

HOW TO MAKE A COMPELLING EARTH DAY CAMPAIGN

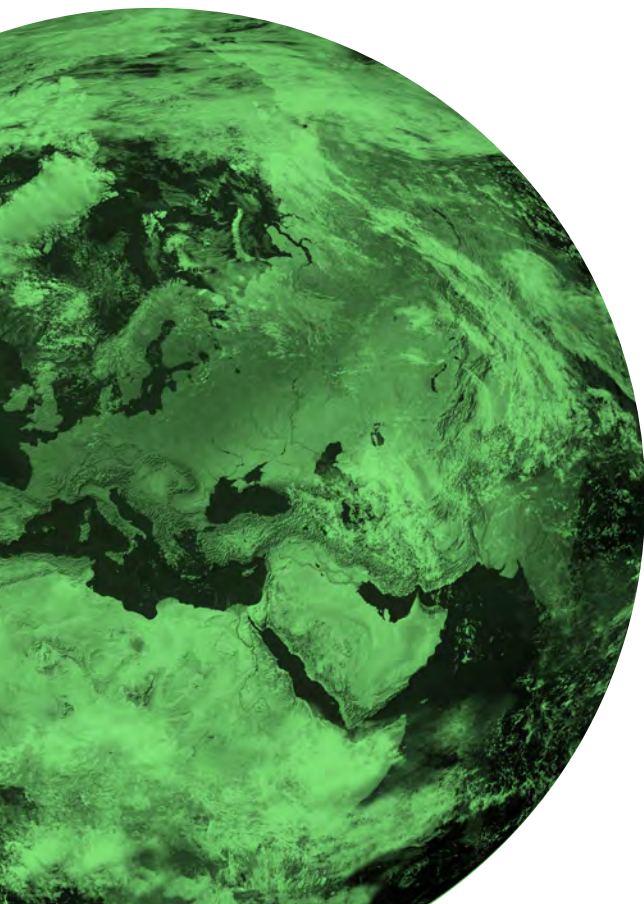
Every year on April 22nd, Earth Day marks the anniversary of the birth of the modern environmental movement in 1970.

Yep, Earth Day's just round the corner again – a day where people and organisations band together to raise awareness of the need to protect our planet. Don't worry – there's no need to send a panicky email to your marketing department stressing about creating an Earth Day Campaign with just two months until the big day. That's where we're here to help!

At Creature & Co., our purpose is to create lasting, positive change that makes the world a greener, fairer, more prosperous place for all. We are experts at helping brands navigate purpose by creating memorable, multi-platform experiences to communicate their initiatives.

Before we get into the nuts and bolts of creating an Earth Day Campaign, first we need to ask; is your brand taking positive steps to make the world a better place? If so, read on. If, however, your brand is just trying to jump on the Earth Day train with no intention of doing anything to help the planet, [click here](#) to find out more about what it is you're trying to do. *Hint: it rhymes with bean-squashing.*

All good? Read on to find out our top 5 tips for creating a compelling Earth Day campaign...



#1**BE SENSITIVE**

Sensitivity is an integral part of any purposeful campaign. The ability to take a broad view and be sensitive to people of different backgrounds, perspectives and experiences is incredibly important. It makes for a more inclusive world that reflects everyone within it, creating relatable experiences for all.

Whether it's talking through any hypocritical content or messaging that may be misunderstood, looking out for a tokenistic approach to environmentalism or social causes, or even considering the roles and characteristics of those portrayed in your campaign, it's always best to define these issues early on to ensure the work you produce is sensitive to all. It's not about trying to avoid backlash; it's about helping to fight stereotypes, being representative, teaching awareness, standing up for minorities and much more.

At Creature & Co., we believe there's an opportunity to check for sensitivity at every stage of a project, from brief to concept to completion, ensuring new ideas and additions don't alienate consumers. That's why we developed our very own Sensitivity Scan, a handy tool we run each project through that

allows us to check for cautions before projects run live; ensuring we sensitively handle everything we produce as an agency, whether it's client work or internal projects.

