

REFRAMMING

The New Space Economy
as a business opportunity

BRANDS,

Ogilvy ORBITER

FUTURE

SPACE AS A POSSIBILITY

Have you looked up at the sky lately?
Why does space always look so far away?

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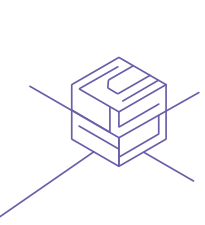
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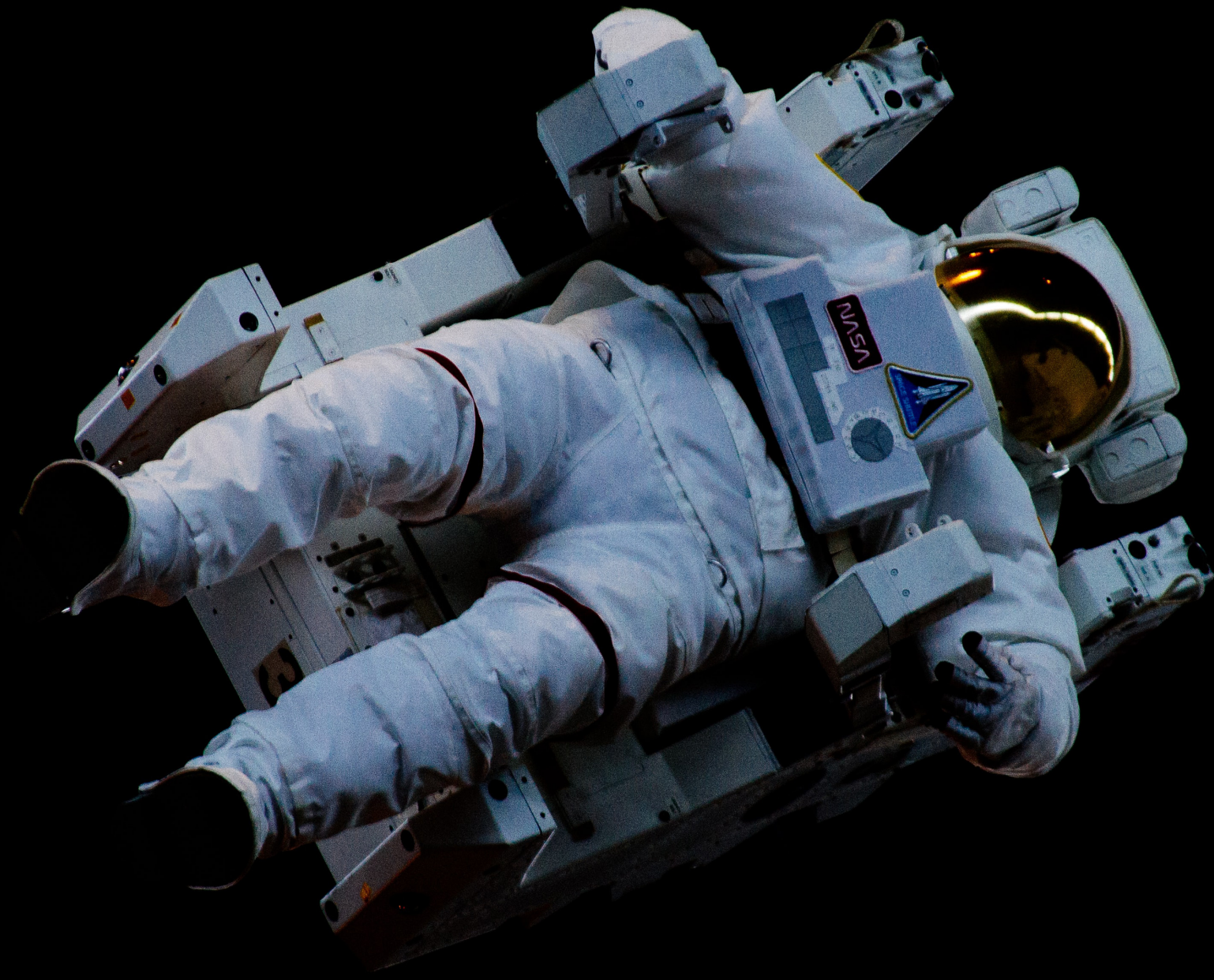
An endless source of inspiration
A star among the stars

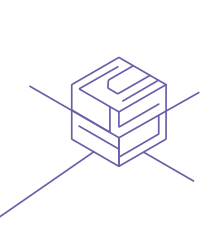


*If you choose to ignore these factors,
good luck to you.
A blind pig can sometimes find truffles,
but it helps to know that
they are found in oak forests.*

- David Ogilvy

SPACE AS A POSSIBILITY





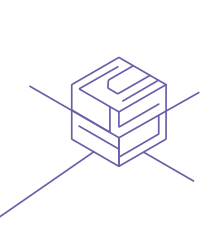
Have you looked up at the sky lately?

Since the beginning of time, men have looked at the sky, each seeing something different: their gods and myths; ways to measure time; a map to new paths.

There were two distinct elements: us and “that immense thing up there” that was far away, untouchable.

Nowadays, it is different. The sky is more than just “that immense thing up there” that we can only see every night from Earth. It is now something we can reach, something we can explore. A place where we can make things happen, just like on Earth. Scientific research, testing, space tourism: these are just few of the various activities that have concerned Space Exploration in the last few decades.





“You’re talking about sci-fi, aren’t you?”

This is probably a question that could easily come to mind right now. How could we blame you? Scientists in space, astronauts on Mars, signals intercepted from the farthest reaches of the universe: move aside, George Lucas! But the answer is no. This is not sci-fi. It is reality. And it is not the reality of a faraway future, either.

Space Exploration is now: right now – not tomorrow – as a large number of projects concerning Space exploration are being carried out at this very moment, and new ones are yet to come.

And where there are projects, there are needs. And where there are needs, there are possibilities. Space is now a possibility for humans, as well as for brands. Many brands all around the world have already grabbed at this possibility, investing in and supporting Space Exploration, with projects and campaigns that have increased their business and enlarged their international reach.

And here comes **Orbiter**.

Ogilvy ORBITER

The new project by Ogilvy Consulting, created to help brands to interface with the new business possibilities generated by the New Space Economy.

New forms of investment, new targets and values, new stories to tell: all this is waiting those brands that are brave enough to turn space into their own possibility.

It's a journey to a new era, but also a journey inside your own brand's nature. It's a reframe of your present and future.

But if this journey seems so exciting and full of promises, then why hasn't it been seriously considered by brands? To give an answer to this question is the first purpose of this paper.

*“Our society is only focused on the present,
on consent and immediate results.
It’s a frame of mind that confines us
to our comfort zones.*

*But if we are to build a better future,
we need to explore and get to know what we don’t know.
Space research is about all this.
Indeed, it’s thanks to the discovery of new worlds
that we’ll be able to build a better world of our own.”*

- Federico Ferrazza,
Editor in Chief Wired Italy



Every time we talk about **Space Exploration**, it seems we are talking about something far away from us, in a sort of utopic future.

How could we blame ourselves?

Since we were born, we've always heard news about men in space as something concerning the future: "One day we'll go to Mars," or "In the next few centuries there will be colonies on the Moon," etc.

That's why a lot of brands haven't considered Space Exploration as a business possibility. So, it is very important that the first thing we do, before showing you space as a possibility for your brand, is to take down the common prejudice that Space Exploration is just about the future and convince you of the opposite: it's happening now.

Why does space always look so far away?

The human mind has its own way of working and, as **Behavioral Science** teaches us, there are common behaviors – biases – that rule it, and which we constantly have to deal with.

Some of these biases affect our choices, sometimes blocking them, others driving them. When it comes to Space Exploration, a lot of biases can show up.

There are at least two of these biases behind thinking about space as something far away from us:

Procrastination Bias

when it comes to making decisions, our brain places a higher value on reaping immediate rewards than it does on those that might be earned in the future. Scientists refer to this dilemma as a battle between your Present Self and your Future Self.

Presentism

also has a big role in this behavior: our mind not only makes our Present Self win, it also defines “real” as only the things that exist here and now. Not an easy one.

These biases are what stop us from starting a new and exciting adventure, from which something new could grow or begin to turn.

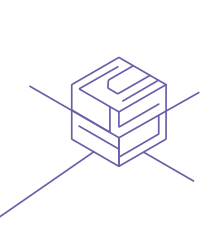
The solution to overcome these biases is what Behavioral Science calls framing: to change our point of view to reality, showing how the prejudices at the foundation of a bias are not true.

To help you overcome these biases and embrace the New Space Economy as a possibility for your brand, the first step is to show you how much Space Exploration is already doing right now in the world.



A photograph of a SpaceX Falcon Heavy rocket launching from the Kennedy Space Center. The rocket is ascending vertically, leaving a large plume of white smoke and fire at its base. The launch is taking place at dusk or dawn, with a dark blue sky and some clouds. In the foreground, the skeletal structure of a service tower is visible, partially obscuring the rocket. The overall scene is dramatic and captures the power of the launch.

SPACE EXPLORATION IS HERE AND NOW



Space has never been so close

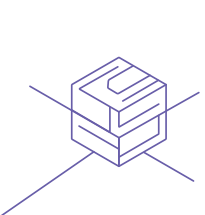
We all know about the Apollo Missions and the first space race during the 60s and 70s. At that time, everybody thought about space: it was something radically new and, more importantly, it was something more than scientific.

It was a consistent part of that not-so-silent competition among nations known as the Cold War: who would be the first to get into orbit? Which flag would be the first planted on the Moon?

Nowadays, Space Exploration is certainly less noisy and it's probably this lack of competition that's one of the reasons that makes it look less mainstream and closer to a more scientific area.

But this doesn't mean it doesn't concern us.



