

The Challenge

Make the connection between meat and sustainability **without being preachy**.
Break through to a time-strapped audience, **inspiring positive change**.

The Audience

Educated, connected,
thoughtful omnivores 24-40

80%

of adults in the
U.K. think about
the environment
when grocery
shopping¹

The majority
of vegetarians
who **defected on
their diets** went
meatless for
health reasons²

The Objective

Drive Awareness

- Increase social sharing and activism

Drive Action

- Maintain long-term decrease in meat consumption

1 – The Guardian, *Consumer Attitudes and Perceptions on Sustainability*, 2010

2 – Business Insider, "86% of Vegetarians Go Back to Eating Meat," 2014

Creative Strategy

Human Truth

I'll do whatever I can to safeguard the well-being and future of my loved ones.

Cultural Truth

Meat is central to many peoples' experience of food, and not an easy habit to break.

Opportunity

Position the choice to eat less meat not as a negative sacrifice, but a positive act of love.



Industrial meat production is a leading driver of ecological degradation worldwide, causing everything from polluted groundwater to greenhouse gas emissions.

But meat is delicious. Meat is satisfying. Meat just feels right. The experience of eating meat isn't one an omnivore would easily (or willingly) sacrifice.

Until he looks beyond his plate towards the people who eat with him. Until she considers how her choices will impact the planet's future — and the future of everyone she loves.

Viewed through the lens of love, eating less meat isn't a sacrifice. It's a gift. In this campaign, we'll inspire meat eaters to perform the ultimate act of kindness, care and commitment by declaring...

I Love You More Than Meat

GREENPEACE

Campaign Call to Action



Meat Less. Love More.

A campaign for hearts and stomachs.

Driven more by emotional storytelling than cold facts quickly forgotten, we'll transform how our audience thinks, feels and eats in the long-term.

GREENPEACE

Who Do You Love More Than Meat?

I love _____
more than meat.

my son

MOM!

the environment

my bestie

CLEAN air

being healthu

Our dog

my future

Literally everyone

my bros

MEATLESS.ORG

get the app and
take the pledge



The morning of Feb. 14, 2016 we'll deliver a uniquely green Valentine to the world...

- Greenpeace pledges to Meat Less. Love More.
- OOH installations in key markets: edible, plant-based Valentines for the public
- Edible Valentine deliveries for influencers, media
- #MeatLessLoveMore: share who (or what) you love more than meat



GREENPEACE

Seeding the Love Story



Mary @lovemypug – 23m

I'd choose my puppy Thorber over all all the beef in the world. #MeatLessLoveMore



[View photo](#)



smitten kitchen @smittenkitchen – 26m

I'll admit it: I love #veggies more than meat! But I also love my husband, my son, my readers... I could go on. @Greenpeace #MeatLessLoveMore

