

Fair Trade

International HEDCOM project



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*Before you finish eating breakfast
in the morning, you've depended
on more than half the world.*

- Martin Luther King





1. Fair Trade: What is it?



Fair Trade is a global organization working to secure a better deal for farmers and workers.

- **Guaranteed minimum price**
- **Premium to invest in quality and community**
- **Sustainable production system**
- **Better organization and well informed producers**



Existing campaigns

A Fair Story





Existing campaigns

Fair Trade fortnight – Show off your label





Sensibilisation actions

- Fair Trade Town
- Fair Trade@Work
- Fair Trade@School
- International Day of Fair Trade
- Week of Fair Trade



2. SWOT Analysis





SWOT

Strengths

- Largest ethical certification system
- Global strategy (2010)
- 18 product categories
- Quality

Weaknesses

- Expensive products
- Consumer trust
- Long way to go
- Fair Trade - Oxfam

Opportunities

- New commercial partners
- Broader product range (Ben and Jerry's)
- Healthy lifestyle

Threats

- Green is just a hype
- Not easy to break away from habits
- Prejudices
- Conflicting reports (food miles)



Conclusion

Nowadays, Fair Trade is both a social responsibility need and a business opportunity that must be leveraged



3. Creative Strategy





Creative Strategy

Brand

- Organized Social Movement with a market approach based on the idea of sustainability and that producers should get a fair payment for their work
- Behavior-oriented and humorous

Communication Objectives

- Improve brand awareness and attitude
- Increase the number of Fair Trade companies



Creative Strategy

Challenge

- Recruit youngsters to become Fair Trade Ambassadors in order to persuade companies to embrace Fair Trade

Target

- European students with ages between 17-24

Contact Points

- Events (high schools, universities, festivals)
- Facebook competition
- Video



Creative Strategy

Timing

- Beginning : 21st March 2012
- End: 15th October 2012





Creative Strategy

Reward

- They can make a difference becoming Fair Trade Ambassadors

Key Support

- Real opportunity to persuade companies

Tone

- Emotional, Fun, Young
- Responsible and Challenging



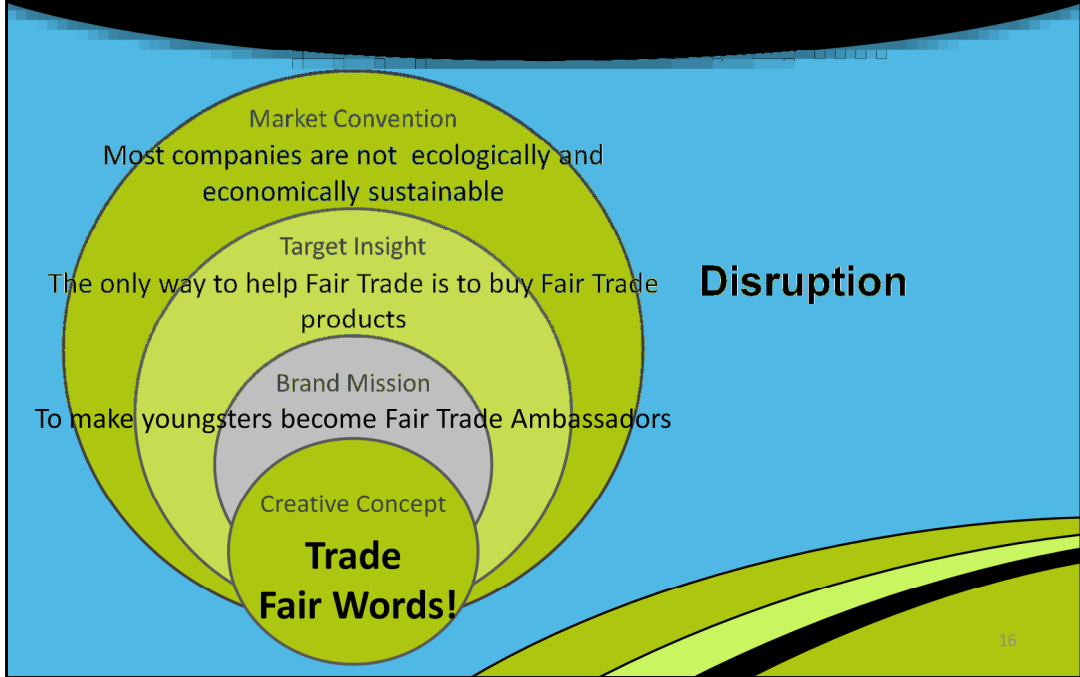
Creative Briefing

Expected Result:

**Youngsters will embrace this campaign and
succeed passing the Fair Trade message to
the companies**

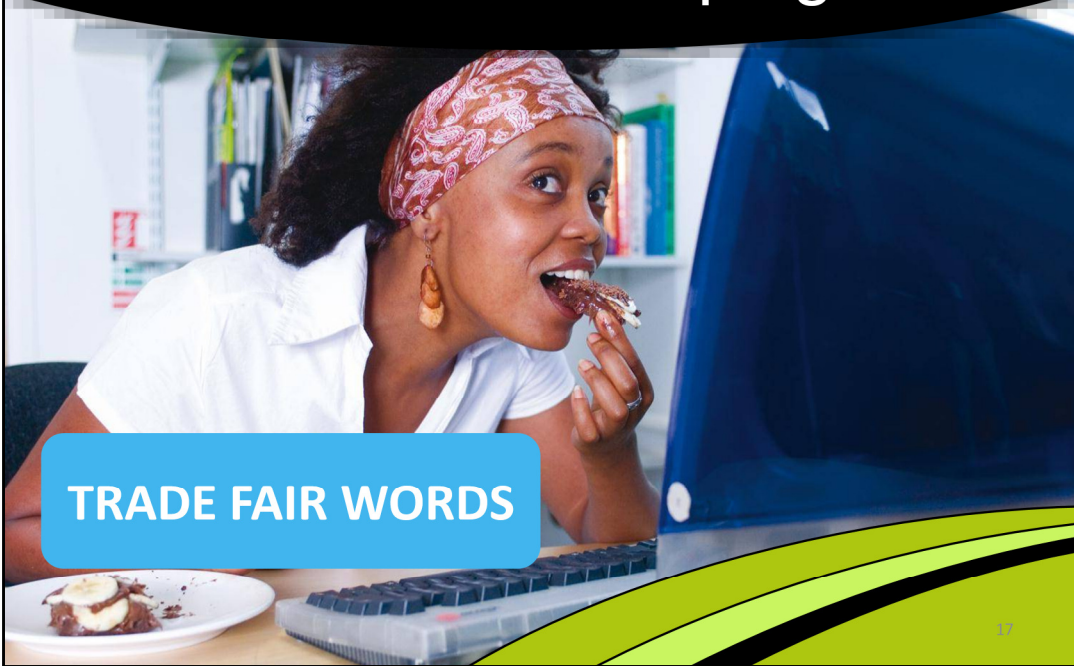


Creative Briefing





4. Creative Campaign





The Fair Trade Wheel



STEP 1 Touch the screen



The Fair Trade Wheel



STEP 1 Touch the screen

STEP 2 Write your name



The Fair Trade Wheel



- STEP 1 Touch the screen
- STEP 2 Write your name
- STEP 3 Spin the wheel



The Fair Trade Wheel



STEP 1 Touch the screen

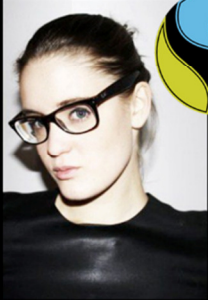
STEP 2 Write your name

STEP 3 Spin the wheel

STEP 4 Trade Fair Words



The Fair Trade Wheel - Badge



Sien Devos
Fair Trade Ambassador

Facebook:
Int. Fair Trade Project



Francisco Calvão
Fair Trade Ambassador

Facebook:
Int. Fair Trade Project



Sara Guerra
Fair Trade Ambassador

Facebook:
Int. Fair Trade Project

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TRADE FAIR WORDS
facebook.com/tradefairwords

Get started
Wall
Hidden posts
Info
Photos
Edit

3 people like this

Add to my page's favourites
Unlike
Share

Trade Fair Words Campaign < This is a school project > [Edit page](#)

Community [Edit info](#)

Admins (2) [See all](#)

Wall Trade Fair Words Campaign... · Most recent

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Write something...

Trade Fair Words Campaign < This is a school project > created an event.

Spin the Fair Trade Wheel in Hasselt!
Saturday at 17:00

[about an hour ago](#) · I'm attending · Maybe · Not attending

Trade Fair Words Campaign < This is a school project >

What do you think about Fair Trade? Do you think we can make a difference by using Fair Trade products?

2 hours ago · Like · Comment

Jari Laasanen

I spun a Fair Trade wheel in Tampere and this is my task: Recruit 15 friends and make them Fair Trade ambassadors. This is so much fun! I already recruited 8 of my friends... :-)

2 hours ago · Like · Comment

Kelly Vanloftelt

Today I'll be meeting with coca-cola. I hope they'll understand the message and put it to work. Fair trade forever!

4 hours ago · Like · Comment

Trade Fair Words Campaign < This is a school project >

<http://www.youtube.com/watch?v=rcn7p8xU33Q>

Fairtrade Fortnight 2011 - Show off your label
www.youtube.com

This Fairtrade Fortnight we want everyone to get loud and proud online about the Fairtrade label and encourage others to shout about it too. You can show

[Use Facebook as Trade Fair Words Campaign < This is a school project >](#)

[View notifications](#)

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[Suggest to friends](#)

You and Trade Fair Words Campaign < This is a school project >

[Jari Laasanen](#) likes this.

Quick tips

Get more people to like your page with Facebook Adverts today!

[Get more connections](#)

Sample Advert: Trade Fair Words...

The text of your advert will go here.

Like · Paula Grohn likes this.

Sponsored [Create an advert](#)

TILAA COSMO 19,90!

COSMO on täynnä kiinnostavaa luettavaa! Viitteitä, suhteita, MAANUELI, muoti&kauneus. Tilaa nyt, saat lisäksi upean shaalin!

Hiuksille lisää pituutta
hoblackberry.com

[Huusteniidennykset](#)



The Fair Trade Video (scene 1)





The Fair Trade Video (scene 2)





The Fair Trade Video (scene 3)





The Fair Trade Video (scene 4)





The Fair Trade Video (scene 6)





The Fair Trade Video (scene 8)





The Fair Trade Video (scene 10)



Thank you for your attention!