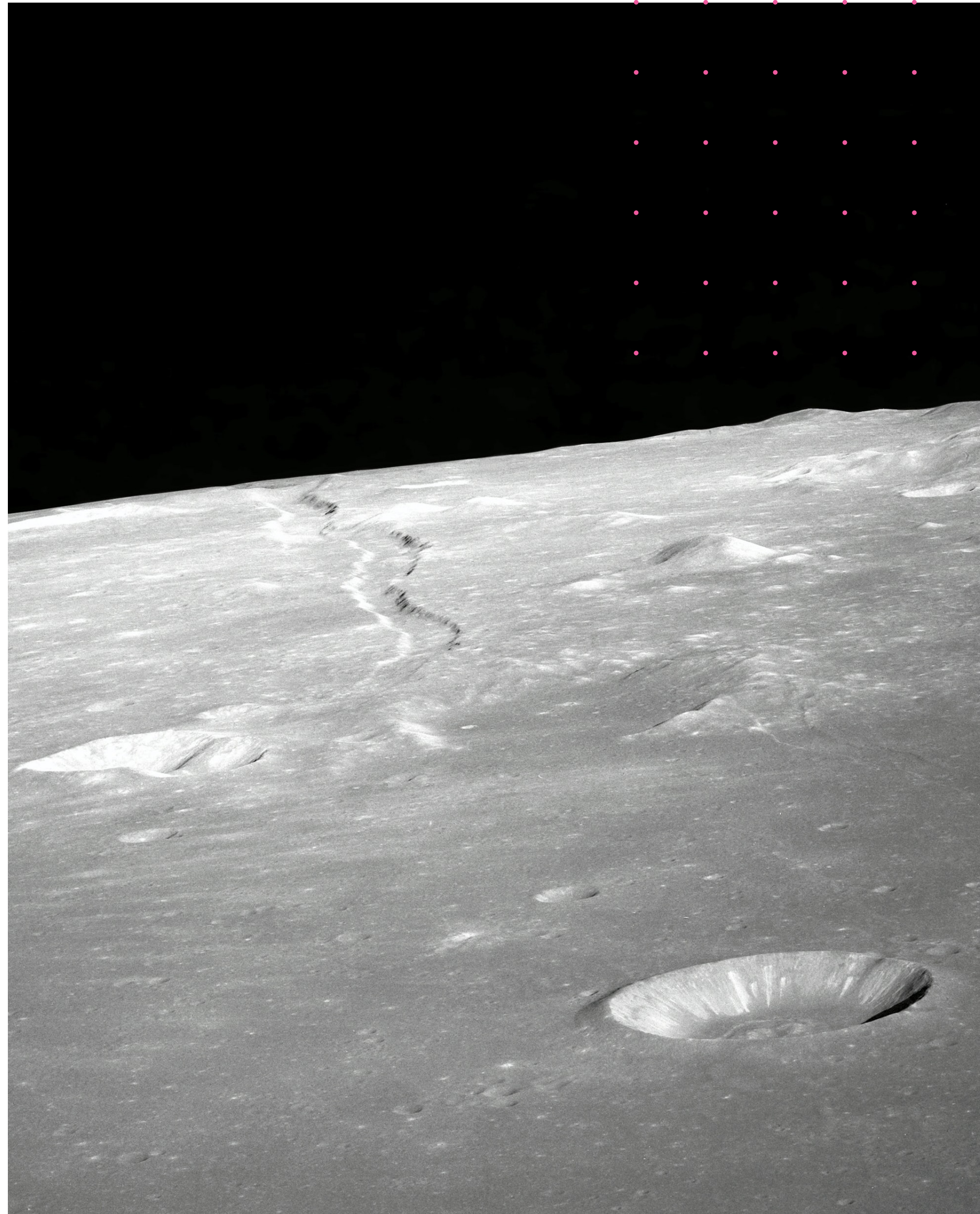
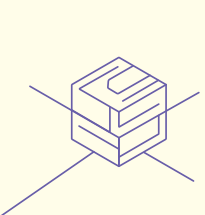


NASA'S ARTEMIS MISSION

Right now, many projects about Space Exploration are sprouting, and together with them a series of needs to realize those projects.

We are talking about concrete needs, not philosophical or speculative. An example? NASA's Artemis mission is planning to **reach the Moon by 2024.**

Not in a utopic future: it's just three years from now. And to do this, they don't need dreams: they need brands, companies, experts able to address the requirements set out by NASA. Not by accident, those who answered the call of NASA are three private companies: Blue Origin, SpaceX and Dynetics.



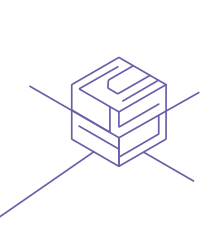
June 2020

Nasa picks Bezos's Blue Origin and Musk's SpaceX to build new lunar landers.

Alabama company Dynetics also chosen for moon landing project, as three firms prepare to compete.

Nasa has selected three private space companies to lead the development of lunar landers for its forthcoming moon landings. The three companies are Blue Origin, owned by Amazon's CEO, Jeff Bezos; Elon Musk's SpaceX; and Dynetics, based in Huntsville, Alabama, Nasa announced on Thursday.

The lunar landers will carry the astronauts from lunar orbit to the Moon's surface and back again. Blue Origin's contract is worth \$579m, SpaceX's \$135m and Dynetics will receive \$253m.



In one of his latest interviews Elon Musk, founder of Tesla and, between the end of 2020 and the beginning of 2021 appointed as the richest man in the world, declared he is investing part of its own fortune to support SpaceX – a company he owns – projects to reach Mars

[...] this is the goal of my life and I want this to be clear. I want to lead human kind in the process to become a multiplanetary species, a space civilization. Compared to the only chance to stay only on the earth waiting for it to be destroyed is a pretty inspiring future.
Elon Musk, CEO of Tesla, SpaceX, Neuralink and The Boring Company

Some call him a fool, others admire him for this.



NEXT YEARS' MISSIONS

Artemis is not the only ongoing project. Look at the timeline below with the more important missions that are going to be realized in the next few years.

Pretty busy schedule, don't you think?

Deep Space

2021

A look to the Big Bang

The James Webb Space Telescope will station the Hubble Space Observatory in outer space, to search for other exoplanets like Earth, learn the secrets of distant galaxies, and help us reconstruct the first moments after the birth of the universe.

Venus

2022

Is there life on Venus?

With the recent discovery of a possible sign of life on Venus, we could see a new surge of missions headed to the cloudy planet in the future.

Jupiter

2023

Is there water on Europa?

Europa (one of Jupiter's moons) will be reached by an ESA spacecraft within the next year, to look for water and, possibly, life.

Moon

2024

This time, to stay.

Humankind goes back to the moon with a permanent plan. With the Artemis missions, the Moon is going to become the next new human outpost.

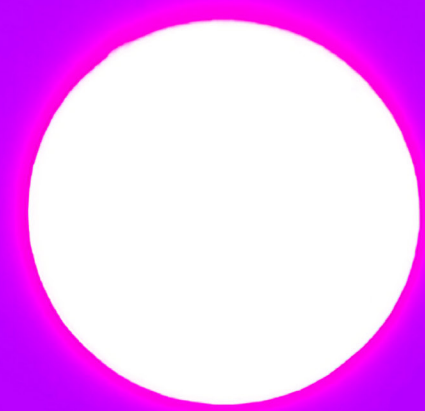
2026

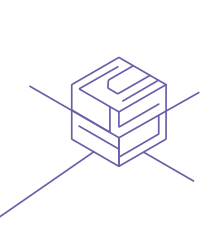
Man on Mars

In a recent interview, Elon Musk said he is confident SpaceX will land humans on Mars in the next years. His company is not the only one looking to the Red Planet. Together with it, we find Airbus, Blue Origin and many others.

Mars

WHY IS THIS HAPPENING NOW?





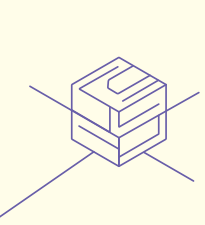
Welcome to the Fourth Industrial Revolution

All these launches and missions would not be possible without the great strides made by technology in the last few years.

Cognitive Computing, IoT, Machine2Machine, 3D printing, Advanced Robotics, Big Data, RFID Technologies: we are now in the middle of the Fourth Industrial Revolution, which means not just more kinds of technologies for Space Exploration, but also a significant cost reduction.

Space Exploration's projects are sprouting nowadays because **they finally are affordable.**





June 2020

Space investing in the final frontier.

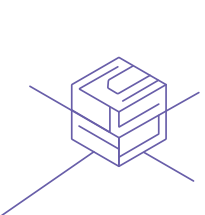
Will declining launch costs, advances in technology and rising public sector interest position space exploration as the next trillion-dollar industry?

It's been nearly half a century since humans left footprints on the moon and during that time, human space exploration has largely centered on manned low-Earth orbit missions and unmanned scientific exploration. But now, high levels of private funding, advances in technology and growing public-sector interest is renewing the

call to look toward the stars. The investment implications for a more accessible, less expensive reach into outer space could be significant, with potential opportunities in fields such as satellite broadband, high-speed product delivery and perhaps even human space travel.



Photo by Nasa on Unsplash



Here are some of the technologies that have contributed to reducing the cost of Space Exploration over the past few years.

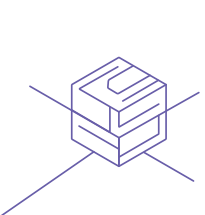
Reusable rockets

SpaceX is revamping the Space Exploration business by reducing the cost of access to space and changing the increasingly competitive market in space launch services. Reusable Falcon 9s dropped the price by an order of magnitude, dropping the cost of access to space still further through economies of scale. The interest in this

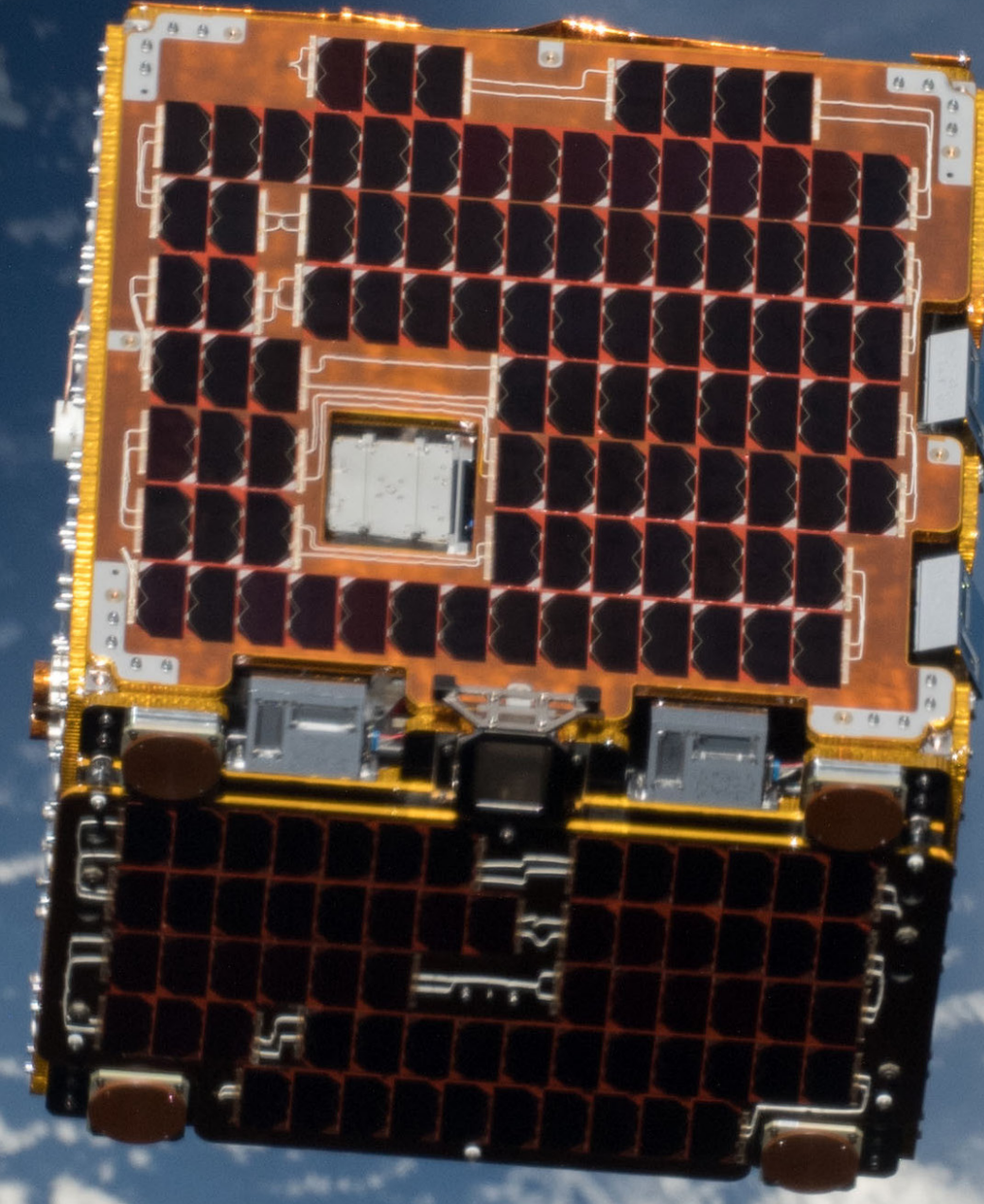
fascinating new landscape is so big that the first Falcon 9 launch with astronauts on board (30th May 2020) has been the second most viewed NASA rocket launch ever (second only to the Apollo 11 launch). We are talking about 14 million viewers vs. the 11 million that tuned in for the Games of Thrones series finale.



