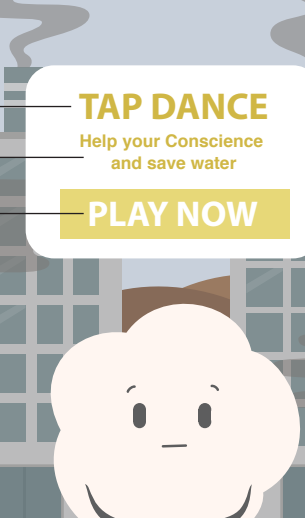


Myriad Pro - Bold



01

**TAP DANCE**

Help your Conscience  
and save water

**PLAY NOW**

0 P

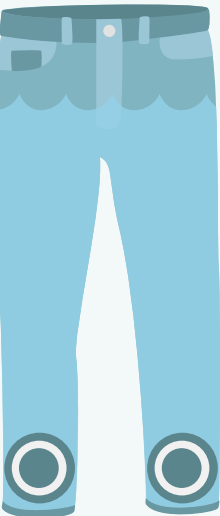
Three red hearts

The game screen features a stylized illustration of a white cloud character with a brown topknot, a simple face, and a smiling mouth. The cloud is positioned in front of a grey building with many windows. At the bottom of the screen, there is a brown ground area with three red hearts on the left and a score of '0 P' on the right.

An illustration of a smartphone screen displaying a pair of blue jeans. Four arrows point to the waistband area, each with the word 'TAP' written above it. Below the screen, two hands with red-painted fingernails are shown tapping the screen. The entire scene is set against a yellow banner. At the top of the banner, the text 'HOW TO PLAY' is written in white. At the bottom of the banner, the text 'Tap as fast as you can to use as little water as possible to make your jeans' is written in white. The background of the entire image is a grey brick wall.

A stylized illustration of a pair of light blue jeans with a dark blue belt. The jeans have a white button at the waist and two large white circular patches on the lower legs. The background is white.

06



0 P

Helvetica - Regular

A screenshot from the game 'Good Job!'. The background is a stylized cityscape with grey buildings. In the center, a large yellow thumbs-up icon is superimposed over a yellow rectangular area. Below the icon, the text 'GOOD JOB!' is written in large, bold, white capital letters. Underneath that, '+ 3 POINTS' is written in smaller white capital letters. Below the text, there is a paragraph of white text: 'You didn't use that much water in the production of your jeans, which saved some natural resources.' At the bottom of the yellow area, there is a small illustration of a pair of blue jeans with a white starburst effect next to them. At the very bottom of the screen, there are three red hearts and a score of '0 P'.

A screenshot of a mobile game interface. At the top left, a circular icon contains the number '08'. The main area is a yellow rounded rectangle with a large thumbs-up icon in the background. Overlaid on the icon is the text 'GOOD JOB!' in large white letters, and below it, '+5 POINTS' in smaller white letters. Below this, a paragraph of text reads: 'You didn't use a lot of water in the production of your jeans, which saved some natural resources.' At the bottom of the yellow rectangle is an illustration of a pair of blue jeans with a white starburst effect on the right side. The bottom of the screen has a brown bar containing three red hearts on the left and the text '0 P' on the right.

A yellow rectangular card with rounded corners. At the top, there is a large thumbs-up icon. Below it, the text "GOOD JOB!" is written in large, bold, white capital letters, followed by "+10 POINTS" in smaller white capital letters. Below the text, there is an illustration of a pair of blue jeans with a white starburst effect on the right side. The card is set against a background of a city skyline at night.

An infographic titled "H&M INFO: Tap to move on" in a stylized font. The background is a light blue sky with a grey city skyline. In the foreground, a large, grey, fluffy cloud character with a simple face (two dots for eyes, a curved line for a smile) and a dark grey scarf is shown. To the left of the cloud is a circular icon with the number "11". To the right of the cloud is a yellow speech bubble containing the text: "In 2014 H&M launched its first Conscious Denim collection that on average uses 56% less water and 58% less energy than comparable denim." At the bottom of the infographic, there are three red hearts and a small "XPR" logo.

12

NEW BG: 3 sec

Three red hearts

X

Depends on outcome

A cartoon illustration of a smiling cloud character with a green scarf, standing in front of a city skyline. Above the cloud is a yellow speech bubble with the text "SEE YOU LATER" and a paragraph about conscience. Below the cloud is a yellow speech bubble with the text "BYE BYE". At the bottom are three red hearts and a brown bar with the text "X P".

A screenshot from the game 'Water for People' showing a 'Game outcome: LOSE' screen. At the top left, a white circle contains the number '14'. A large yellow rectangular box in the center contains the text 'OOPS!' in large, bold, white capital letters. Below this, in smaller white text, it says: 'You used too much water in the production of your jeans, which used a lot of natural resources. This makes you one life less conscious.' Underneath the text are three heart icons: two solid red hearts and one outlined red heart. The background of the game is a stylized city skyline with grey buildings. At the bottom of the screen, there is a brown bar. On the left side of this bar, there are three solid red hearts. On the right side, it says '0 P' in white. The text 'Game outcome: LOSE' is written vertically on the left side of the screen.

An infographic titled "H&M INFO: Tap to move on" with a page number "15" in a circle. The background is a dark grey grid. A yellow speech bubble contains the text: "In 2014 H&M launched its first Conscious Denim collection that on average uses 56% less water and 58% less energy than comparable denim." Below the bubble is a sad, grey, cloud-like character with a downturned mouth. At the bottom, there are two red hearts and a "0 P" icon.

NEW BG: 3 sec

16

0

17

## SEE YOU LATER

You helped your Conscience and it now lives in a greener environment. Tomorrow you will have another chance to help it even more and get a happier Conscience.

## BYE BYE

0 P