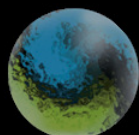
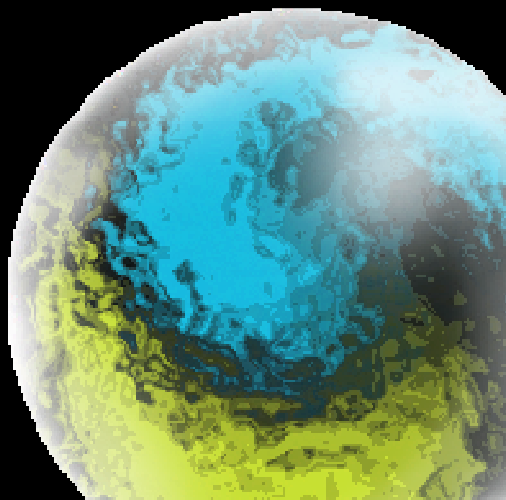


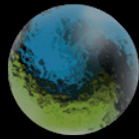
'The Force of Fairness'

Anke Pironet
Catarina Brandão
Essi Jokela
Jolien Devolder



FAIRTRADE - THE values

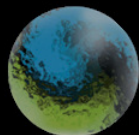
- ⊙ Sustainable development
- ⊙ Justice and fairness
- ⊙ Latin America (Peru and Ecuador)
- ⊙ TRADE vs. AID
- ⊙ Economical and environmental guarantees
- ⊙ Equity and transparency



GENERAL CONTEXT

What's happening in the world?

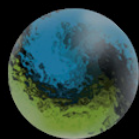
- ⊙ Crisis: loss of economic power
- ⊙ Individualism
- ⊙ Lack of leisure time
- ⊙ Media expansion vs. face-to-face relationships



GENERAL CONTEXT

Previous Campaigns

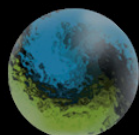
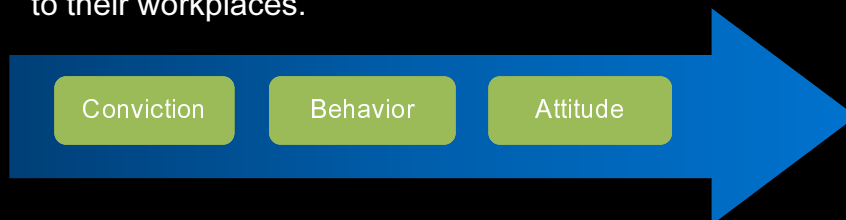
- ⊙ Aiming older target groups
- ⊙ Appealing, sometimes, to monetary contribution
- ⊙ Urgency to act / social pressure
- ⊙ Emotional charge
- ⊙ May not get the attention from those who are not already sensitive to this cause



THE PROBLEM

How to influence companies while using young students as intermediates?

- ⦿ By trying to find new ways to address the audience, so they embrace the cause as their own, transporting it later to their workplaces.



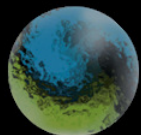
THE TARGET

- ⦿ 17 – 24 years old
- ⦿ European students, as a way to reach companies
- ⦿ Doesn't have much economic power
- ⦿ Spends lots of time on the Internet / Social Media
- ⦿ Interested in technology



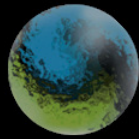
RESEARCH RESULTS / TARGET INSIGHTS

- ⦿ Very little brand awareness
- ⦿ Poor knowledge about the cause and the organization
- ⦿ Don't know the products
- ⦿ "Fairtrade products are too expensive"



the main goal

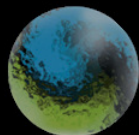
Raise Brand Awareness in target group



THE CONCEPT

'The Force of Fairness'

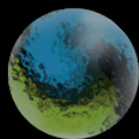
- ⊙ Essential value of the organization
- ⊙ Idea of empowerment
- ⊙ Association to Star Wars' 'force', a target's cultural reference
- ⊙ A 'lighter', more fun approach to a serious problem



THE campaign

The Media

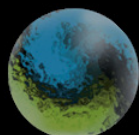
- ⊙ Competition
- ⊙ Participation on music festivals
- ⊙ Online communication
- ⊙ "30 video
- ⊙ Billboard



MEDIA - THE CONTEST

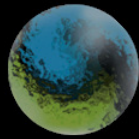
'What happens when The Force takes over the world? – make your trailer to promote Fair Trade and win prizes!'

- ⊙ Better understanding of the theme
- ⊙ Emotional involvement
- ⊙ The trailer must be about the Force of Fairness and Fair Trade values



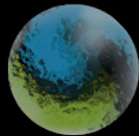
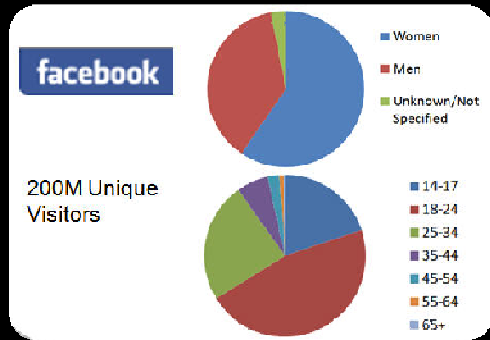
MEDIA - FESTIVALS

- ⊙ Target group
- ⊙ 'Friendly' atmosphere
- ⊙ Stand – volunteers – Fair Trade products
- ⊙ Video at the stage
- ⊙ T – Shirts



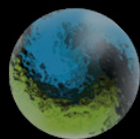
MEDIA - Online

- Facebook 
- Twitter 
- YouTube 
- www.fairtrade.net



MEDIA - video





THE MEDIA

- Two posters promoting Fair Trade with the movie theme
- A poster promoting the competition

What happens when the **Force** takes over the world?



They make the world better by drinking, eating and enjoying good food.

They wear cotton and play ball.

They know where the force is strong.

The Force of Fairness

in supermarkets, NOW!

Mr. Banana eater Lady Orange Ms. Coffee lover Mrs. Cocoa

Also in action: cotton, flowers, fresh fruit, honey, gold, juices, rice, spice and herbs, sports balls, sugar, tea, wine and composite products.

Not all trade is fair! Farmers and workers at the beginning of the chain don't always get a fair share of the benefits of trade. Fairtrade enables consumers to put this right.



FAIRTRADE
INTERNATIONAL

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FAIRTRADE INTERNATIONAL

Feel the **Force** of fairness.



Use the **force** to bring **balance** to the business world!

Make a trailer for the movie

The **Force** of Fairness

and win great prizes!

Read more about the competition at: www.fairtrade.net!



FAIRTRADE INTERNATIONAL