REFRAMING BRANDS' FUTURE



CubeSats



When we think about Space Exploration, we always have in mind these gigantic rockets leaving the Earth, directed to even more gigantic space stations. One of the biggest things that will make Space Exploration easier and more affordable is a very small invention called CubeSat.

A CubeSat is a miniaturized satellite – with the same dimensions of a shoebox – that's able to complete different tasks. It's easier and less expensive to launch in outer space. Also, its smart design allows one to combine a CubeSat with others, each with different skills.

INVESTING IN SPACE

INVESTING IN SPACE

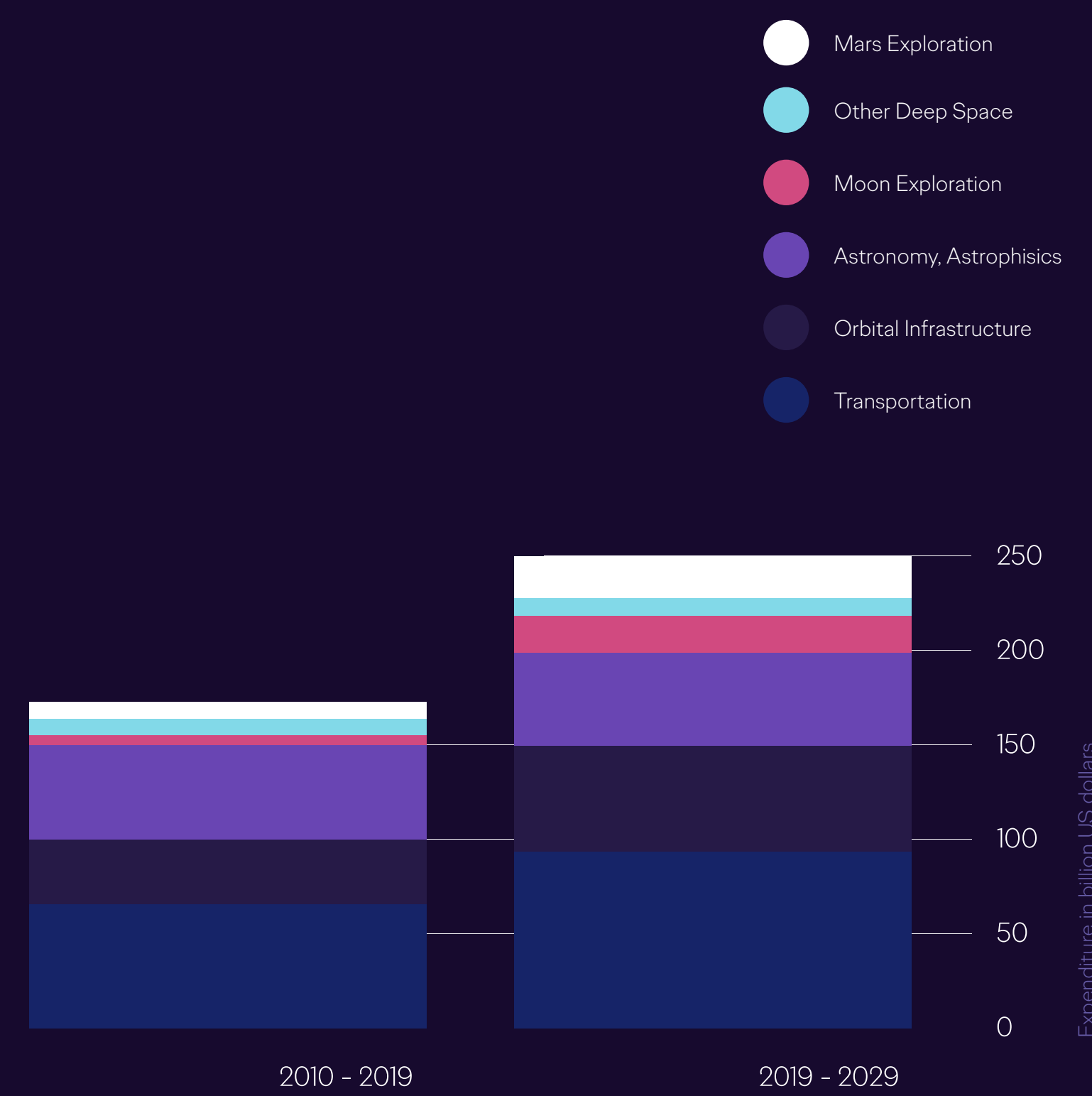
As a result of this revolution, Space Exploration has become what we can call a fundamental element in a lot of countries' economies. So fundamental that, listening to the words of the Italian astrophysicist and Director of the UNOOSA (United Nations Office for Outer Space Affairs) Simonetta di Pippo, **"The Space Economy will be worth 3 Trillion Dollars in 2040."**

According to Riccardo Fraccaro, State Undersecretary to the Italian Prime Minister (Ita: Sottosegretario di Stato alla Presidenza dei Ministri) "Space will be one of the strategic elements of the economy, society and geopolitics able to drive them for the next decades."

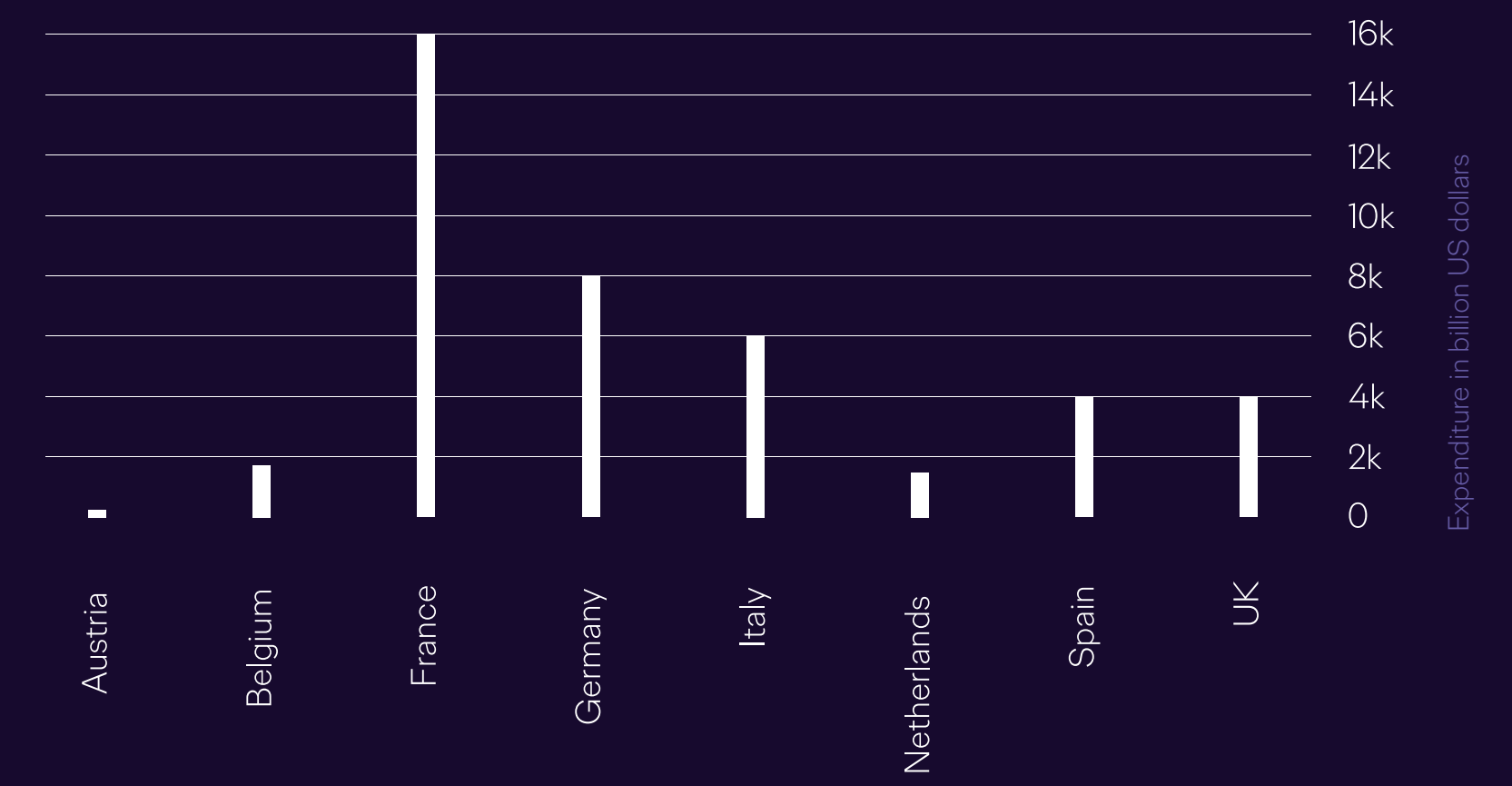
More than in the past, the sector will push innovation with returns that were unthinkable on Earth. It's the new "Space Age," which goes in two directions, according to the Undersecretary. The first is the New Space Economy, or "the opening of a market that was previously inaccessible," with new private players stepping in. The second is the new exploration wave that aims at the Moon and Mars, with Italy already taking part in the American program Artemis. For the country, the challenge is to "understand how we can be competitive and play a leading role in this new adventure," Fraccaro pointed out. Certainly, "we will need competitive human capital," he added. He also "welcomed" the signature of the agreement.

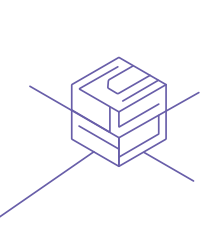
Even one of Europe's most prestigious schools of economics, the Università Bocconi of Milan, has inaugurated a lab dedicated to the New Space Economy, in collaboration with DIMA, the Italian department for mechanical and aerospace engineering in Rome.

Global government investment on space exploration by type.



Space industry employment by country in 2018.





