



CHALLENGE:

In an age of Oh-Dear-ism - when it feels like nothing you do can help with the problems the world is facing - can BNZ "find a way?"

INSIGHT:

Likes on posts about global issues don't translate into money for the causes, they translate into money for Meta.

IDEA:

BNZ finds a way to put that money where it belongs, and challenges Meta to do the same.

BLUEPRINT

BNZ takes on Meta by becoming the first bank to monetise attention.



A user uploads an Instagram post.



Banner

The post is overlaid with the BNZ *"Let's Find a Way"* banner, and is posted as a collab with the official BNZ Instagram.



Profit

For every like the banner post gets, BNZ matches that with a \$0.01 donation to the BNZ foundation.

People's smallest actions now have tangible impact, without changing their behaviour. BNZ positions itself as the bank turning clicktivism into currency, **allowing people to donate with their thumbs.**

**Meta monetises attention for themselves.
BNZ monetises it for everyone else.**

BNZ: THE ATTENTION BANK

Meta can change the system, but won't.

BNZ can't change the system globally, but they can prototype a new mechanism where **thumb-stopping content = real world money.**



Showing the world it's possible - BNZ finds a way to turn likes to donations because the posts are also about BNZ - they contain BNZ's advertising, becoming financial instruments.

So, when posts already function as financial instruments for Meta, why can't Meta allow these posts to also benefit the organisations the posts are about, especially if those organisations are **registered charities**?

FROM PROTOTYPE TO BLUEPRINT

BNZ challenges Meta to create a new account classification for registered charities, allowing users to give back just by engaging.

WHAT MAKES THIS POSSIBLE NOW?

Utilising the metrics visible through Instagram's collab feature, AI can scan for fake accounts or bots engaging with their posts, ensuring that all payout to the BNZ foundation is equitable and honest.

If just a fraction the profit Meta made on posts by registered charities could be diverted back to their cause, users would be able to give back to causes they care about through attention alone, without changing their behaviour.

Let's find a way
Charitable post sponsored by **bnz**