



CHALLENGE:

79% of New Zealanders support Predator Free 2050. Only 26% believe it'll actually happen.

INSIGHT:

People don't lose faith in a cause because they stop caring. They lose faith because this fight happens entirely out of sight.

IDEA:

Turn 2026's creepiest trend into a positive.



“The biggest advancement in pervert technology since the trenchcoat.”

TheVerge

\$99 camera glasses are now on shelves at Kmart... Dubbed "pervert glasses" - privacy experts warn NZ law hasn't caught up.

 **RNZ**

"We certainly don't expect to have that everywhere we go."

- Annette Mills, privacy law expert

BBC

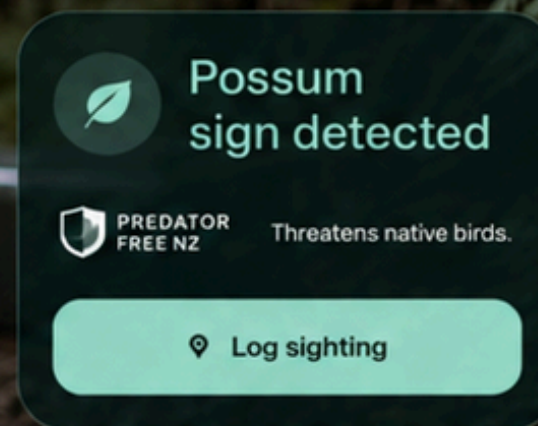
FREE PREDATOR GLASSES

People jumped on the trend and purchased the glasses. Now they can keep wearing them for a good cause, or donate them to trappers who will. Drop-off stations will be located through partnerships with retail stores such as Hunting & Fishing and Noel Leeming.



TURN YOUR GLASSES PREDATOR FREE

Software that turns the smart glasses you already own into a predator spotter.



1: SPOT

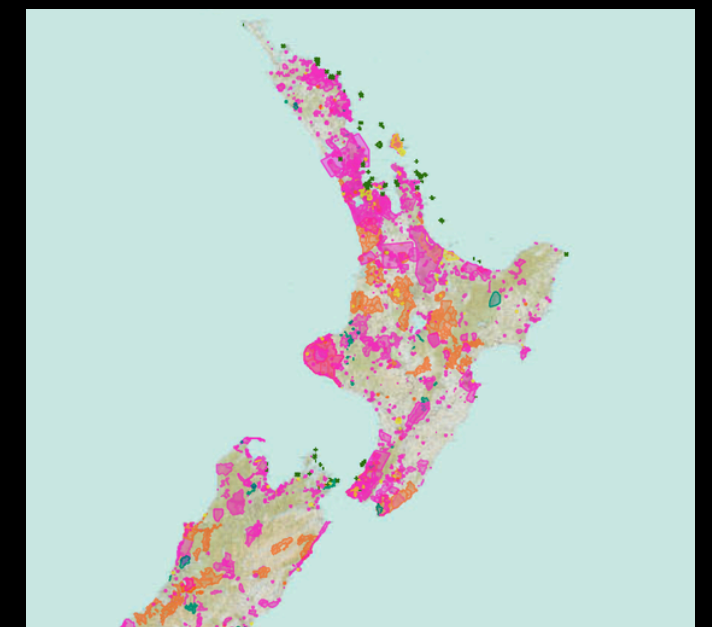
Predator Free Glasses identify signs of predators: prints, droppings, bite marks.

2: LOG

Each sighting is saved with its location.