AND WHAT ABOUT ITALY?

Even Italy invests 485 Million Euros in Space Exploration. Thanks to undisputed skills in space activities, Italy has managed to recently win the leadership of three important programs in the space exploration sector. The two missions that Italy will

guide are the most expensive: ROSE-L and CIMR, both with Thales Alenia Space Italia as the leader, with the participation of OHB Italia. In 2021, Colleferro (RM) will be the European Capital of Space, thanks to Avio.

Turin leads the Italian Space Industry.

The Piemontese Space District counts more or less 300 companies, 7,900 employees – 15 thousand if we count the suppliers – and a business of 4 Million Euros. In 2019 the Piemontese Space District Association came about, composed of 15 members – companies, institutions and others, mostly private. Two of them are in the frontline for the Perseverance 2020 Mars Rover Mission.

Grottagnie, the first Italian Spaceport.

Italy is the first European country to adopt a regulation to build and manage a spaceport on its national territory. It is a fundamental step to launch this important and strategic new civil aviation segment that will allow commercial suborbital flights from our country in the near future. The American company Virgin Galactic, which, in the meantime, has built the SpaceShipTwo, the aerospace vehicle for suborbital flights, has expressed its interest.

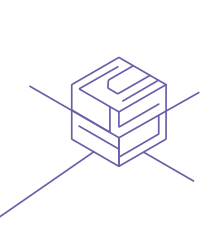
Milan, the PoliMI for AIDA Mission.

In 2024, the Politecnico di Milano will act as an important component of the AIDA Mission, for Earth's defense from the impact of Asteroids. The Milan university will manage the trajectory and nav system of the two CubeSats that will reach the asteroid Dydimos in order to analyze it.

Rome, Italy for Artemis

In November 2020, in line with the strategy of the government, the Italian space agency (ASI) organized a webinar concerning the leading role that Italy will have in the Artemis mission to the Moon. The webinar was open to the entire Italian industrial and research chain and had the purpose of presenting the immediate opportunities in taking part in this ambitious project.

IS THERE BUSINESS IN SPACE?



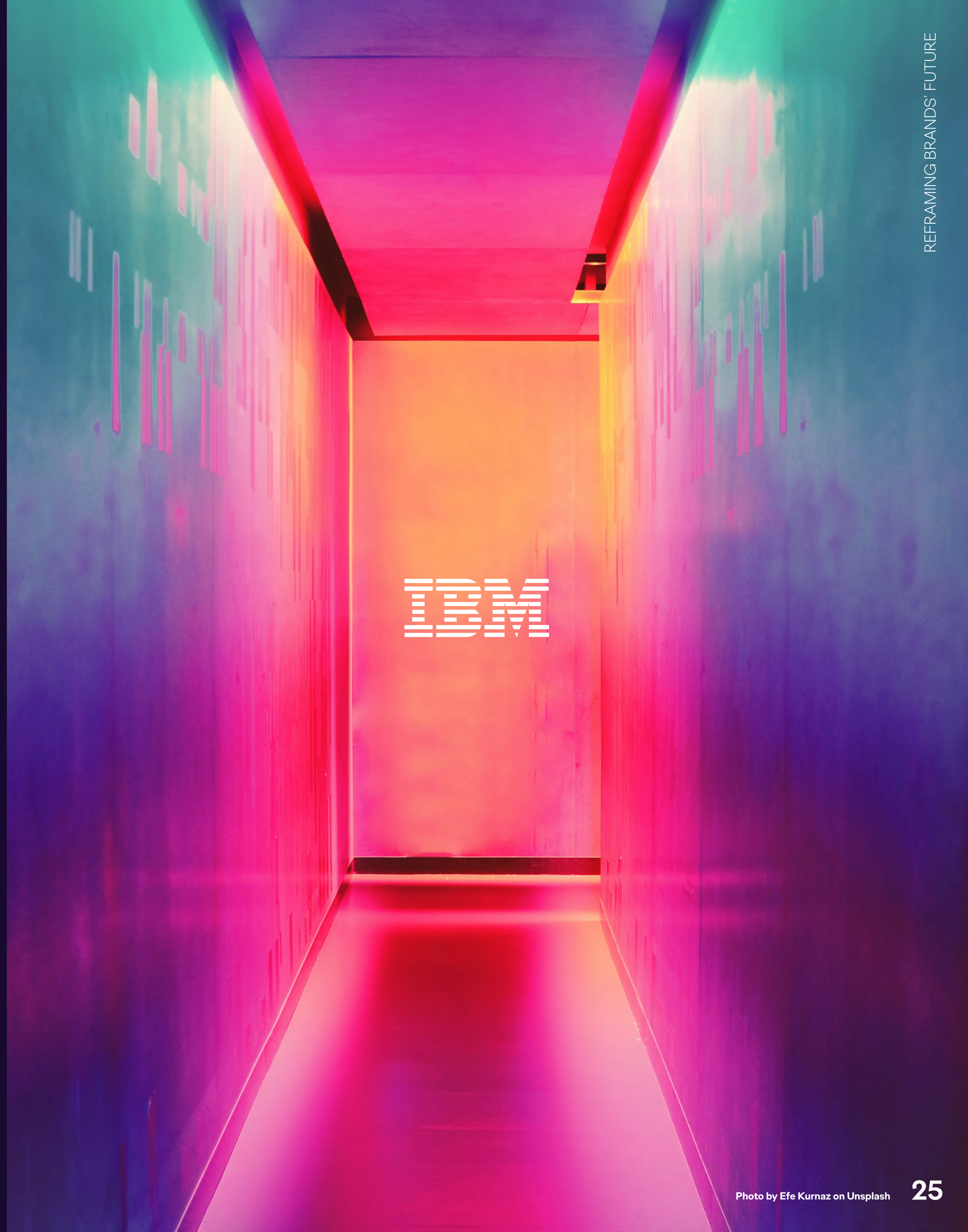
Space Exploration for brands

We saw how Space Exploration is not a synonym for sci-fi: it is an actual reality, able to catch the interest of both public and private investors and move huge capital.

It is pretty ironic how humankind has spent centuries excavating for gold, when the richest mine that ever existed has always been above the ground, beyond the atmosphere.

As we said at the beginning of this paper, space is a possibility not just for humans or science, but also for brands. We've seen how many private companies, such as SpaceX, have already turned space into their own possibility. The same is happening with a lot of more "mainstream" brands such as Nike, Lego, IBM, SodaStream. In the following pages we will see how these companies have already started to use space as a source to find both inspiration and new ways to grow.

Space Exploration for brands is a **Frame**: an unexplored area where brands have the possibility to find new and original ways to express themselves; an uncharted playground where they can test their performance and values and see how strong the connection between their product and their purpose is.





Each brand that decides to move inside of this frame knows it's about to start a unique journey in an endless world of possibilities.

We've analyzed and grouped them into four categories.



Space Exploration is a journey leading to

1 *NEW* OPPORTUNITIES

With the increasing number of projects concerning Space Exploration, there is also an increase of needs regarding those projects. For some of these needs, your brand can be the answer.

2 *NEW* AUDIENCE

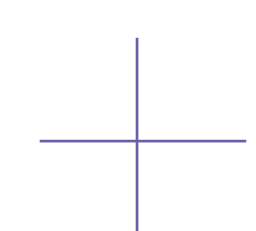
Space exploration concerns humanity. All brands that started their journey through space have widened their target, attracting the interest of more and more people.

3 *NEW* HOPES

Is there a future in space? Lots of projects concerning medicine, sustainability and the future of our Earth seem to say yes.

4 *NEW* NARRATIVES

Movies, TV series, comics: Space Exploration is now more than ever a trending topic in different kinds of media and an inexhaustible source of inspiration.



A JOURNEY
TOWARDS *NEW*
OPPORTUNITIES



Be the answer

To each need, there's an answer.
It's probably the core of our world.
And when new needs come up,
new opportunities to answer
those needs are created.

The question is: will you be the answer?

Take a look at what you have, at who you are, and think
of your product at the service of Space Exploration:
IBM is about computer science, so it is helping Space
Exploration thanks to its knowledge in Artificial
Intelligence; Audi produces vehicles and now,
as we will see in the next pages, it is producing
its very first lunar rover.

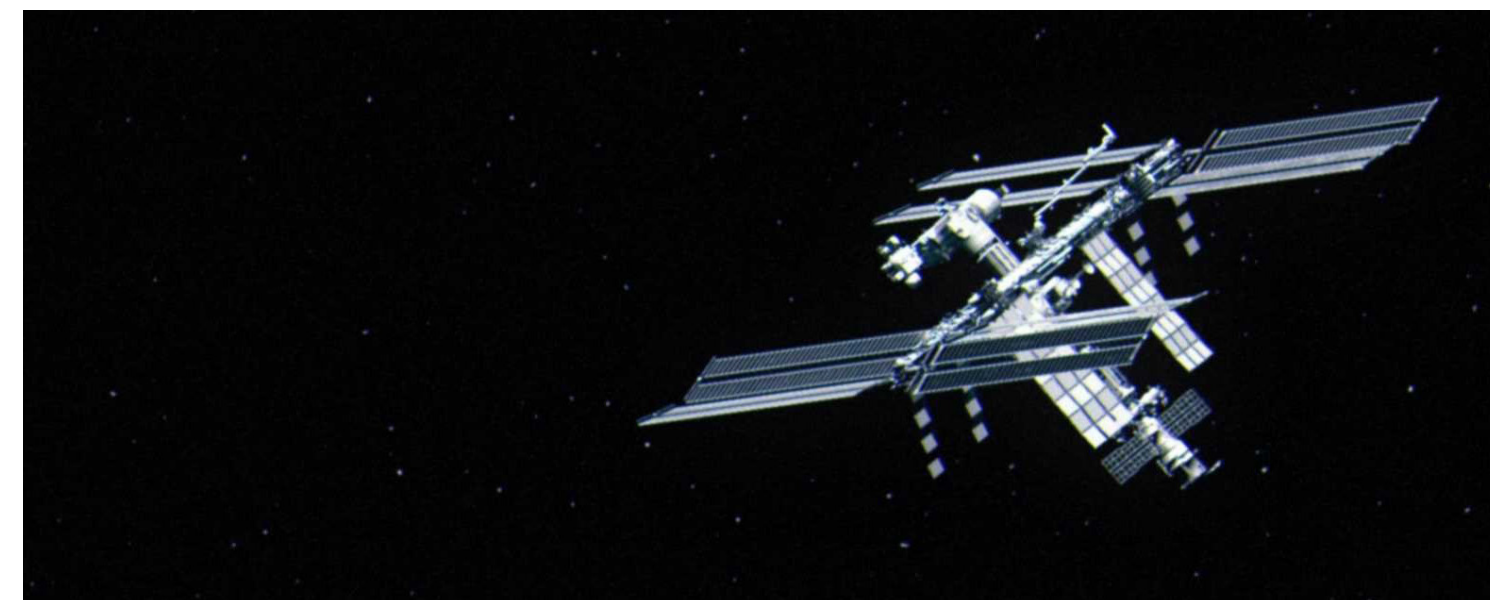


Who's already in orbit?

