



FAIRTRADE
INTERNATIONAL

3.sem MMD

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Corporate identity

Fairtrade is a labelling scheme focused on improving the lives and working environment of small farmers and plantation workers in all parts of the world. It was first founded in 1988 in Holland under the name Stichting Max Havelaar after the coffee farmers in Mexico claimed that financial aid would be unnecessary if they were paid fairly for their production. During the following years many countries in Europe and North America launched Fairtrade schemes.¹ Denmark did it in 1994. In 2002, the international certification mark was launched. Today, over 1.6 million farmers and workers from 74 countries are part of Fairtrade.²

Values

- Welfare
- Fair trade
- Environment
- Community development

Mission

- To provide farmers and workers with a fair trade for their production
- To provide farmers and workers with good stable income
- To provide farmers and workers with fairtrade bonus on top of their salary
- To encourage ecological farming and keep the environment and workers safe.

Vision

- To improve the living and working conditions of farmers and workers in the poorest of countries. Put an end to poverty.
- To help develop more environmentally friendly agriculture.
- To help improve healthcare and education in those poor countries through the fairtrade bonus.³

Corporate Identity

Fairtrade is globally recognized by its international logo which incorporates 3 ideas. The blue represents the sky symbolizing optimism, green for growth and a farmer with a raised hand for empowerment.⁴



¹ <https://www.fairtrade.net/about-fairtrade/history-of-fairtrade.html>

² <http://fairtrade-maerket.dk/Hvad-er-Fairtrade/Historien-om-Fairtrade>

³ <https://www.fairtrade.net/about-fairtrade/our-vision.html>

⁴ <https://www.fairtrade.net/about-fairtrade/the-fairtrade-marks/history-of-the-fairtrade-mark.html>



HIGHLIGHTS IN NUMBERS

3 IN 4

3 in 4 people recognise the
FAIRTRADE Mark

1,137

1,137 new Fairtrade products
certified in 2009

£799M

A recession beating £799m spent on
Fairtrade goods in the UK in 2009

FAVOURITE

Favourite ethical choice for UK shoppers

**ONE MILLION
AND ONE SWAPS**

More than one million and one swaps to Fairtrade registered in
our most impactful Fortnight yet



Fairtrade also uses a very attractive and colorful typefaces to present information on posters, images and websites.⁵

⁵ <http://noisydecentgraphics.typepad.com/design/2011/03/fairtrade-fonts.html>

Market analysis

Competitor analysis

There are a few more established labels than Fairtrade, where we can learn a lot about how they become trusted and recognizable among Danish citizens; exploring the leverage and opportunities Fairtrade may have in order to establish an emotional and unique selling point among their products. Also worth exploring is the other products that fairtrade share their shelf space with; and what they are doing to make their products seem more enticing to potential customers.

Ø-label

Deemed responsible for the widespread success of organic products in Denmark, the government certified Ø-label is the most well known label across Denmark. A survey conducted by The Danish Ministry of Food, Agriculture and Fisher found that 100% of participants said they knew or heard about the Danish Ø-label. Sex, age and buying habits played no major role in the findings, making their marketing remarkably effective.⁶ A hypothesis we would like to challenge is that the Ø-labels design is effective due to its easy-to-understand nature and government implementation into the market and that due to the Ø-labels simplicity, it is easy to explain in one word - økologisk. This word explains quite clearly what the user can expect from their product, and due to the nature of Denmark being #1 least corrupt country⁷ they can trust its origin. To test this hypothesis A 5 second test is conducted showing 20 participants the ø-label and fairtrade label, asking them to describe its meaning, accuracy is determined by comparing similarity to a description provided by each company.

It was found that 90% of test volunteers understood the ø-label. Fairtrades logo was less decipherable, 70% of participants accurately depicted Fairtrades statement, some compared it to ying-yang, a character waving or no statement. We can deduce that there is an opportunity to make the logo more understandable, one of the ways we can do this is through emphasizing on a tagline after showing the label.

Furthermore the ø-label, being government ran, has a handicap on their flexibility for branding and spending, something that gives Fairtrade a competitive advantage.