3: MAP

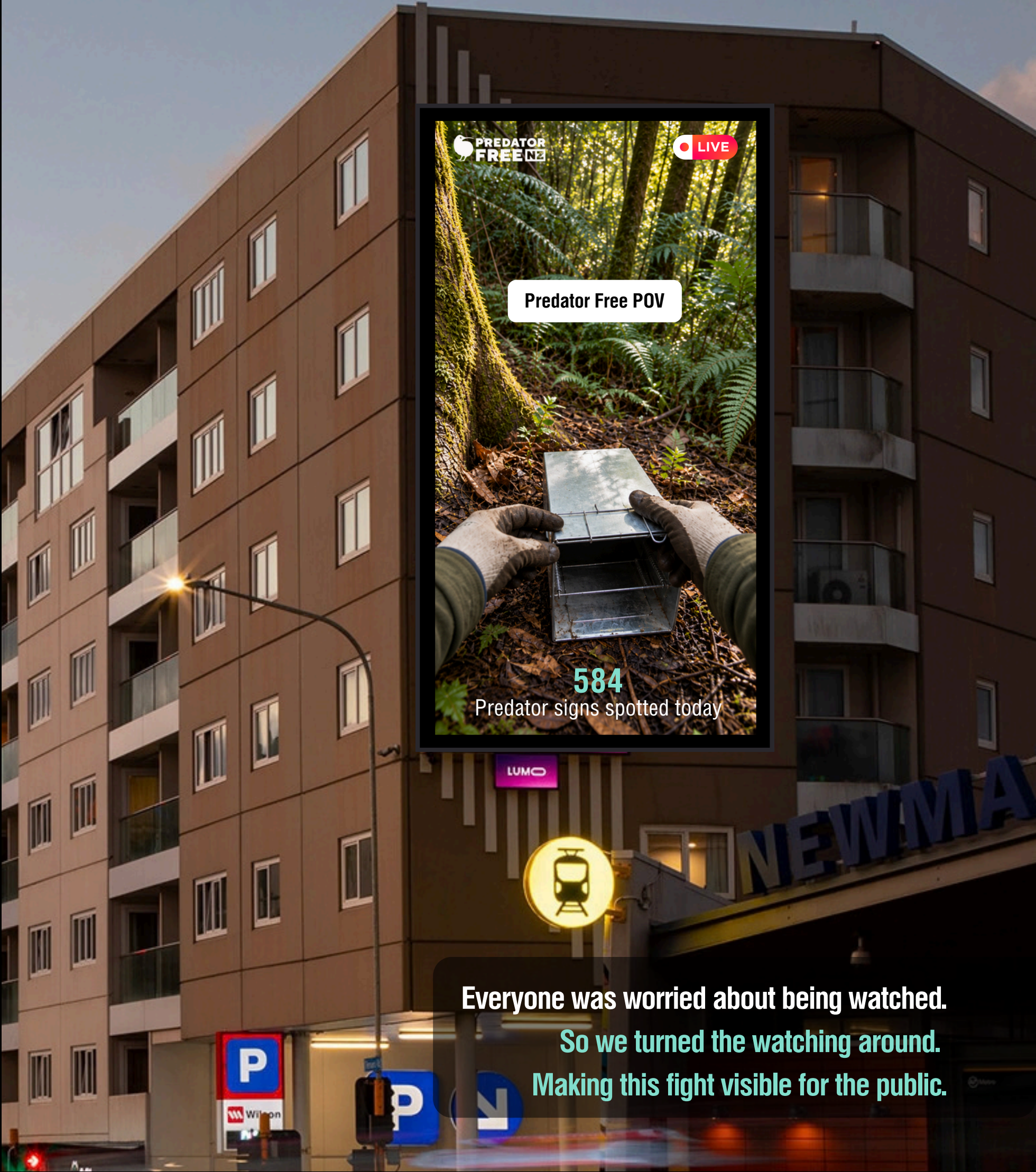
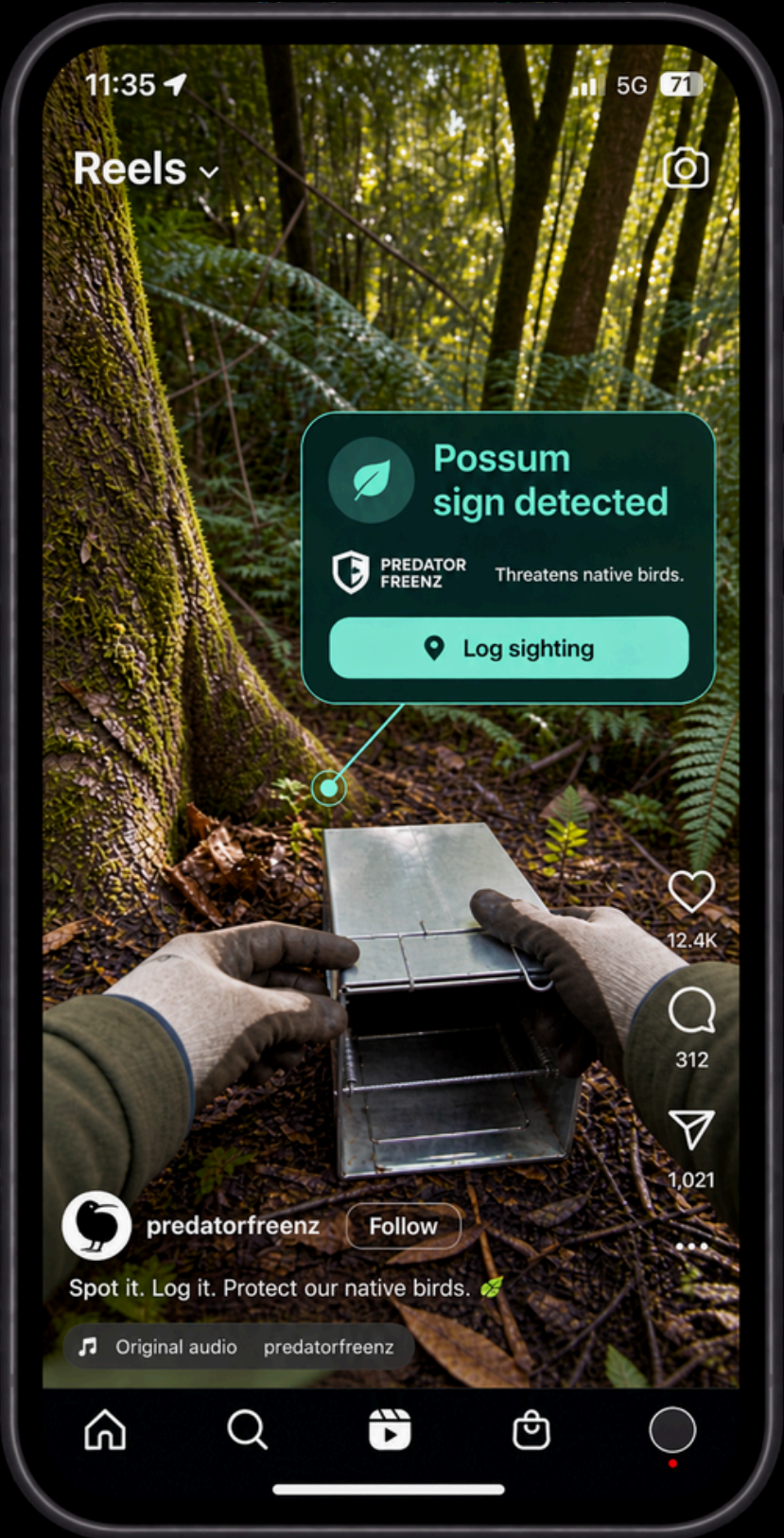
Trappers and the public's data they've captured feeds into one live map.



Trapping groups use the data to place traps where they're needed most.

EYES ON THE GROUND

Predator glasses record content that people can feel good about watching. Filmed as each trap is laid or cleared. Shared on social media and DOOH.



Everyone was worried about being watched.
So we turned the watching around.
Making this fight visible for the public.