilians are suffering, what and how much should be risked to save imprisoned animals? Would destroying them preemptively be considered merciful or cruel?



[Link](#) to WP

BrandStudio example:
Interactive timeline
created for FX “The
Americans”

We’ll address these thorny questions—and touch on oddities such as Hitler’s purported vegetarianism and the Third Reich’s “back-breeding” experiments—in an article that provides context for an interactive timeline. Readers click or hover on dates to learn about points such as:

1934: Nazi Germany hosts international conference on animal welfare in Berlin

1939: German Luftwaffe targets Warsaw Zoo; In preparation for bombing, London Zoo kills venomous animals and sends others to the country

1992: Sarajevo zoo under siege by Serbian forces

2003: Baghdad zoo loses nearly all of its animals to the war

2009: Ten animals in Gaza zoo survive airstrikes and mercy killings by Israeli forces

2016: Online fundraising campaign for animals in Yemen zoo

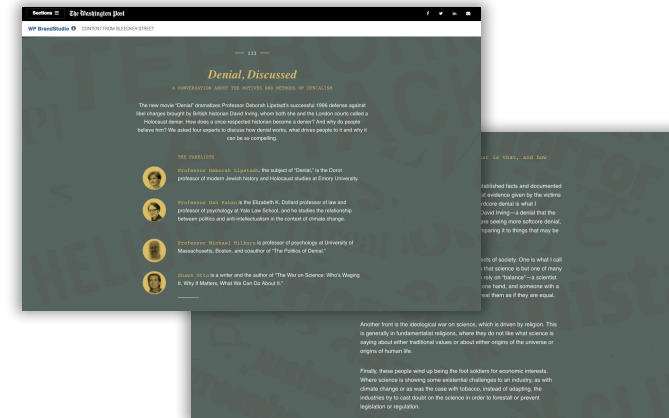
Panel Q&A with Interactive Poll

To give readers the experience of being in the world of “The Zookeeper’s Wife,” we’ll convene a multidisciplinary panel of experts (such as a psychologist, an ethicist, zoo keeper, a WWII historian) and present them with carefully selected questions that align with the film and offer windows into areas of moral and ethical complexity.

- Experts present their opinions in response to questions
- Readers are invited to vote on the opinions they are most aligned with
- A real-time graphic shows a tally of the votes so readers can compare their opinions to those of their peers

Sample questions:

- Are you morally required to imperil your or your family’s safety if it would save hundreds from certain death?
- Is it ethically defensible to feign affection for someone you despise if gaining their trust serves a higher moral purpose?
- Is it morally defensible to send humans into dangerous situations to save a priceless work of art, an archeological artifact or animals in a zoo?



[Link](#) to WP BrandStudio example: roundtable panel created for Bleecker St. “Denial”