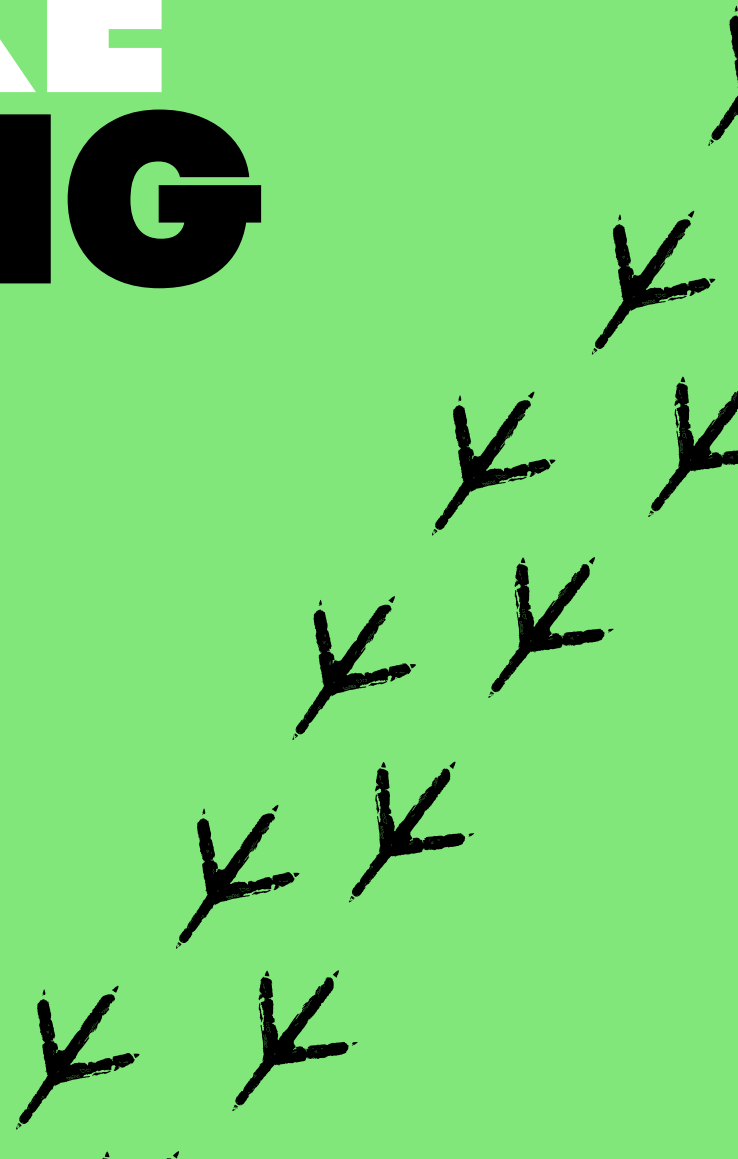


HOW TO MAKE A **COMPELLING** EARTH DAY CAMPAIGN

CREATURE
& CO.



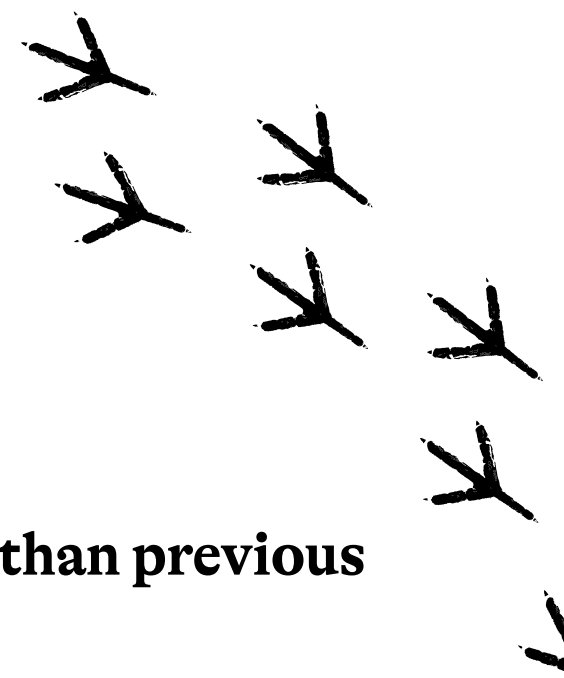
2023: A PIVOTAL YEAR FOR SUSTAINABILITY



After a challenging year of extreme weather, cost of goods skyrocketing and political turmoil, 2023 has been pegged as a pivotal year for sustainable action. With sustainability now an expected attribute for all brands, there's no longer a real competitive advantage; we all need to be playing our part.