Chiquita

Despite its established well-known branding, Chiquita's business has been floundering and it is no longer the top selling banana in the market.⁸ What is particularly interesting is that smaller, less popular brands are doing substantially better than these established brands.⁹ This is not all good news however, as selling banana's is a low margin business. Suppliers are getting squeezed by the big retailers and their plantations are often hit by political unrest, natural disasters and bad weather. This gives us an emotional selling point opportunity for "fighting for the underdog" A study was conducted where participants were shown two maps of israel, one showing it as a large country surrounding small Palestinian territory, and another showing it as a tiny island in the middle of the Arab world. In the "Palestinians are underdogs" simulations, 55% supported Palestine. As for the "Israelis are underdogs", 75% said they supported Israel.¹⁰ If we depict Fairtrade as the smaller, losing battle we can expect to see a rise in support.

⁶ <http://organicdenmark.com/organics-in-denmark/the-danish-organic-label>

⁷ https://en.wikipedia.org/wiki/Corruption_Perceptions_Index

⁸ <https://www.forbes.com/sites/zacks/2013/04/19/chiquita-no-longer-top-banana/#4a05782341ef>

⁹ <http://www.freshplaza.com/article/166225/Low-cost-bananas-more-popular-than-famous-brands>

¹⁰ <http://journals.sagepub.com/doi/abs/10.1177/0146167207307488>

Target Audience

This digital campaign is targeted at the young realists - young people, usually students, aged 18 to 24 years. We chose this audience for a number of reasons.

Young people are full of empathy and concerned about global issues. Recent large scale survey revealed that preserving the environment and putting an end to wars and to inequality are the most important to them. They want to have impact on these issues and they want their opinions to be heard and valued.¹¹

However, the views of the younger generations are often neglected and misjudged by the elderly and the government based off of the fact that they are not as experienced. Even though this might be true, young people are very informed, aware and up to date on important issues due to the development of technology and the Internet.¹² Thus, they look for alternative ways to express their opinions and inspire change. As Fairtrade addresses the global issue of welfare, it allows the youth to directly work towards resolving the problems in the 3rd World countries.

Young people are digital natives and they constantly interact with technology. Therefore, technology is one of the best medium to communicate with them. They rely on the internet to read news¹³, see adverts and even meet new friends. They are also fascinated by new high tech devices like smart TVs and VR. Our digital campaign aims to present content in a modern and creative manner.

Social media presence has become essential to most young people in the developed countries.¹⁴ Through social media platforms like Facebook and Instagram they are able to connect to the world and their friends at the same time. On a daily basis they consume enormous amounts of information through their social media feed - posts of friends, celebrities, news channels, politicians and many more. On the other hand, they also create content which can reach a very broad audience - circle of friends, friends of friends and followers. This makes social media one of the most powerful tools to reach the youth and help them make a positive change in the world.

Persona

Maya is a 20 year old Danish girl from Copenhagen. She's currently studying for her bachelor degree in International Business. Apart from studying, she has a part-time job as a waitress in a popular café. She also leads a dynamic social life and has a large circle of friends. She is active on social media platforms and uses them for entertainment and communication daily. She is aware of global issues and wants to make the world a better place for everyone. She cares about preserving the environment and empathizes with people who suffer from poverty, disasters or inequality, but she has never had the opportunity to get involved in an activity that would make a difference.

Attributes:

- Ambitious
- Empathetic
- Informed



¹¹ http://shaperssurvey.org/static/data/WEF_GSC_Annual_Survey_2017.pdf
<https://www.weforum.org/agenda/2016/01/what-do-young-people-value/>

¹² <http://www.stuff.co.nz/national/politics/opinion/96471330/give-young-voters-a-voice-break-the-cycle-of-mutual-neglect>
<https://www.theguardian.com/higher-education-network/2015/feb/25/political-parties-are-neglecting-young-people-its-time-for-unis-to-step-in>

¹³ <http://www.bbc.com/news/uk-36528256>

¹⁴ <https://www.statista.com/statistics/560994/share-of-social-media-users-in-denmark-by-age-group/>

