

Crafting **effective messaging**. *Shaking things up* for successful climate action.

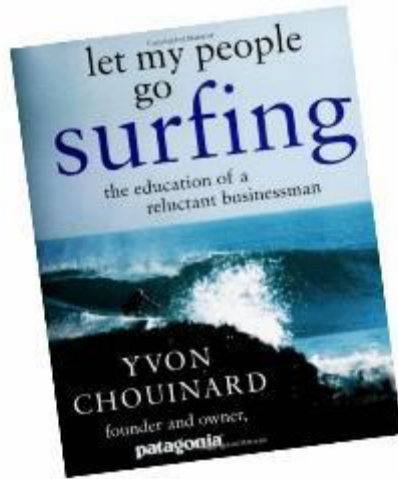


Joss Ford

Powering a **lightbulb** from the *sun*. Your **toaster** from *wind*. HELL yeah!
How cool?! *This is the thing I want to be involved with.*



Perhaps, **business** is the answer? In fact, yes, business is *the answer*. Companies can be so *unbelievably* cool. Surely everyone business has *culture, stories, policies, products, employees and messages* like these guys.



Oh this is really bad.

I don't want to look stupid but what the F does that mean?

Where's the imagination. The coolness. The emotion. *The feels?*



Just a reminder here.

But we've been banging on about this since the 70's.



P.S: This man is a legend.



So what is *good* messaging and what is *bad* messaging?





Good?



Or bad?



Annoyingly good. But obvs bad.

DELICIOUSLY
REFRESHING,
100%
RECYCLED*



*Bottle made from recycled plastic, excludes cap and label.



Bad. Hidden messaging.

Lipton Ice Tea and Aqua Pura water ads banned over recycled bottle claims

Both products included caps and labels that were not made from recycled products, the Advertising Standards Authority found.

The **Advertising Standards Authority** (ASA) said consumers would understand the “100% recycled” claim to apply to all components of the bottle.

HEY MARKETING PEOPLE. How about not trying to pull the wool above our eyes 🙄🙄

THE NEW YORK TIMES MAGAZINE NOVEMBER 11, 2011

DON'T BUY THIS JACKET





They don't do much wrong.



What do you recon? Good or bad?

An advertisement for Ryanair. At the top, a Ryanair airplane is shown in flight against a bright, hazy sky. Below the plane, a green rounded rectangle contains the text "EUROPE'S LOWEST EMISSIONS, LOWEST FARES AIRLINE" in white and yellow. The background of the advertisement is a landscape with rolling hills and a field of yellow flowers.

**EUROPE'S
LOWEST EMISSIONS,
LOWEST FARES
AIRLINE**

RYANAIR

See ya later. 📞 ASA...



MAJOR NEW EXPRESS CAMPAIGN

JOIN OUR GREEN BRITAIN REVOLUTION!

By **John Ingham**
Environment Editor

A CRUSADE to save our environment and boost the UK economy by £2 billion starts in the Express today. We are calling on Green Britain to lead the world revolution on green issues with bold initiatives including:

TORN TO RAGS 4

SUPPORT: Leading organisations are today backing our crusade to help protect the environment

DAILY EXPRESS CRUSADE

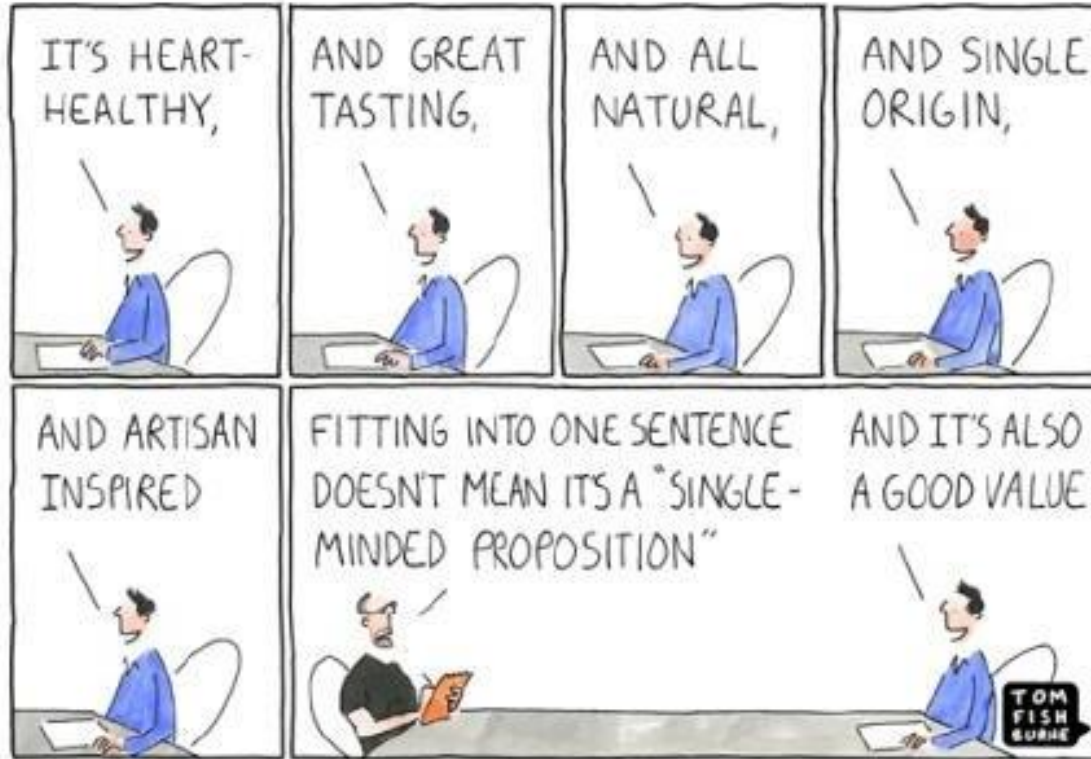
So how do we at Enviral **craft** good messages?

