

CASH, CREDIT, OR TREES?

The #TrueCostOfFood is Environmental

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THE CHALLENGE

Deforestation in the food industry is driven by brands, but they are failing to meet their own sustainability commitments. Consumer action is needed to spur meaningful change.

However, our curious learner audience does not understand the connection between food and deforestation.

How can we educate an uninformed audience in order to turn them into advocates to make a difference in the food industry?

AUDIENCE INSIGHT

Millennials are not acting to solve the deforestation issue because they can't **see** the environmental impacts of their food choices.



STRATEGY

Place the environmental impact of food directly in consumers' line of sight to raise awareness of the link between food and deforestation, inspire sustainable food behaviors, and drive change from brands.



OUR IDEA

WWF is bringing the environmental impact of the food industry directly to supermarket shelves by changing the price of food
– from financial to environmental –

to bring to light the

#TrueCostOfFood

#TrueCostofFood

Launching on the International Day of Forests 2020, WWF will create the **first price tag that doesn't list just monetary cost** – but also the environmental cost by showing the number of trees deforested in order to produce that product.

Going beyond supermarket shelves, customers will receive **receipts that quantify their total environmental impact** and include a call-to-action to visit the #TrueCostofFood website.

#TrueCostOfFood

Environmental Price

 **3,432**
Trees/Year

Net Weight:

0.290 kg

Total Price:

\$6.23

Your food choices can help to save our forests.
Learn how you can make the right choice at
www.TrueCostOfFood.com



INTEGRATED COMMUNICATIONS APPROACH

Activations

Intercept millennials at point-of-sale to raise awareness of link between food and forests and generate word-of-mouth buzz.

Earned Media

Secure coverage in mainstream and lifestyle media to reach consumers – business and trade media to reach food industry.

Influencers

Partner with food bloggers to create recipes that are just as good for the environment as they are for your stomach – and shared on Instagram.

Social Media

Reinforce messaging linking food to deforestation through infographics and other educational content on WWF's Facebook and Instagram channels.

#TrueCostOfFood
Website

Educates how the food industry contributes to deforestation.
Inspire change with sustainable recipes.
Provide a petition to put pressure on brands to adopt more sustainable food practices.

TIMELINE

LAUNCH:
March 2020

(Activation/Earned Media/Influencer/Social Media)



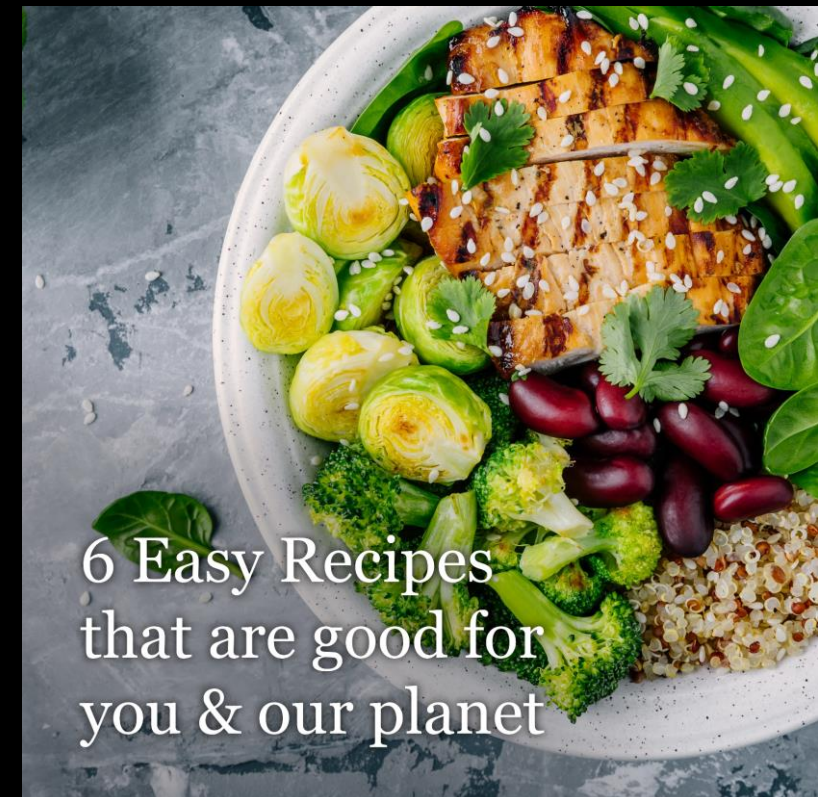
IMPACT:
April 2020

(Earth Day CTA on Food Industry Using Petition)



SUSTAIN:
May-Dec 2020

(Ongoing Influencer and Social Media Content)



WHY IT WORKS

- Clearly connects food to deforestation and provides universal symbol for benchmarking
- Supports consumers to change their purchasing behaviors
- Puts pressure on brands through consumer awareness and engagement
- Paves way for broader changes – mandatory environmental impact disclosure, taxation on brands, etc.





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The #TrueCostOfFood is Environmental.

Brief: Create an integrated campaign to raise awareness of the link between food and deforestation, and drive change in millennial consumers and brands.

Insight: Millennials are not acting to solve the deforestation issue because they can't see the environmental impacts of their food choices.

Approach: Place the environmental impact of food directly in consumers' line of sight by creating the first price tag that doesn't list just monetary cost – but also the environmental cost. We highlight the #TrueCostOfFood by showing the number of trees deforested in order to produce what is on the shelves.

Execution: Launching on the International Day of Forests 2020 in partnership with global supermarket chains, the campaign will be amplified through earned media, influencer content, and WWF social media channels. The end goal of all communications: drive millennials to the #TrueCostOfFood website to learn more about the food industry and deforestation, be inspired to create change through sustainable recipes, and petition brands to adopt more sustainable practices. An Earth Day advocacy campaign will create future impact, and momentum will be sustained across social and influencer channels throughout the duration of 2020.