



Client: Royal British Legion  
Project: Garden of Remembrance

**INVITATION**

The nature of war changes with time, therefore the act of remembrance needs to be updated to reflect the period we are in. Rivers Run Red approached the Royal British Legion with the idea, concept and execution. Our proactive thinking enabled us to deliver the project and create feedback for the organization.

**ENGAGEMENT**

Rivers Run Red created a giant poppy garden in a virtual world, an area covering the equivalent of over 720 acres of land. The centre piece was an exact replica of the Cenotaph in Whitehall. We invited people to take their own 'walk of remembrance' - a chance to reflect and experience their remembrance experience.

**RESULTS**

As the centerpiece of The Royal British Legion's Garden of Remembrance, the Cenotaph is an iconic national symbol of reflection and contemplation. By recreating this iconic symbol in a new medium, we allowed a younger demographic (under 55) to 'think again' about the human cost of war.

We were also able to reach a global audience through amplification into other mediums such as Facebook and YouTube. Also, by extending into these other mediums, disabled veterans are given the opportunity to access a service from home. The film made of the occasion is currently being used by the Royal British Legion for educational purposes.

The most tangible result - Royal British Legion - Garden of Remembrance as an Official Honoree for the Public Service and Activism category in The 12th Annual Webby Awards.

Mimi Harris  
**Rivers Run Red, Inc. (USA)**  
mimi@riversrunred.com

Louise Jorden  
**Rivers Run Red Ltd. (Europe)**  
louise@riversrunred.com