Icarus 2024 - 2025 Media Report

Campaign Reach & Impact: Tracking from Launch to COP30

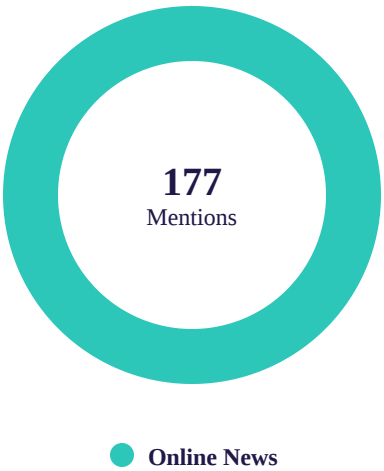
Executive Summary

The *Icarus* campaign achieved significant reach and impact from its launch in 2024 through the lead-up to COP30 in 2025, engaging an estimated **66.5 million people** across digital and traditional media platforms. This widespread coverage generated **nearly $762K in earned media value,** reflecting the strong interest and resonance of the campaign's urgent message.

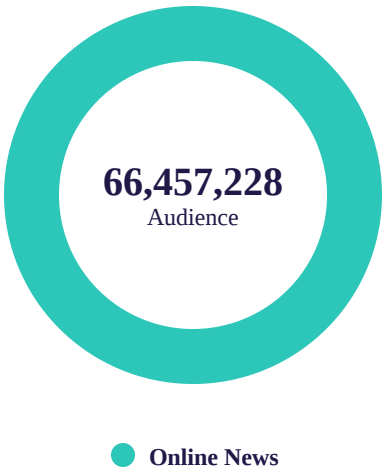
By connecting the cautionary myth of Icarus to today's climate crisis, the campaign not only raised awareness but also mobilized public support, driving petitions and conversations to put pressure on world leaders to act decisively. These results demonstrate how The CLEO Institute successfully amplified its climate advocacy at a critical moment.

Mention Analytics

Mentions by Media Type

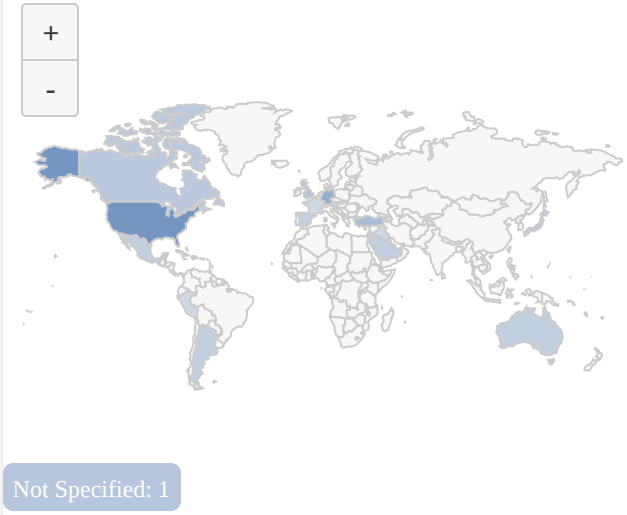


Audience by Media Type

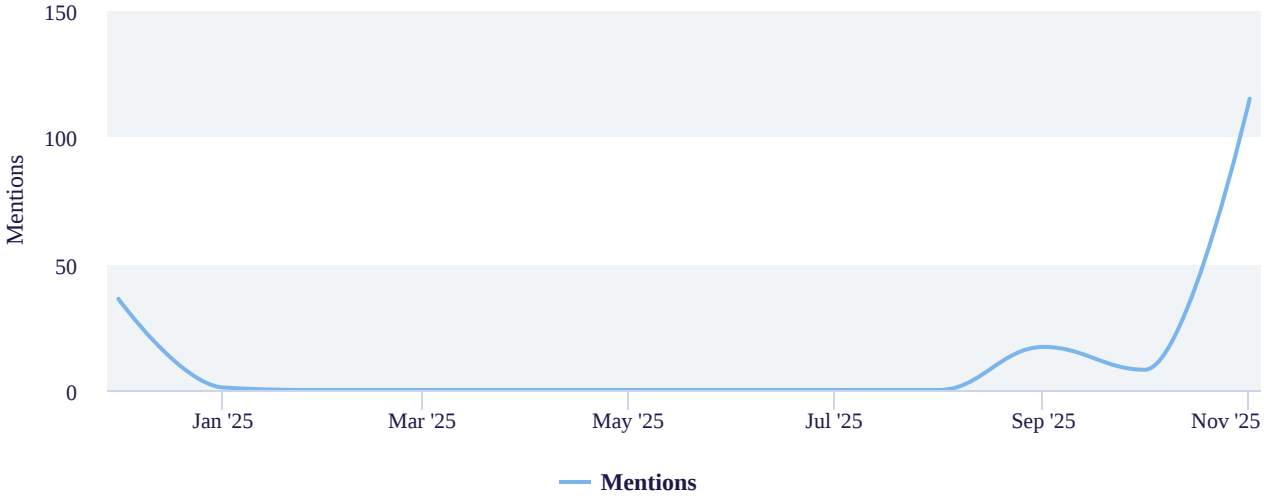


Publicity by Media Type

Mentions by Country



Mentions by Time



Impact Metrics

66.5M
Total Online Audience

$762k
Total Online Publicity

177 Total Mentions