



FAIRTRADE
INTERNATIONAL

3.sem MMD

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Problem area

Fairtrade currently sell products in the Danish market, but are finding that consumers are not choosing the Fairtrade brand. Therefore Fairtrade wish to bring awareness to their products, specifically their bananas, as they wish to push that the price is the same as the commercialised ones currently sold in grocery stores. Through information gathered by Fairtrade, 9 out of 10 Danes know what Fairtrade is meaning the brand awareness is high.¹ However according to the Huffington Post² 'many consumers still don't know that Fairtrade is a term for the direct relationship between consumers and producers'.

In relation to the target market (young realists 18-24 years old) There are 2.88 million Facebook users in Denmark, from which 86% are in the targeted age group³. This opens a potential for use of social media to engage our audience with emotive content. The emotive content should draw attention to the mistreatment of workers on the banana plantations for example The U.S. Labor and Education in the Americas Project reported that in 2011-2012 alone, seven Guatemalan banana union members were murdered.⁴

Buying products with a Fairtrade brand is often more expensive than buying similar products without⁵, while this is true for some Fairtrade products the campaign will aim to bring awareness to products that are not, with the emphasis being on bananas with the goals of dispelling this stigma. Denmark is number 17 in the world for banana consumption per capita,⁶ it also has the world's highest organic share and most well-developed organic market.⁷ Due to Fairtrades nature of being an established international organisation they work with multiple cultures, the campaign should consider negative repercussions like Greenpeace's mistakes with the damage they did to Nazca lines, a culturally sacred site.⁸ Fairtrade places third on the most credible labelling schemes behind the Ø-label and Swan⁹, meaning there is still an opportunity to further establish its presence in the Danish market.

Problem formulation

How do we dispel the stigma towards fair trade products being expensive and appeal to the target audience's moral alignment in order to establish a call to action ?

Focus points:

- What elements of a digital campaign would initiate a call to action for Fairtrade in Denmark most? How can social media/website/video be used to engage this project's target audience?
- To research and define a USP (unique selling point) through emotive content
- Gather information about the Danish market trends in relation to bananas and fair trade products
- How to gain more of an emotional response from the target audience to create the connection between the poor conditions of the farmers and how fairtrade can help to better their lives.
- How can the campaign be culturally intelligent in order to portray the different cultures and conditions of the workers for fairtrade
- How can we learn from competitors like Ø-label and Swan to increase brand awareness?

¹ <http://www.fairtrade-maerket.dk/Presse/Pressemeddelelser/9udaf10danskere>

² http://www.huffingtonpost.com/saudia-davis/post_6105_b_4256708.html

³ <https://www.statista.com/statistics/678040/facebook-users-in-denmark-by-age-group/>

⁴ <http://www.foodispower.org/bananas/>

⁵ <https://www.b.dk/nationalt/her-er-de-fairtrade-varer-der-batter-mest>

⁶ <https://www.statsmonkey.com/table/20937-list-of-countries-by-banana-consumption-per-capita.php>

⁷ <http://organicdenmark.com/organics-in-denmark/facts-and-figures>

⁸ <http://gizmodo.com/how-greenpeace-wrecked-one-of-the-most-sacred-places-in-1669873583>

⁹ <http://www.fairtrade-maerket.dk/Presse/Pressemeddelelser/9udaf10danskere>

