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Fairtrade Breakfast Campaign: Project Proposal

Planning group: Reykia (FLO), Bettina/Lisa (TF Germany), Melanie (MH Switzerland), Camille (MH France), Jamie & Katie (TF USA)

Objectives:

- Increase sales of Fairtrade products by:
 - o Anchoring Fairtrade products in a daily routine
 - o Demonstrating wide product range of Fairtrade products
- Stronger identification with and active emotional engagement in Fairtrade by all target groups (consumers, campaigners, licensees and retailers/OOH, hopefully also producers):
 - o feel part of global movement
 - o simple, fun way to take part
 - o attractive, profitable sales promotion for businesses
- Attract media attention and public awareness
- Lay foundations for future international Fairtrade campaigns

Dates:

Dates of Fairtrade Breakfast campaign: 25 April – 29 May 2011
(World Fair Trade Day is May 14)

Activities:

- Five main activities in the Fairtrade breakfast campaign
 - o Breakfasts at work
 - o In-store promotion in shops/supermarkets with breakfast theme
 - o Individual private breakfasts – people & campaigners can sign up
 - o Promotions in restaurants/canteens – e.g. chocolate croissant at SBUX in Switzerland
 - o Large public Breakfasts (less effort in France)
- National campaigns can take up all or some or one of these activities
- Fairtrade Breakfast planning group will develop tools and guidelines/best practices for each of above activities.
- Beyond national campaigns, participants from around the world can sign up for individual private breakfasts via a central campaign website managed by FLO

Theme:

This year's theme will focus on Global Fairtrade Breakfast, for example:

- Play on the global aspect of campaign rather than its size (FB happening around the world, it's a global movement)
- What would be the impact if everyone around the globe had a Fairtrade breakfast?
- How the breakfasts are in different countries
- Will try to get more participation from Fairtrade farmers and workers in the South so truly global

Proposed global slogan: "Wake up the world"

Proposed Swiss slogan: "Every breakfast counts"

National campaigns participating:

Confirmed:

France – campaign organizer TBD

Germany – LI

Switzerland – LI

USA – LI

Interested:

Australia/New Zealand – LI
Belgium – LI
Canada – LI
Denmark – LI
Ireland – LI
Japan – LI
Netherlands – LI
South Africa – Marketing Org
Spain – LI
Sweden – LI
UK – LI

Fairtrade Africa (AFN)

Not participating:

Austria
Luxembourg
Norway

Not yet responded:

Czech Republic
Finland
Italy

PR & communications:

- Need to work to generate more PR, articles, media. Last year good local media but little regional/national
- Global press release
- Develop common "story"/messaging, e.g. if everyone in the world had a Fairtrade Breakfast what would be the quantity of breakfast products consumed, ask producers what the impact would be for them, collect quotes from producers & consumers

Logo:

- Use existing Fairtrade Breakfast logo as common campaign symbol (please note that this logo will be reviewed according to the new brand guidelines)



Campaign websites:

- International Fairtrade Breakfast campaign website/webpage hosted by FLO & linked to national campaign websites/webpages on LI websites
- Campaign websites will be toolbox for participants in campaign – include materials available to order, info how to organize their breakfast
- Develop common campaign look and visuals common to all websites to create consistency
- Develop common "breakfast" images/photos (1-3 main images)
- Develop Flash web banner in different languages for websites (communicates campaign is international)
- Have an online counter to count number of breakfasts registered and where
- explore iPhone and mobile technology

Social media:

- Need to have stronger presence on social media forums, including draw attention to Facebook page
- Create a frame "I join the Global Fairtrade Breakfast" that we can send to people and where they can put their picture.
- Collect photos from participants on Facebook page :
<http://www.facebook.com/home.php#!/pages/Worlds-Biggest-Fairtrade-Breakfast/123237551038439>
- Create an international video, short & inspirational. (examples: Big Swap video
<http://www.youtube.com/watch?v=vqwBoWUHhGs> and Earth Hour video:
<http://www.youtube.com/watch?v=Fclcmfzjwug>)

Materials:

- We would need a design templates which could be adapted by each LI
- Design costs shared between LIs
- Some materials available online for download for all countries
- Design according to new brand guidelines

Material	Priority
Flyer (A6, but also printable in A4 and A3) can also used as a table tent	A
Poster with clear space for writing details of individual events (A4 to A3)	A
POS Poster (A4 to A3) with focus on Fairtrade Products/ Poster (should be adaptable to A2)	B
Print ad (1/2 page)	B
Flash Web Banner	A
Banner within mails* (to be adapted to web-banners)	B
common design elements for the websites / web visuals (consistent on different websites)	A
"Photo frame" for Facebook – participants can insert their photo into Breakfast "frame" for their Facebook profile photo	A
Video (to motivate campaigners to participate)	A
Tablecloth (artwork given by France to each country)	B
Little flags for public breakfasts (ready to adapt by each country made by France)	B
Stickers / Pins	B