1. *Coordinated*

2. *Clear*

3. *Captivating*

Single Minded Proposition - the one individual, compelling reason why a customer would interact or buy your product or service.





iPod.

1,000 Songs in your pocket.

Hey Enviral. Are there any frameworks to **craft good messages?**

1. *Business Model Canvas*

2. *Brand Positioning*

3. *Messaging House*



IT DOESN'T MATTER HOW YOU COUNT

GREENPEACE

THE BIG
PLASTIC
COUNT

www.greenpeace.org



Challenge

Greenpeace asked us to lead on creating a campaign with strategy, brand platform + messaging, and creative rollout for one of their biggest moments this year - The Big Plastic Count. The aim is to inspire the UK to record their actual weekly plastic usage to lobby the government with stats that genuinely progressive plastic policy.

Approach

With a very tight timeframe, we mobilised our team to collaboratively align a series of brand platforms, campaign options with delivery rollout. After successfully narrowing down a concept we developed branding, messaging and full production of 3 x social first campaigns shot over 3 days.

Services

- Strategy
- Creative Ideation
- Copywriting
- Film
- Audio
- Talent management



The Campaign Results

This was the biggest investigation into UK household plastic waste, with 96 billion pieces counted. The survey found that only 12% of plastic is actually recycled, with the rest being incinerated, or exported.

The Outcome

Successfully this was our most sustainable, diverse and inclusive film production yet. Aligned with Ad Green we produced a Carbon Negative shoot, whilst working with inclusive cast and talent agent.



Image Credit: Isabelle Rose Povey

**1 in 250 UK households
took part in The Big
Plastic Count, recording
96,000,000,000
pieces of plastic!**





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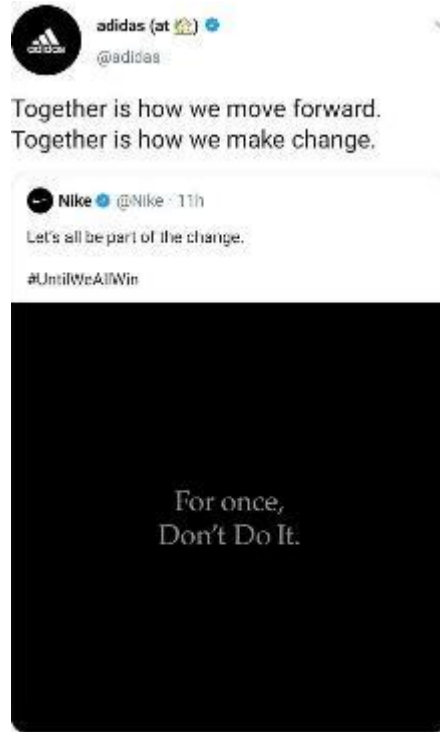
It's not just about the copy. It's about the message. The placement.
It's about the *influencer*.



It's not just about the copy. It's about the message. The placement.
It's about the influencer. It's about the *consistency in originality*.



It's not just about the copy. It's about the message. The placement.
It's about the influencer. It's about the consistency in originality.
It's about the timing.



It's not just about the copy. It's about the message. The placement.
It's about the influencer. It's about the consistency in originality.
It's about the timing. And **most importantly** the *actions*.



Tips today to make your messaging better.

1. *Prioritise the importance of your message.*
2. *Check your language. Can it be more human?*
3. *Does your neighbours teenager understand it?*
 4. *Go see if people like it.*
 5. *Roll it out in different places in different ways.*

My main takeaway. Can the emotion you leave be more human?

It's been a ride. If you want to *collaborate, create, celebrate* then let's *strengthen* our *community* together and make some positive change.

Joss Ford 