Goals and Aspirations:

- Start her own business
- Travel the world
- Change the world for the better

Communication and campaign plan

The campaign will be online only and consist of 3 multimedia elements, social media, 360 video and a website. All of the elements will be related to each other to create a continuous theme throughout the campaign, the theme being a comparison between non fairtrade and fairtrade bananas, to make the target audience empathetic towards the farmers. Through the ESP and USP we will create a call to action by showing the users that the economy of a fair trade banana is the same as a non fair trade banana. The **purpose** of this is to bring more awareness to the unfair environment commercial banana farmers are faced with, the **message** being that as the bananas are the same price there is no reason not to buy fair trade and therefore support a movement that improves and promotes fair living conditions and a good economy for the producers. The **effect** of this will then create a call to action and create an increase in sales for fair trade bananas.

Campaign platforms

Due to the age and nature of our target audience the social media platform we will focus on is Facebook, this is due to 86.3% of 15-29 year olds in Denmark using facebook¹⁵. One way in which social media will engage the target audience is through the use of #bananachoice, which reflects the message of the video and site (which banana would you choose ?). On Facebook we will promote the website and video.

The 360 video will focus on the theme of comparing the two bananas together but will use comedic elements to create more interest. In the video we will have two bananas with contrasting personalities, the purpose of this is not only bring awareness about why the target audience/viewer should buy fair trade, but to establish a connection with the fairtrade character in order to promote further reading. As the setting will be in a standard Danish supermarket, it will promote the ESP as it places the viewer in a familiar everyday environment making it more relatable.

Through the video the viewer will be directed to the website in which will carry on the themes previously mentioned. The website will focus on being interactive in order to engage the audience. The website does this by using features such as a side scroller making the users actively having to engage with the site in order to continue the story. 'Just by having decided to invest a small amount of their time and privacy, they have made a "micro commitment" to trust you. And psychological studies show that they are now far more likely to return and recommend your website'¹⁶

Intercultural communication

Due to the campaign depicting countries such as Ghana and Colombia (which have a significantly different culture to the target audience) the campaign must be culturally intelligent. This means that the information given needs to be factual and any imagery needs to create an emotional response without pushing the limits of the Danish market, in order to not offend any of our target audience or fair trade themselves. Denmark is considered an egalitarian country¹⁷ meaning they believe in equality for all. You can see this throughout Danish culture through politics and language for example Kæreste, is a gender neutral word for both a male and female partner. This is what the campaign will target by showing the Danish market the inequalities that

¹⁵ <https://www.statista.com/statistics/678040/facebook-users-in-denmark-by-age-group/>

¹⁶ <http://www.dsc.net/interactive-websites/benefits-of-interactive-websites>

¹⁷ <http://www.commisceo-global.com/country-guides/denmark-guide>

commercial farmers face and how, by them supporting fair trade through buying their products, they can help fight against these inequalities.

Customer journey

A customer journey has been created so that the campaign can be analysed through the target audience's perspective. The persona created allows for an insight into the specifics of our target audiences daily life and through this the customer journey gives insight into how they will interact with the campaign.

	Awareness	Discovery	Use	Bond
Social media	1.Customer sees the campaign on social media/shared to them - their they will see the video			
Website		3.through clicking on the weblink they are then taken to the website which they will interact with and gain more information about fair trade	4.users will be able to view information and have to input how much they think each banana costs, creating content	5.through the emotive content on the site users will align with fair trade
360 Video	2.They see the video and wish to find out more- go to weblink on social media post for video and web address displayed on the video			

Touch points

- Target audience knows about fairtrade and sees the campaign on their newsfeed
- User then clicks on the link on their newsfeed and is brought to the campaign page
- They then see the video and watch it
- After viewing the video they follow the web link to the site
- They interact with the site through the scrolling functionality and animations
- Through this they gain more knowledge about the difference in bananas (fair trade and commercial)
- They then align with fair trade and buy fair trade bananas rather than commercial ones
- The user then shares one of the campaign elements on social media spreading awareness

