Execute the Pig

Team China

Insight /

Eating meat is my right, is quite a normal thing.

It is not my fault if you tell me meat production is bad for the earth.



Objective /



Realize – Think without moralization

I choose : Less Meat!

Make the decision by themselves

Let people realize the bad side of meat production without moralization.

Let people make the decision to eat less meat all by themselves.

How to do it?

For all the consequence from meat production,
We find someone else to blame
and make people know it is ridiculers.

Who?

A PIG. (As a representative of all meat)

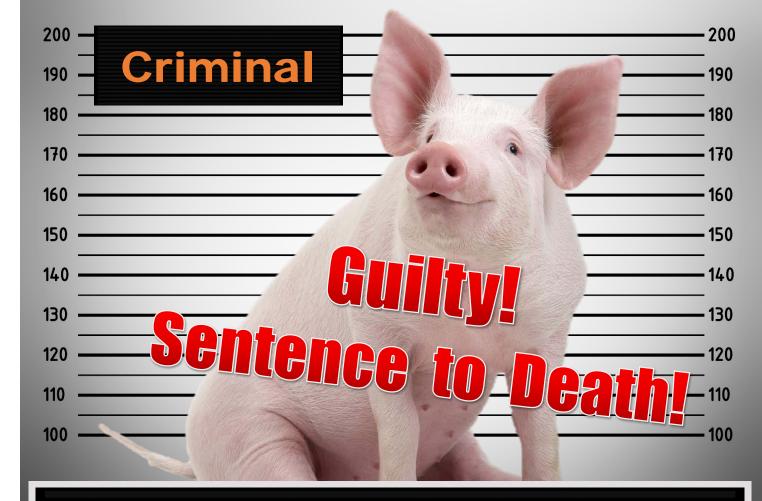




An organization claims they have found the criminal of a serial crimes.

So they hold a live trial on YouTube.

At last, the organization claims they will execute the pig in a month, to save the world.



Crimes:

- Kill millions of children by making them starving. (feed problem)
- Drugs dealing. (Pesticides and Antibiotics problem)
- Environment pollution. (Over fertilization and Climate problem)
 etc

Pig is innocent. We are not.

#LessMeatSaveMore

Co-sign Event

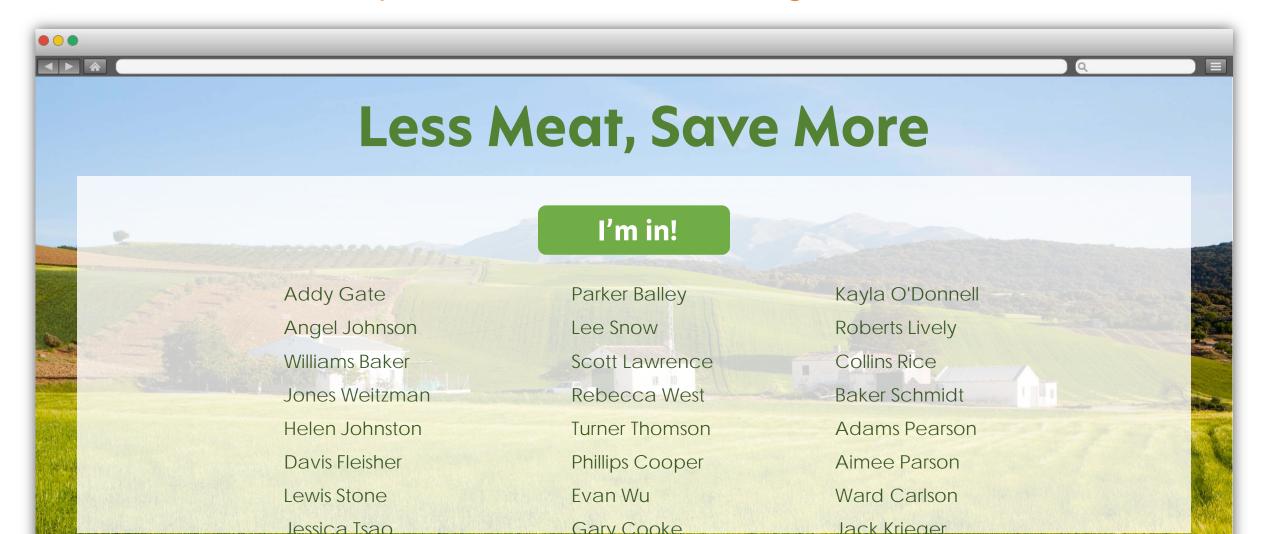
GreenPeace will launch a co-sign event to call on every people who think the pig is innocent to take the responsibility to save the pig and the planet by cutting their meat consumption gradually.

So when you scan the code or click the link to leave your name -----

It means you join the co-sign to take the blame on you instead of pigs, It means you make the decision to eat less meat from now on, to make a change.



As the event goes viral on SNS,
We would soon get enough names to stop the death sentence.
And the more name co-signed in the event,
the more promise to eat less meat we got for the world.



Media use /

Owned Media



Youtube Channel: The Live Trial



Co-sign Event

Paid Media



Event Ad online/offline:
Co-sigh Event

GREENPEACE

Shared Media



SNS, News, Talk show: #ExecuteThePig #LessMeatSaveMore

Summary /







1. Situation

People regard eating meat as a normal thing, they won't think it is wrong to keep eating.

2. Objectives

Make people know what meat production could cause and make decisions by themselves.

3. The strategy

Find someone else to blame for the consequence of meat production, to make people realize it is ridiculers.

4. The Creative idea

Judge and sentence a pig to death for environment damage. Then save the pig and the planet by eating less meat by people.

5. Execution

A live trial and A co-sign event.