AUDI LUNAR QUATTRO

In October 2021, the next mission to the Moon will start. An essential component of this mission is designed and produced by the German automotive house. The Audi Lunar Quattro is an all-electric lunar rover weighing just 35 kg. Most of its parts are 3D printed. The rover is controlled from Earth in real time by joystick, and it's powered by solar energy. With this project, Audi is now first in line in the research of new ways to bring down the costs of Space Exploration.

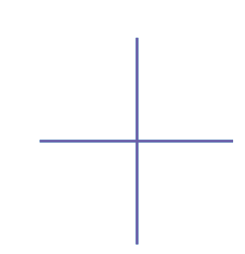
<https://www.pts.space/products/audi-lunar-quattro/>



CIMON, by IBM

The leading company in the computer industry is also on its way to turn space into an opportunity. Thanks to the latest developments in Artificial Intelligence, and to the partnership with the German space agency DLR and Airbus, IBM creates CIMON (short for Crew Interactive MOBILE CompanioN), a little spherical bot that will assist astronauts on the ISS. CIMON is also able to converse with them. For now, CIMON is far from being a final product, but it's a way to understand how crew assistance will be in the very near future.

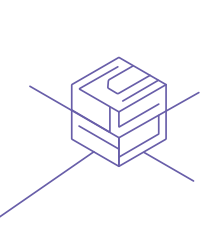
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A JOURNEY

TOWARDS *NEW*

AUDIENCE



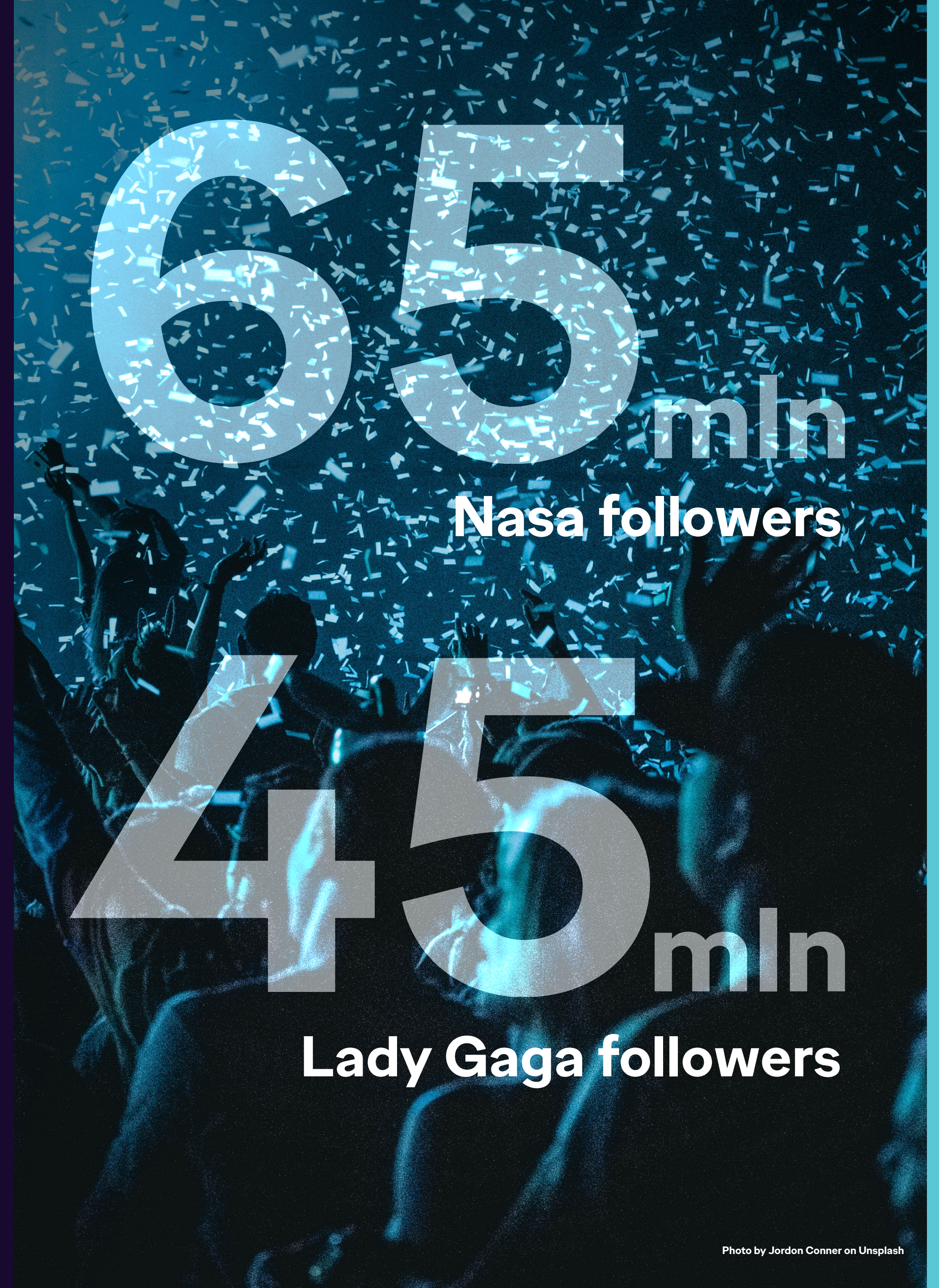
Space is POP

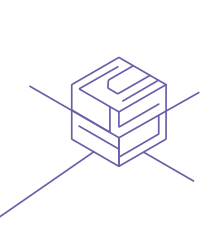
We started this paper saying that humans have always looked up at the sky. The perspective could be changed thanks to Space Exploration, but this has not reduced the interest people have for it and space is now more than ever a trending topic for a large amount of people. Indeed, we could also say that Space Exploration has never been so pop. Don't believe it? Just have a look on YouTube or the main social networks:

- NASA has 65 million Instagram followers, while a pop star like Lady Gaga “only” 45 million.
- Space contents on the YouTube TED channel are viewed by millions of users.
- Each item of video content created on board the ISS (International Space Station) is destined to become viral.

Even astronauts in the last few years are no longer seen as engineers, but more as a sort of influencer, able to get people closer to space, even with funny videos: the clip Honey in Space, for example generated more than 42 million views. And it's just pure entertainment.

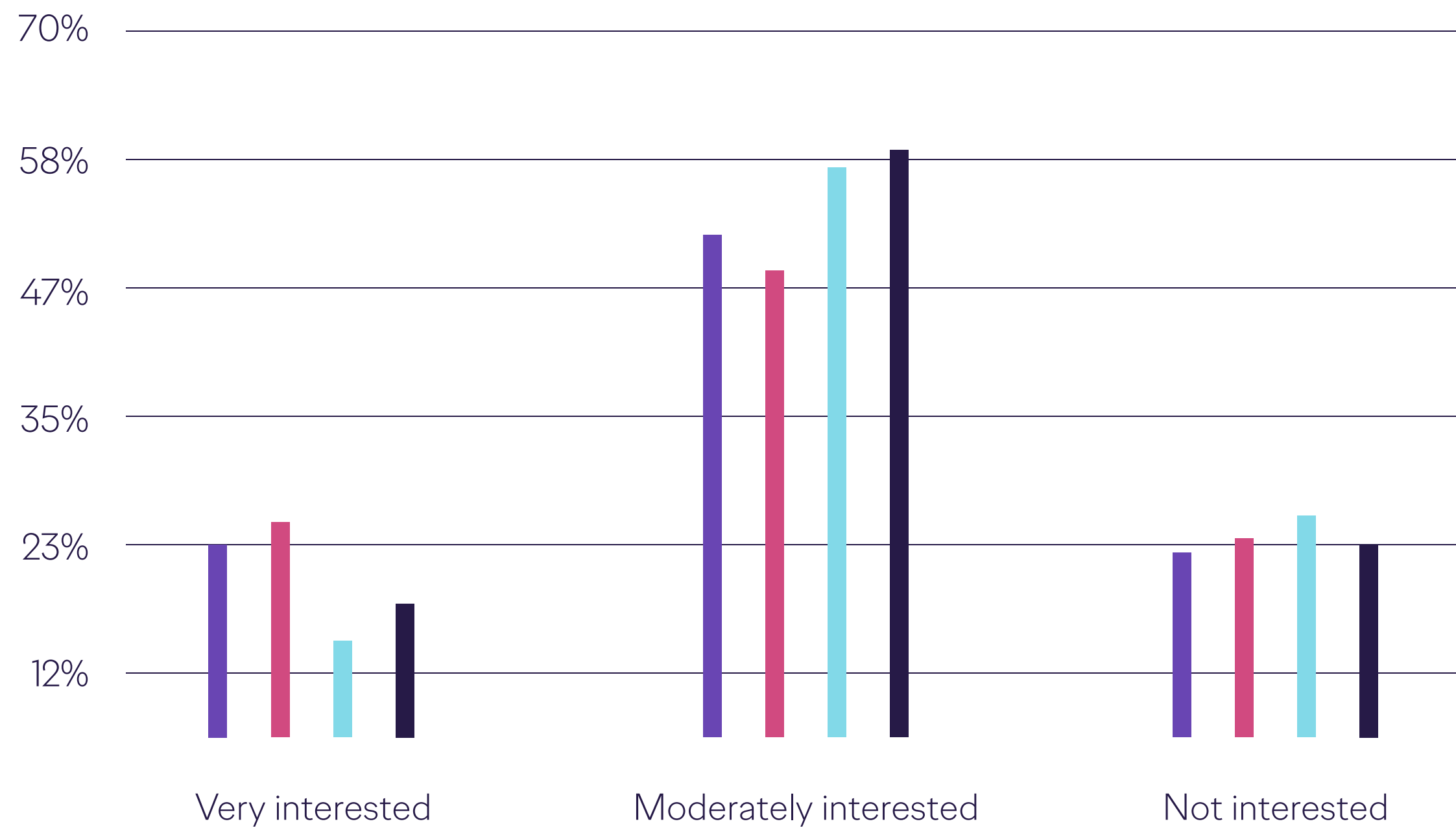
Thanks to the natural-born sense of interest space has to arouse in users and to drive its diffusion in the digital world, approaching Space Exploration is a strategic way to broaden your perspectives.





Share of people in the US **interested in space exploration** in 2019, by age.

- 18 - 34
- 35 - 49
- 50 -- 64
- 65 and older



The consumer 4.0

It is not just because of its automatically interesting quality that investing in Space Exploration is seen as a strategic gambit to assume relevance in the eyes of a larger target. There is also another reason. Space Exploration is a compendium of some of the most important values and insights ever: it's about humanity, new borders, collaboration and equality. This thing completely fits with the new generation of consumers.