Prototype concept

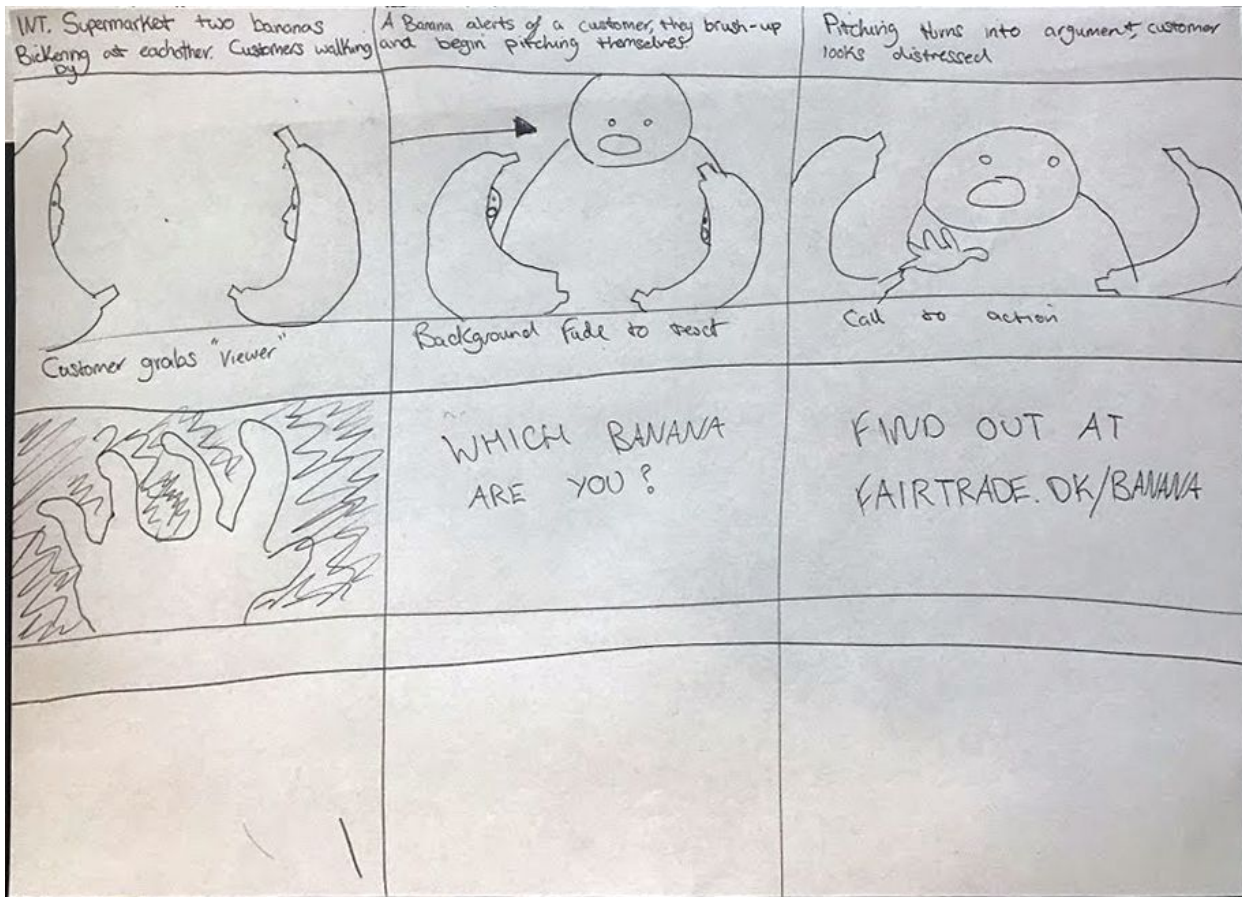
Video concept

User attention is gained from facebook post that is boosted by Fairtrade for the target group.

The boosted post on Facebook contains video thumbnail for the 360 degree video. The 360 video is made with idea to make the user curious and interested to click on the website link.

Another boosted post could be a link ad with an image, headline, short link description and call to action button 'learn more'. Call to action button would lead to the website.