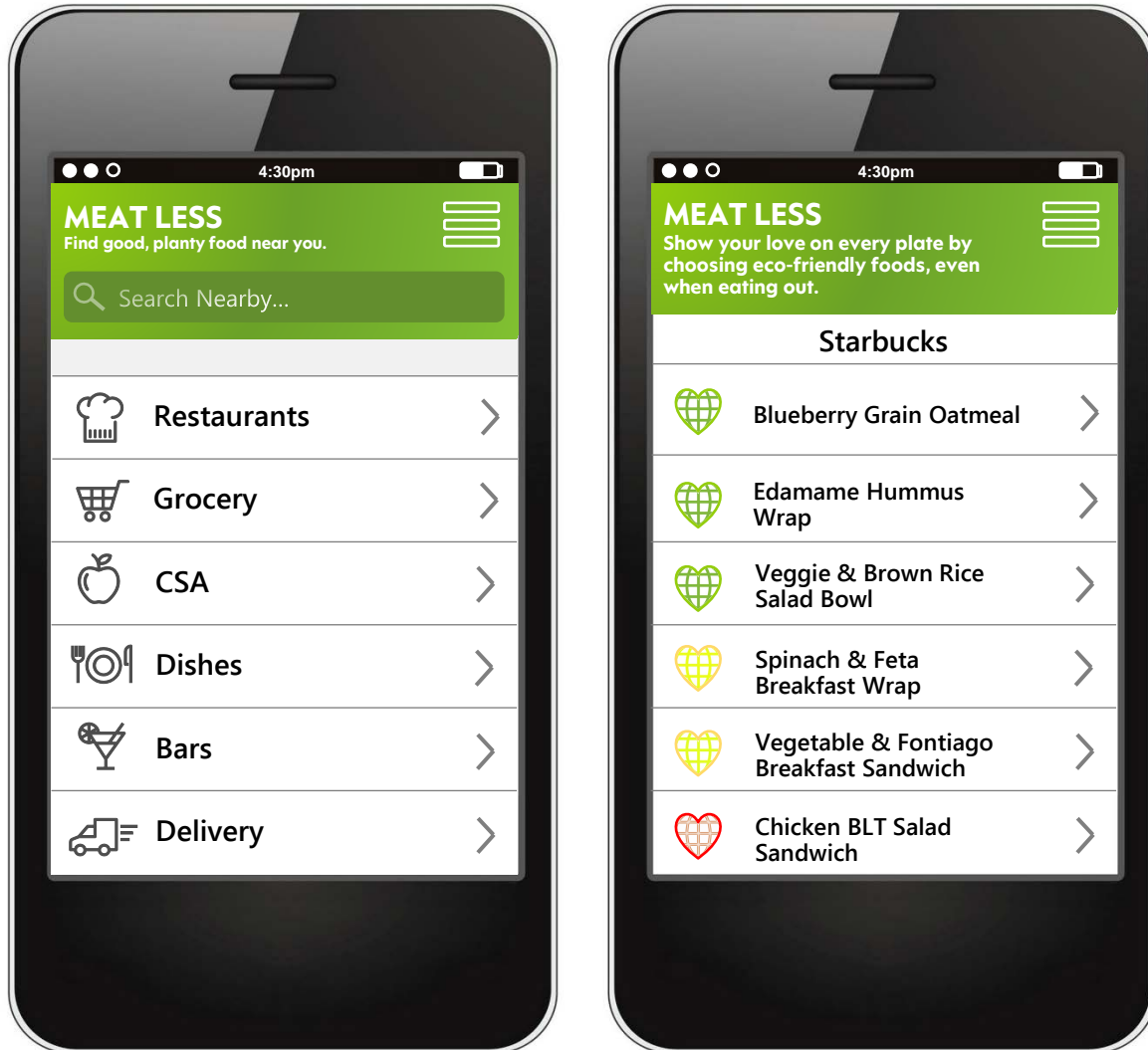


[View details](#)

- Curate social submissions from consumers via hashtag
- Partner with food and lifestyle influencers to seed pledges and create content
- Drive to mobile app through iBeacons/location-based mobile at events

GREENPEACE

Meat Less Goes Mobile



Create a mobile app that makes it easier to meat less.

- Cooking at home
- Eating out
- "Green Heart" ranking system
- Functionality to share pledges in a fun way

Sharing Love Through Social

MEAT LESS, LOVE MORE

The GIF Love Machine

Download
the App



Choose Your Cut



Declare Your Love

Bros over bacon.

Girl, I'd give up beef for you.

I love you more than wieners.

Enter your text here

Your Meatsterpiece



Share Your Love



Through the app and via desktop, we'll give our audience a platform for declaring their pledges through shareable, personalizable GIFs.

GREENPEACE

Sustaining with Influencers & Content

We'll partner with surprising influencers to share their "meat less" love stories...



Epic Meal Time YouTube channel
6.8MM subscribers

...and publish irreverent visual content on owned channels for editorial pick-up.



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ME

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Meat Less, Love More

MEAT LESS

Find good, planty food near you.

Search Nearby...



Restaurants



Grocery

SA

MEAT LESS

Show your love on every plate by choosing eco-friendly foods, even when eating out.

Starbucks



Blueberry Grain Oatmeal



Edamame Hummus Wrap



Veggie & Brown Rice Salad Bowl



Spinach & Feta Breakfast Wrap



Vegetable & Fontiago Breakfast Sandwich



Chicken BLT Salad Sandwich

MEAT LESS, LOVE MORE

The GIF Love Machine

Choose Your Cut



Declare Your Love

Bros over bacon.

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Your Meatsterpiece



Share Your Love



NUMBER ONE

Meat & Run