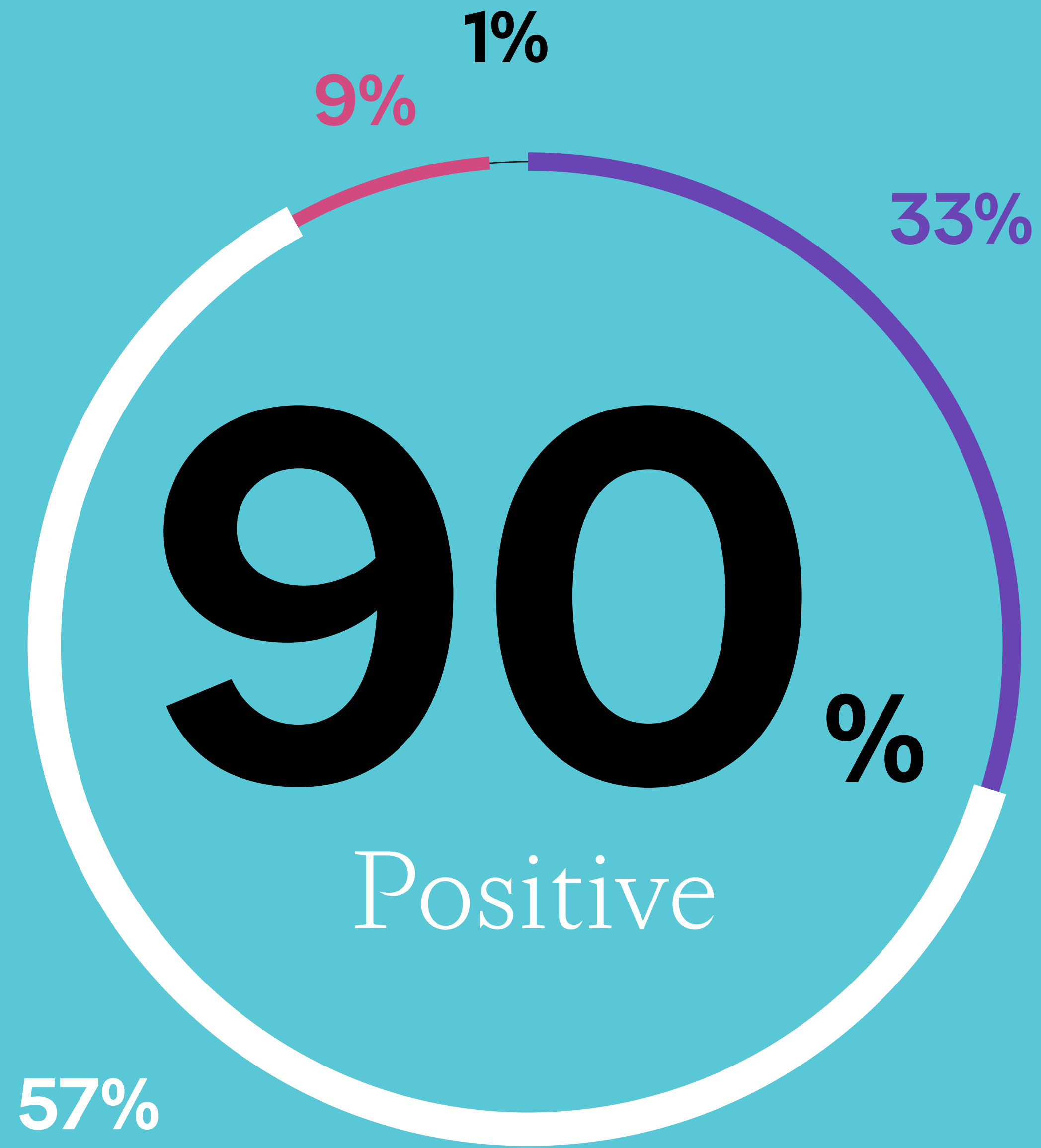
According to the latest marketing studies, with the advent of the digital world, a new value system guides the choices of consumers: **the idea behind the product is more important than the product itself.** We are in the age of the Consumer 4.0: the products we choose are the result of the research we've made and the ideals we follow.

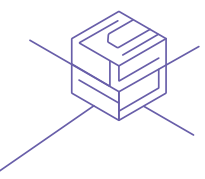
In a world in which information is at the disposal of every person, people are not too keen on believing in what companies promote, but more in the values they support and in which kind of world they place themselves. Space Exploration promotes a series of inspiring and positive values, able to move the hearts of large sections of the online population.



Space Exploration
likability among
European citizens.

- Somewhat positive view
- Somewhat negative view
- Very positive view
- Very Negative view





Some brands already have it.

RED BULL STRATOS

In 2012 Red Bull had established its placement as an energy drink and its product purpose of supporting people in their most adrenaline-filled activities when they promoted Feliz Baumgartner's **freefall from the stratosphere**.

The video of the jump became viral: once again humankind was going to exceed its own limits. An historical moment that Red Bull shared with the entire world.

The live broadcast of the jump was viewed on YouTube by over 9.5 million users, becoming the live stream with most views ever on YouTube. Today, the official version of this video on BBC Studios and Red Bull channels have respectively 81 and 46 million views.

<https://www.redbull.com/gb-en/projects/red-bull-stratos>
<https://mashable.com/2012/10/15/space-jump-youtube-record/?europa=true>

NOKIA, SIGNAL FROM SPACE

In the autumn of 2020, the Finnish multinational telecommunications NOKIA came up with an historical announcement: the company has been selected by NASA for the Artemis mission. Its task is to install the very first 4G network on the Moon, in order to allow astronauts to communicate, exchange telemetry and biometric data, and remotely control lunar rovers.

<https://www.nokia.com/about-us/news/releases/2020/10/19/nokia-selected-by-nasa-to-build-first-ever-cellular-network-on-the-moon/>

BRANDS' SPACE AMBASSADORS

Also known as Nasa Blueberry, **Alyssa Carson** is probably the most representative face of the new generation of American astronauts who are training themselves to be the first to go to Mars.

With a fanbase on Instagram of nearly 350k users, she has already been chosen as an ambassador for Nike, SodaStream, Olay, Barbie and many other brands. Just like others of her age, Alyssa is paving the way to a new kind of generational idol, perfect for a Generation-Z target.

In Italy, Linda Raimondo, born in 1999, is one of the four astronauts appointed for the first Mars trip and probably one of the next generation of worldwide rising stars.

<https://nasablueberry.com>

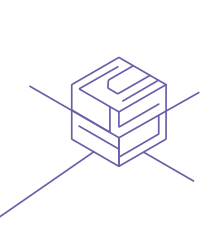




A JOURNEY

TOWARDS *NEW*

HOPES



Where values shine

Possibilities lead to hope, so it's easy to guess how Space Exploration has become, over the years, one of the main collectors of this hope.

In space lie the answers about our past and probably about the future of humankind. Moreover, a very important reason why space is so connected to hope comes from scientific world: only space offers science certain conditions for new experimentation that would otherwise be impossible on Earth.

Space makes people think. And this makes it once again a perfect frame to move and catch the interest of big audiences. As we said in the previous chapter, modern users and consumers pay attention to values now more than ever. For this reason, Space Exploration has become a fertile ground for all those brands that talk about such topics as sustainability, inclusion and well-being.



*Moreover, space offers
a unique perspective
as a starting point
to approach these topics.*

Everybody, especially astronauts, when studying or experiencing space, comes across what Behavioral Science calls an

Overview effect

to see the Earth from the outside as a whole, with no borders, generating a complete reframe of the idea we have of our planet and our role on it.

SUSTAINABILITY

If we are in danger today, the next generations are even more compromised as **Climate Change** is inevitably progressing (and companies are not doing enough to battle it) and, recently, because the Covid-19 pandemic has increased the social and economic crisis worldwide.

In this context, the new Space Economy and Mars exploration can present hope in different ways to both the present and future of mankind, because the former (based on re-usability, thanks to SpaceX) is now able to speed up the industry by preserving Earth and limiting space pollution while the latter is the most similar planet to Earth in the Solar System and therefore a living lesson on how to preserve our own.

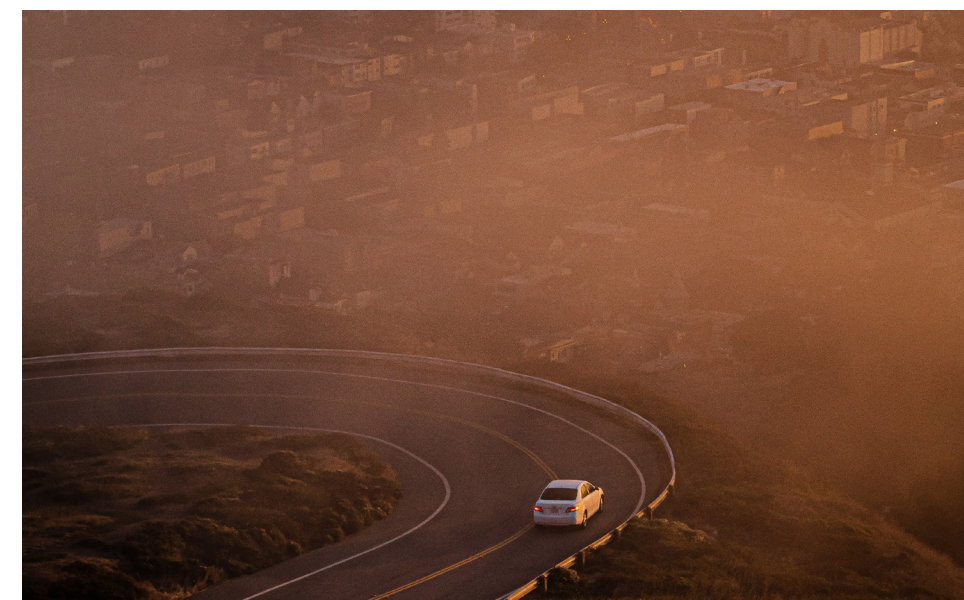


Photo by Justin Bautista on Unsplash

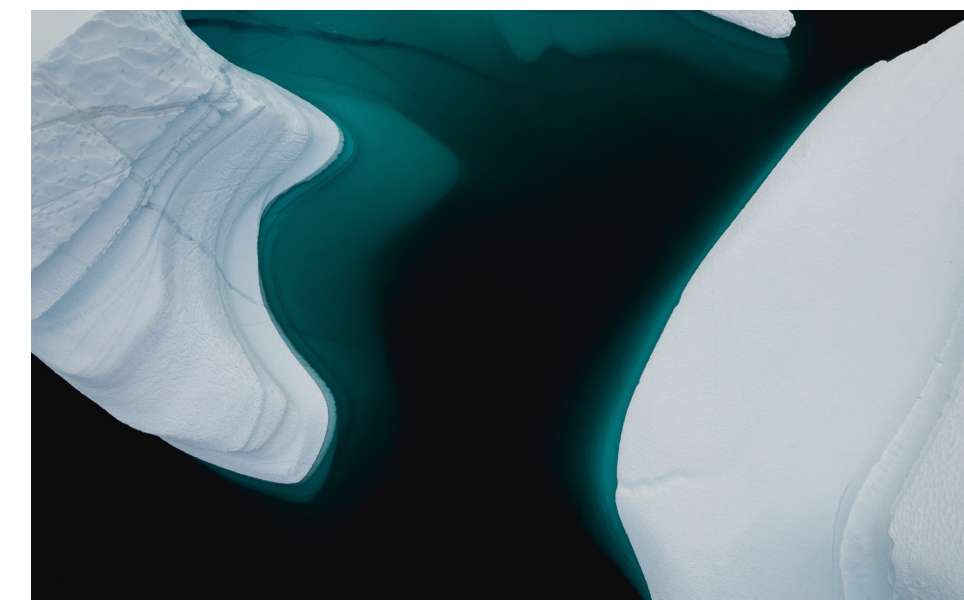
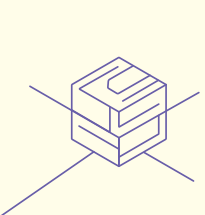


Photo by Annie Spratt on Unsplash



Morgan Stanley



Photo by Space X on Unsplash

June 19, 2019

Can we get to space without damaging earth through huge carbon emissions?

