



# **BECOME THE AMBASSADOR**

**CÉLINE VANDEBEK**

**EMMANUELLE Vlieghe**

**FRANCISCA COSTA**

**NIKLAS ISBERG**

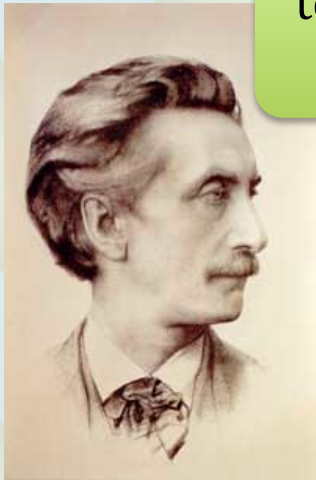
# FAIR TRADE

- Max Havelaar: 1988
- Developing countries
- Better trading conditions

Higher prices  
to producers

Higher social  
and  
environmental  
standards

Promote  
Sustainability





# TARGET

- European youngsters
- Students
- Ages: 17 – 25



# STRATEGY



- Goal: Make students aware of Fairtrade.
- Creative Challenge: Communicate to students through companies.
- Media:
  - Microsite
  - Print Ad
  - Guerrilla Marketing





# STRATEGY



- Communication Vibe: Fun, Friendly, Unique and Fresh.
- Expected Result:
  - Think: Create initiative and desire to buy Fairtrade products.
  - Feel: Feel involved with the brand.
  - Do: Participate in the competition.



# STRATEGY



## Market Convention

The Fairtrade Mark is synonym with a socially concerned company.



## Consumer Insight

Companies should use more products with the Fairtrade mark.



## Creative Concept

Become the Ambassador





# PLANNING



MEDIA	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
Microsite	■	■	■	■	■	■	■	■
Print	■	■	■	■	■	■	■	■
Guerrilla	■	■	■	■	■	■	■	■



# COMPETITION



## Part 1

- National Competition
- Teams 3-4 students
- Collect as many Fairtrade codes as possible
- Prize: Winners will be shown on Fairtrade Campaign





# COMPETITION



## Part 2

- International competition with National Ambassadors
- Target companies through National Ambassadors
- Fairtrade alternatives
- Prize: Round the World Trip for the International Ambassadors.



# BECOME THE AMBASSADOR



**YOUR TEAM**

Banana Split  
Austria  
Points: 1100

**ENTER CODE**

**REGISTER**

**COMPETITION**

**PRIZES**

**FAIR TRADE**

**PRODUCTS**







**PRINT AD**

**BECOME THE  
AMBASSADOR**

Become the Fairtrade European Ambassador and win a Round the World Ticket for you and your team.  
Visit [www.the-fairtrade-ambassador.com](http://www.the-fairtrade-ambassador.com) and learn more about the competition.




# PRINT AD





# GUERRILLA MARKETING



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