Video sketch



Storyboard: Black screen , coming into light and supermarket sounds.

The first banana(FB): "Look a customer is coming!"

Cool banana(CB): "I'm cool! Look at me, I'm fresh, picked this morning uh-huh!"

FB: "I contribute 10% ..."

CB: "You've seen my adverts! You've been buying me for years! Hot deal! You buy me and 2 of my buddies and you get a 25% off ooo-wee!"

FB: "I'm cool, too. I decrease..."

CB: "The amount you spend with your loyalty card!"

FB: "That's not what I was trying to say..."

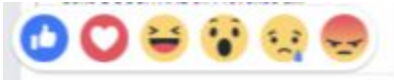
CB: "Hey! Checkout these gains! I'm so buffed! Mmmmmm! GMO! GMO! GMO!"

Customer grabs the camera, cut to black, followed by the message and call to action.

Website concept

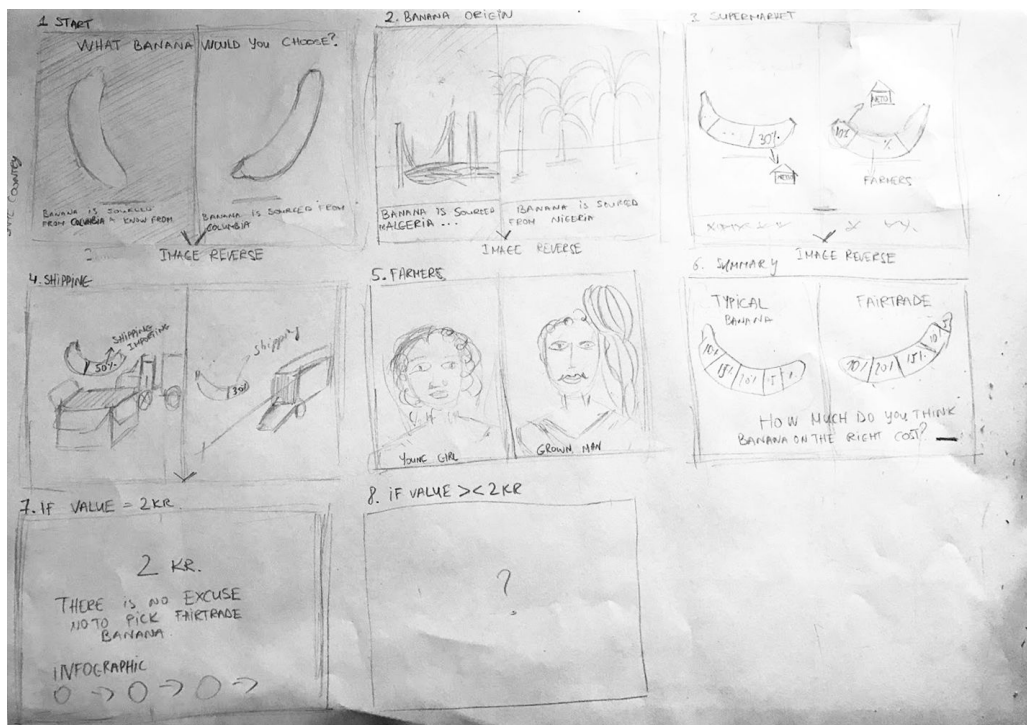
The slogan is 'What Banana would you choose?'. The website shows the two banana story which compares Fairtrade and typical banana. Most of the content will be animated using Greensock framework for better user experience. The website will be created as an animated scroll down page. Animations on scroll will show how the user caused the action. The website design will be created using material design guidelines to keep clearly visible elements, sufficient contrast and size and hierarchy of importance.

Floating button



Floating buttons will be used on every page to allow user to like the banana and display the emoticons on the screen. The buttons will give a dynamic website content.