When a SpaceX Falcon Heavy rocket blasts off on a plume of white smoke, hot gases shoot out of its 27 engines, creating a thrust equal to 18 Boeing 747 aircraft. Upon reaching orbit, the world's heaviest operational rocket will

have burned about 400 metric tons of kerosene and emitted more carbon dioxide in a few minutes than an average car would in more than two centuries.



INCLUSION

Women represent on average 22% of industry employment, with a qualification structure similar to men. Most of them cover leading chairs. Recently UNOOSA launched **Space4Women**, a project created to promote women's empowerment in space.

Space4Women encourages women and girls to pursue Science, Technology, Engineering, and Mathematics (STEM) education and raises awareness about career opportunities and the importance of gender equality and empowerment in the space sector. A lot of steps forward have been taken for gender equality in Space Exploration since the era of the Apollo missions. Just think about this:



*In contrast to the Apollo all-male astronaut group, the candidates selected for the 2018 Geospace Group are all female. The astronaut candidates will train in some of the areas used for the Apollo astronaut groups, as well as exploring new and exciting sites, including Stefánshellir lava cave, one of the largest caves in Iceland, and Peistareykir geothermal area, one of the most active geothermal areas in the world.**

*<https://www.explorersfest.com/geospace-astronaut-training>

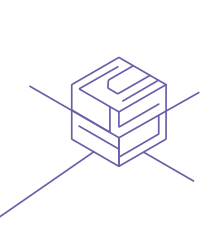
WELL-BEING

As with any other exploration, space travel brings home a huge amount of knowledge that helps humans to better understand themselves as never before.

An opportunity for humans to evolve in space but first and foremost to improve their life on Earth. Wearables, digital health, AI, bioplastic, bio-engineering, and genetic mutation are all improving thanks to space travel.

Some Examples:

- +
 - +
- the tissue chip initiative: a study to **explore space biology** but also to test drugs on Earth.
- the CRISPR technology: focused on creating a **new species adapted to life conditions on Mars.**



WOMEN OF NASA, LEGO®

In that world of pure imagination that is LEGO®, the company created a series of sets concerning Space Exploration.

One of the latest sets is made in partnership with the Smithsonian National Air and Space Museum and dedicated to all the famous women who have worked with NASA throughout the years: from astronauts Sally Ride and Mae Jemison to computer scientist Margaret Hamilton; from mathematician Katherine Johnson to astronomy expert Nancy Grace Roman.

With this set, LEGO® uses the world of Space Exploration to express to people its main value: let children build their own world, without prejudices, with just imagination as the limit.

LEGO®'s "Women of NASA" sale lifts off, becoming in a short time a best-selling toy.

<https://airandspace.si.edu/stories/editorial/women-nasa-lego-prototype-joins-collection>

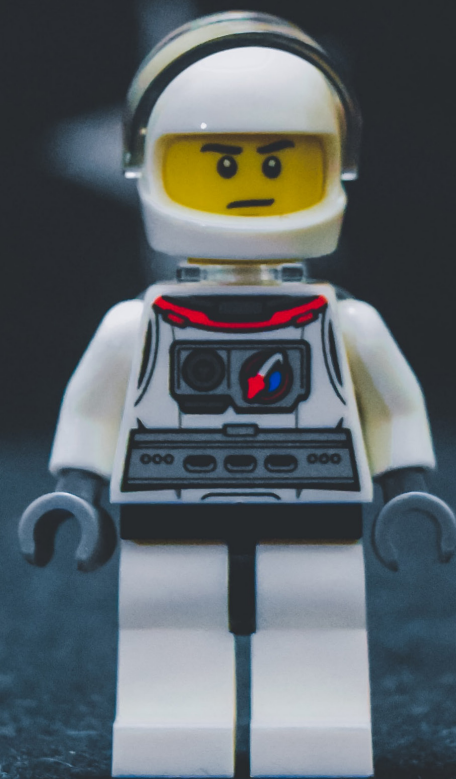


Photo by Rishab Pammi on Unsplash

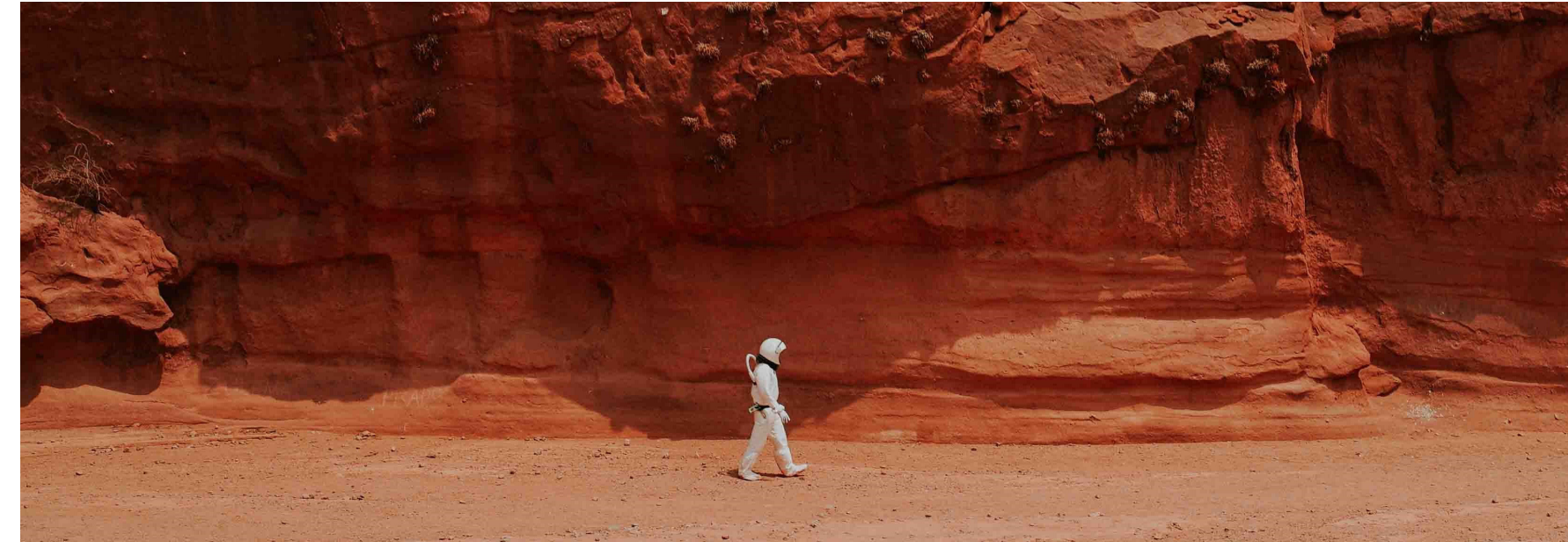


Photo by Nicolas Lobos on Unsplash

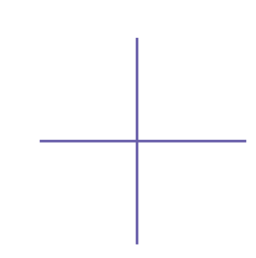
SODASTREAM DISCOVERS WATER ON MARS

Since its inception, SodaStream has always been first in line in raising awareness around plastic pollution.

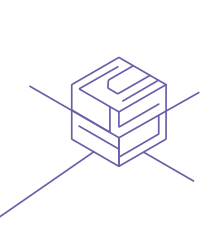
Its power of turning tap water into delicious sparkling water is always followed by the promise of removing thousands of bottles of plastic per year in the world. In its latest short film aired during the 2020 Super Bowl, SodaStream took inspiration from the narrative of Space Exploration to transmit its message. We are on Mars and finally a group of astronauts finds some water on it. This water will be then turned "by mistake" into mineral water with SodaStream.

The movie is hilarious, but its finale is deep and full of meaning: by 2025, SodaStream is going to eliminate 67 billion single-use bottles, so we won't have to go looking for a new home on another planet.

<https://www.adweek.com/creativity/inside-sodastrems-epic-super-bowl-ad-about-water-on-mars/>



A JOURNEY
TOWARDS *NEW*
NARRATIVES



An endless source of inspiration

One of the first things humans did in ancient times was to watch the starry sky, and to fill it with stories.

Stars were grouped into constellations and became heroes and monsters; planets became gods; the entire starry sky was turned into the biggest comic book that ever existed, where the myths of each civilization repeat their deeds each night.

With the advent of Space Exploration, the opposite happened: we stopped creating space stories about people on the Earth and started to create stories about space on Earth.

From the Star Wars Saga to Nolan's Interstellar, over the past 50 years, space has become one of the most important sources of inspiration that has ever existed.

