

GREENPEACE CAMPAIGN

GROUP 4



GREENPEACE

Introduction

WHAT ARE WE

Founded in 1971

Movement comprises people deeply committed to safeguarding the environment from harm

HOW WE MAKE CHANGES

Investigates, documents and exposes

Promote solutions for a green and peaceful future

SOME OF OUR CAMPAIGNS

Protecting Forests

Living Toxic-Free

Promoting Sustainable Agriculture

Insights

In May 2021, at least **118,000** hectares of the Amazon rainforests were lost to deforestation & fires across Brazil for May 2021 reached a **14-year** high.

60% of UK parents now think our diets need to change in the future to help the environment

JBS, Tesco's meat supplier, recently admitted it would accept deforestation in its supply chain for another **14 years**

63% of millennials say it is very/extremely important for food products to be sustainable/eco-friendly

By 2021, over **41%** of families in UK now flexitarian or meat-free

More than **260,000** people have signed the petition calling on Tesco to drop forest destroyers

Sources:

<https://www.greenpeace.org.uk/news/giant-protest-at-tesco-agm-as-10000-shoppers-say-drop-forest-destroyers/>

<https://www.greenpeace.org.uk/news/jbs-extends-immunity-to-forest-criminals-to-feed-its-supply-chain-until-at-least-2035-in-surreal-global-commitment/>

<https://www.nottinghampost.com/whats-on/food-drink/41-families-uk-now-flexitarian-5882797>

<https://www.ypulse.com/article/2023/04/26/gen-z-arent-eating-vegan-as-much-as-millennials/>

https://action.greenpeace.org.uk/l/854853/2021-04-29/r6gxb?source=WB&subsource=FOAMREPEWB03MR&gl=1*4yzc6q*_ga*MTUwNjEwNjg1NS4xNzAwMjU5OTAy*_ga_D9NS7GQC94*MTcwMDI1OTkwMS4xLjEuMTcwMDI2MDU2My41Ny4wLjA

Aims & Objectives

AIMS :

Enforce Tesco to alter their supply chains.

GOAL :

Industrial Meat Production & Consumptions.

Actively be restoring Forests and other important Ecosystems.

Can't let them get away with other important ecosystems.

Narrative

Who are we
talking to?

Flexitarians
Millennials

How can we
deliver our ideas?

Mobile ads
A resonant cartoon
Petition

Strategy

Fireman Sam Saves the Forest!

GET:

Average UK shoppers

WHO:

Shop weekly at Tesco

TO:

Think twice about purchasing cheap meat

BY:

Showcase the problem of the deforestation of the Amazon

Greenpeace X Fireman Sam

Press Release • Dec 1, 2023

Fireman Sam Fights Tesco Fire!

Our digital campaign is featured on Facebook, Instagram, Youtube and BBC. The video will include a link to the online Greenpeace petition to end Tesco deforestation.



Fireman Sam was called to fight the Tesco fire in the Amazon.

1 DEC 2023 - Greenpeace is in a partnership with treasured Fireman Sam, in a short story showcasing the destruction of the Amazon rainforest by retailer Tesco's meat supply chains and the alternatives to this catastrophe.

Fireman Sam has been called away from his weekly food shop to help fight fires in the Amazon rainforest. While he is there helping, he makes friends with some local animals who shock Sam when they tell him that deforestation is responsible for burning their homes. They inform him of the choices he can make to stop this destruction. Sam heads back to the shop and chooses an alternatives to the meat he was going to buy prior.

To join Sam in his mission to save the Amazon, click the link in our caption below to sign the petition to stop Tesco deforestation.

We are glad to announce partnership with several notable figures, including Jamie Oliver who will spearhead this digital campaign as an activist, father, and food expert.

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Greenpeace is teaming up with Fireman Sam to spread the message about the Tesco deforestation in the Amazon.

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FIREMAN SAM SAVES THE FOREST!