Website sketch



1. Page screen is divided and it displays two bananas, indistinguishable from each other, split screen in center. Banana on left and right, description and floating buttons.
2. Bananas in the supermarket. Banana on left: Upon purchase, 30% of this bananas sale price goes toward its store owner, in this case; Netto, a major retail stakeholder in Denmark. This is one of many products sold for profit in the store. Banana on right: 10% of this Bananas sale goes to the store Owner, this is still enough to make the purchase profitable, and may work to bring in more customers as they are more ecologically aware.
3. Banana shipping. Banana on left and right: around 50% of the banana cost will go toward shipping and importing, ripening and exporting. A process which will see a lot of individuals working to get the Banana to where it needs to go. *Fairtrade is exempt from EU shipping fees and therefore more money can go to the communities in the countries who need it the most.*

4. Banana farmers. Character left: 15% will go towards the plantation owner. Character right: 20% will go towards plantation owner, and an additional 10% premium will go towards the local communities to help develop and combat poverty.
5. Banana farmer family. Farmer on left: 5% goes towards our farmer, sadly only enough to break even, repeating the cycle of poverty. Farmer on right: 10% goes towards our farmer, allowing him to develop his business and make a livelihood out of the fairtrade mark.
6. How much do you think the banana on the right costs. The user can enter the desired amount of how much he/she thinks banana on the right costs. If the price is revealed as being 2 DKK, text appears stating staying how much they were off by and % of people who also guessed incorrectly. Final message appears on the page: "When the price is the same, there is no excuse not to pick the banana on the right. For the farmers, one purchase at a time"

Concept testing

To test the concept we used In-depth interviews with our target audience - the young realists. We focused on 3 topics that we believe would be the most helpful to developing our idea - global issues, 360 video concept, website concept. We tried to understand our audience better by asking them about media materials that make them excited or empathetic and then how their answers relate to our concept. This is the full list of interview questions:

1. *Are you excited about new technologies and devices, can you name one that particularly takes your interest?*
2. *What is your opinion on 360 videos?*
3. *Where would you expect to see 360 videos? Where do you mostly watch 360 videos?*
4. *Do you empathise with people from the 3rd world countries, what do you share in common with these people, (what helps you to connect)?*
5. *How do you react to media about poverty, inequality or other global issues?*
6. *What materials made you care the most - posters, interviews, documentaries, videos, articles?*
7. *What do you know about Fairtrade? Do you buy more fairtrade since you learned about them?*
8. *Would you find a 360 video on the topic more engaging?*
9. ***Here's our concept: *showing the storyboard for the video****
How memorable is this compared to other campaigns?
10. *Do you think presenting a problem in this playful manner is appropriate for the issues of poverty or is it too unserious? Why?*
11. *How likely are you to click on the link to the website from our video?*
12. ***The link would take you to our campaign website. * showing the wireframes for the website and explaining****
What is convincing about the conversation comparison/exchange between the two bananas?
13. *Do you think the two options is more effective than only presenting the benefits of the Fairtrade bananas? Why?*
14. *If true; How does showing content with animations and transitions help you retain your attention on the website?*
15. *Would the content on the website motivate you to buy more Fairtrade?*

Overall, the respondents found the concept to be easily understandable and engaging. They agreed that 360 videos are interesting and attract their attention among other posts on social media. When it comes to issues in the 3rd World countries they said they felt sorry and empathized with them but this lasted for a very short period since they were not able to make any difference or take action. They are also more likely to watch a video/short documentary on an issue rather than reading about it or watching it on TV. When shown a true story of a person from one of those poor countries they want to not only learn about his struggles but the root cause of the problems.

The respondents said that using 360 video would make this campaign stand out but they would click on the link to our website only if they find it really interesting and engaging.

They think that comparing the two kinds of bananas would give more emphasis on the benefits of the fairtrade one but they want to see solid facts to back them up. Respondents also said that nice design would make them trust the website more and that too many animations might distract them from the content.

The most important takeaway from these interviews was that young people empathize with the people from the 3rd world countries. This campaign has to show them that by buying Fairtrade products they can directly address the issue of poverty and help improve the conditions some people live in. We should also avoid using too much text and focus on good visual representation. To keep the audience engaged we should interact with it and stick to an entertaining and informative approach.