

# 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 /



The bad side of  
meat production

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 ridiculous.

Who?

A PIG. (As a representative of all meat)

#ExecuteThePig



## Phase1

# Live Trial



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**



Phase2

# 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.**

GREENPEACE



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**



Official Site:  
**Co-sign Event**

## Paid Media



Event Ad online/offline:  
**Co-sign Event**

## 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 ridiculous.

## 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.