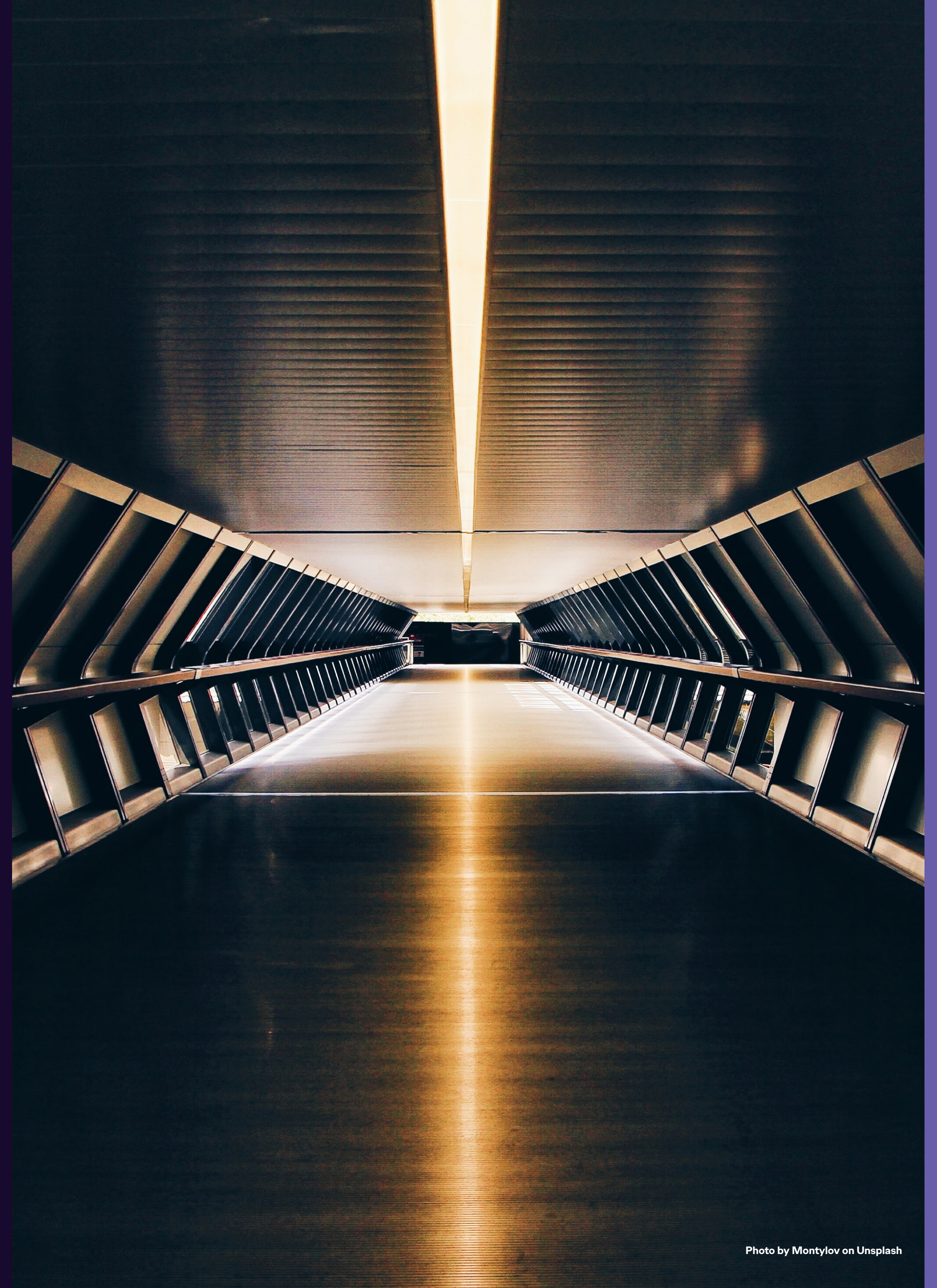


Photo by Montylov on Unsplash

NETFLIX

Hollywood self-revamped public interest in space travel recently, partnering with National Geographic (Disney) and Netflix, one of the main investors on series of this kind.

The streaming platform known all around the world has already explored the world of science-fiction many times. The most recent was the comedy series Space Force created by and starring Steve Carell and based on the last founded division of the US Army dedicated to Space Exploration. An ironic critique of the dream of reaching the Moon nowadays with the same conquering spirit of the Cold War.



A STAR AMONG THE STARS

Thanks to technology and the lower costs of Space Exploration, even Hollywood is ready to exit the atmosphere. Wired Media has confirmed that Tom Cruise is going to shoot some clips for the next Mission: Impossible chapter in outer space.

U.S. SPACE FORCE

The United States Space Force (USSF) is the space warfare service branch of the U.S. Armed Forces and is one of the eight U.S. uniformed services.

The Space Force was established as an independent military branch on 20 December 2019, with the signing of the United States Space Force Act, part of the National Defense Authorization Act of 2020.

We see the New Space Economy as something that **is happening right now** and that, as well as moving enormous capital, also needs the support and the creativity of all sorts of brands.

Some of the most famous brands in the world have already embraced this new scenario, using space as a way to find new **opportunities**, new **audiences**, new **hopes** and new **narratives**.



*So, will you just keep looking up
at the sky, or are you going to reach it?
You won't be alone.*

*It's time to get into **Orbiter**.*

Small, scalable, agile, connected

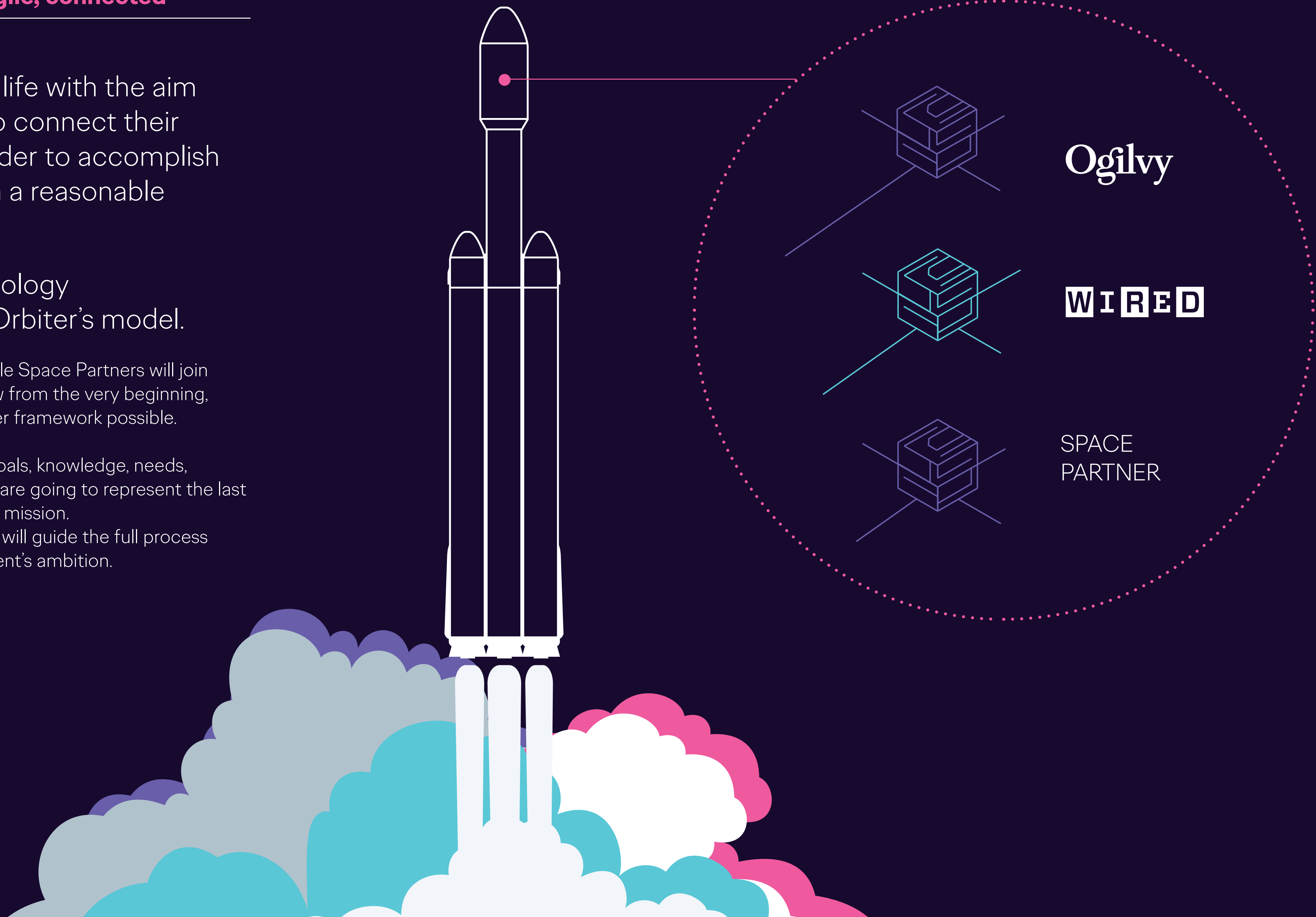
Designed in real life with the aim (once in orbit) to connect their capabilities in order to accomplish complex tasks in a reasonable amount of time.

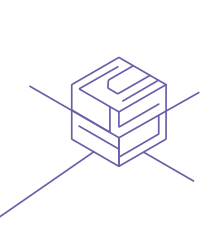
CubeSats technology inspired Ogilvy Orbiter's model.

Ogilvy, Wired and multiple Space Partners will join platforms and know-how from the very beginning, in order to offer the wider framework possible.

Clients, with their own goals, knowledge, needs, dreams and capabilities, are going to represent the last CubeSat needed for the mission.

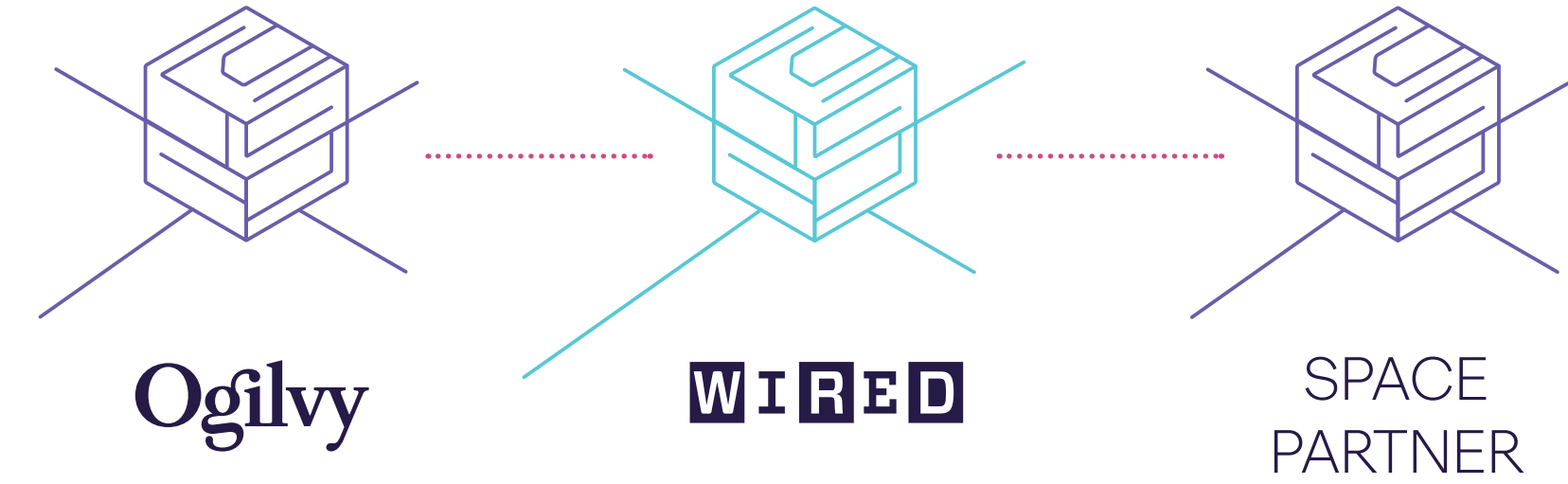
An owned methodology will guide the full process end to end, based on client's ambition.





THE THREE ORBITER CUBESATS

Venture capital, sustainability, inclusion, well-being, tourism, product innovation and the birth of new narratives are just brief examples of the opportunities that can be caught together with Ogilvy Orbiter in order to **Reframe brands' Future**.



Comms

- Brand Storytelling
- Brand Content
- Movies Product
- Placement
- Brand Positioning
- Advertising
- Outdoor

Prototyping

- Co-creational workshop
- Product Innovation

Entertainment

- Events
- Web Series
- Documentaries

Science Thinking

- Inspirational talk (Ted/Wired)
- Editorial projects
- Podcast Conversation

Consulting

- Business
- Brand Challenges
- Cultural shiftings

THE ONLY LIMIT IS YOUR AMBITION

Seize your opportunity.