EARTH DAY 2023

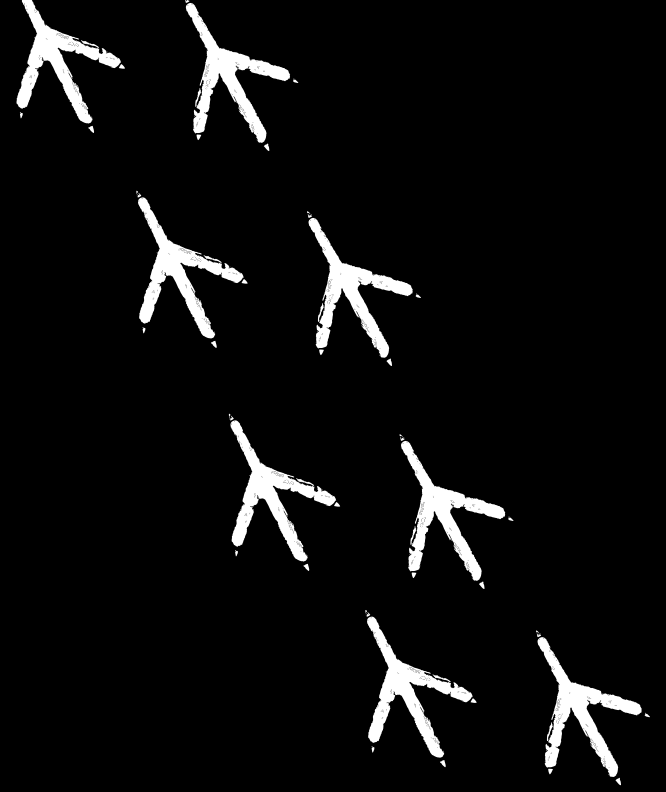
INVEST IN OUR PLANET



The language for this year's Earth Day is far more corporate facing than previous years, showing a shift in the onus from individuals to corporations.

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.*

OUR TOP 5 EARTH DAY CAMPAIGN TIPS



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.

INTERESTED IN HEARING ABOUT THE SENSITIVITY SCAN WE RUN EACH PROJECT THROUGH? [EMAIL US.](#)

TIP #1
BE SENSITIVE

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.

INTERESTED IN FINDING OUT HOW WE CAN HELP
CREATE A FULLY TRANSPARENT IMPACT & PURPOSE
REPORT FOR YOUR BRAND? [**GET IN TOUCH.**](#)

TIP #2
BE HONEST

Positivity is inspiring, encourages social action and 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.

Positivity works when it is realistic, level-headed and optimistic, rather than directive. However, there is such a thing as *toxic positivity*; the denial, minimisation and invalidation of the things that are actually going on in the world.

TIP #3
BE POSITIVE
...BUT NOT TOO POSITIVE

The narrative is changing... a much deeper understanding of how sustainability and human rights overlap means where we once saw the planet as the victim of climate change, now we see people as the victim.

Individuals are also 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.



TIP #4
BE HUMAN

There's no point investing in a campaign that nobody sees. 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!

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!

TIP #5
BE CREATIVE

LET'S TALK ABOUT MAKING YOUR NEXT PURPOSE CAMPAIGN STAND OUT FROM THE CROWD.

CONSIDERATIONS

➤ **AMPLIFY THE GOOD OF OTHERS**

Try not to use others for comparison or throw them under the bus.

➤ **PARTICIPATE, DON'T PREACH**

Preaching lowers engagement. Through participating, you are part of the solution.

➤ **USE AFFIRMATIVE LANGUAGE**

Ensure the language you use is positive, progressive and inclusive.

➤ **BE NICE AND SERIOUS**

Try not to trivialize the issue but make sure you're approachable.

➤ **DIVERSITY OF LIFE**

All talent in your creative should reflect diversity in age, ability, ethnicity, gender, sexuality, family structure and socio-economic background.



If you'd like help creating an 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!

CREATURE
&CO.

**THANK
YOU.**



PETER JOHNSON
MANAGING DIRECTOR

peter@creatureco.co.uk

Creature & Co.

76 Marylebone High Street
London, W1U 5JU