Fireman Sam is doing his weekly shop in Tesco, trying to decide which sausages he wants



He is called by the firestation to help with a big fire! Off he goes to save the day



He arrives in the Amazon where he begins to put out the fire



While there, he befriends some local animals who tell him about how deforestation is burning their homes



Sam is shocked and asks how he can help. His new friends tell him the alternative meat options he can have to help them



He goes back to his weekly shop after helping with the fire, now he looks at the sausages and chooses a plant based alternative

Storyboard
concept

Implementation

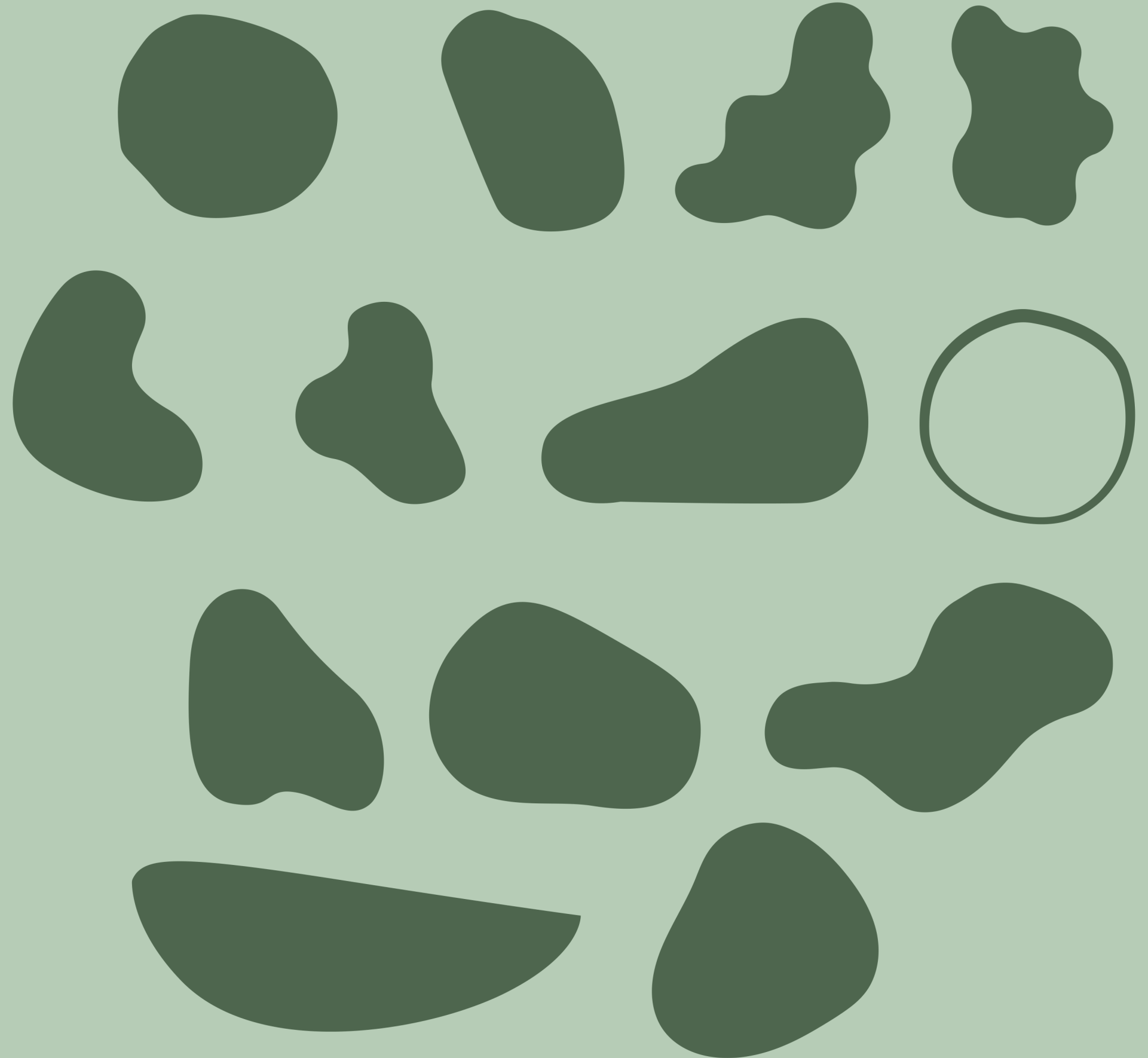
Visual Content:

Scan the QR code to read more about Fireman Sam's story.

Short story showcasing the destruction of the Amazon rainforest by retailer Tesco's meat supply chains and the alternatives to this catastrophe.

Commos Amplification:

Content promotion through paid, earned and owned media



PESO Model



THANK YOU