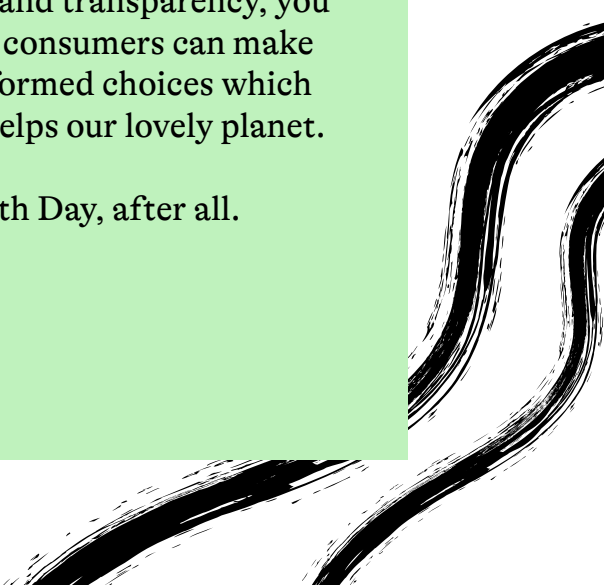
#2**BE HONEST**

Consumers appreciate honesty. It's a good policy. Maybe even the best. If only there was a quicker way to say all that...

Being honest and transparent isn't just about making sure the messaging around your green claims is truthful, accurate and honest, it's also about giving the full picture when it comes to your environmental impact and sustainability journey. Try reflecting the whole lifecycle of your brand, product or service and acknowledge where there is room for improvement

Everything counts, so backing up your green claims with up-to-date, credible evidence will help boost brand loyalty. With honesty and transparency, you can help consumers can make more informed choices which in turn helps our lovely planet.

It is Earth Day, after all.



#3

BE POSITIVE (BUT NOT TOO POSITIVE)

Want to encourage social action and

make people more receptive to change? Be positive! Not only is positivity more inspiring, but it also improves engagement. Really! A tangible example of this is the weekly Good News newsletter we produce for our client Nat Geo Kids UK. With 'Good News' in the title and stories full of joy and positivity, this newsletter has a 60% open rate compared to a 22% industry average (Source: Mailchimp).

Positivity works when it is realistic, level-headed and optimistic, rather than directive. However, there is such a thing as going too far on the positivity scale. This is called 'toxic positivity'.

Toxic positivity is the denial, minimisation and invalidation of the things that are actually going on in the world. As mentioned in tip #2, we need to be honest. It's all about progress, not perfection.



#4

BE HUMAN

Individuals are bored of being told what to do – they (quite

rightly) think governments and big businesses are the ones who should be driving change. To capture these audiences, brands need to inspire them with what they're doing, rather than just tell them about it. Human stories are an excellent way to do this, giving your audience something they can relate to. Something tangible.

The fact is, we relate to human stories much more deeply than brand messaging, or even tales about the planet itself. Authentic, human storytelling is an incredibly useful technique that we recommend using for any campaign, particularly ones focusing on purpose, such as Earth Day.

If you're unsure how to include human stories within your Earth Day campaign, try focusing on the people who will be impacted by the issues facing our Earth; either directly or through the overlap of sustainability and human rights. By raising awareness of their stories, you'll encourage people to act on their behalf to try and make the world a better place.



#5

BE CREATIVE

Most organisations will be doing *something* for Earth Day this year, whether it's a quick social

post, a staff beach clean, or a big budget campaign across a variety of platforms. If you're wondering how your Earth Day campaign can cut through the noise and get high engagement whilst creating a real, tangible impact, there's a very easy answer: be creative!

Why is creativity so important? It's simple really; to stand out from the crowd – there's no point investing in a campaign that nobody sees. A creative campaign is also much more likely to be remembered by those who view or interact with it, driving brand awareness whilst also ensuring the messaging in the campaign is being fully engaged with. That's two for two!

How do you make sure your purposeful campaign is creative enough to stand out from the crowd? Well, we can't give you all our secrets – you'll have to reach out to find out...

References:
<https://mailchimp.com/en-gb/resources/email-marketing-benchmarks/>
<https://thepsychologygroup.com/TOXIC-POSITIVITY/>



If you'd like help creating an impactful Earth Day campaign that'll inform, inspire and empower your consumers, our door is always open for a free, informative chat. We'd love to hear from you!

HELLO@CREATURECO.CO.UK

CREATURE &CO.

We help brands drive positive change for the benefit of all people and our planet.

