

Reduce Overconsumption **(Patagonia)**

Campaign Requirements:

- Goal: Promote anti-consumption
- Idea: Extend the idea of consuming less
- Period: Alternate months (September, November, January, March, May, July)
- Medium: OOH Advertising (Hoardings, Posters, Bus Depots and Buses, etc.) & Social Media
- Using buses aligns well with the brand ideology. Buses are a mode of public transport that help in reducing pollution with lesser private vehicles on streets, further helping to conserve the environment.
- Type: Series of Ads on digital media, Different Ads for outdoor advertising each running for a month's slot (for each month mentioned above)

Desired Brand Image:

- Ethical, Trustworthy, Sustainable
- Style and tone:
 - Straightforward
 - Friendly

Target Audience:

- Demographics:
 - All genders, 18-35 years old
- Lifestyle:
 - Active, Outdoorsy, Environmentally & socially conscious, value products
- Type of User:
 - Innovators, Co-creators, Create value for the proposition given by brand
- Relationship with Brand:

- See the brand as trustworthy, environmentally conscious, sustainable
- Requirement:
 - Adapt to voluntary simplicity and collaborative consumption

Mandatory Inclusions and Intentions:

- All communications must have:
 - Brand Logo
 - Colour Palette – Shades of green for ads with no visuals; green or natural elements for ads with visuals
 - Impactful copy
- Intentions of the Campaign:
 - Preserve the Earth for future generations
 - Make consumers even more environmentally conscious
 - Stopping consumers from buying unnecessary products

Single-minded Proposition (January):

- Start the year with what you already have.
- Less stuff, more life.
- Begin the year with just enough.
- Simplicity starts in January.
- Copy for Video:
 - The average American throws away 81 pounds of clothing every year. This January, let's start the year by appreciating what we already own.
#JustEnoughJanuary is about realizing that having just enough is plenty to live sustainably.
- Hashtag: #JustEnoughJanuary

Single-minded Proposition (March):

- Think before you buy.
- Mindful choices, sustainable outcomes.
- Pause, then purchase.
- Be mindful, buy less.
- **Copy for Video:**
 - Did you know that every second, the equivalent of one garbage truck of textiles is landfilled or burned? This March, let's slow down and be more thoughtful about our consumption. Join #MindfulMarch and choose wisely for a sustainable future.
- **Hashtag:** #MindfulMarch

Single-minded Proposition (May):

- Live with less, enjoy more.
- This May, embrace the beauty of simplicity.
- Less clutter, more clarity.
- Minimalism is the new luxury.
- **Copy for Video:**
 - Over 100 billion garments are produced each year, yet many end up in landfills within 12 months. This May, let's embrace the power of minimalism. By choosing less, we're making room for what truly matters—both in our lives and for our planet. Join us for #MinimalMay.
- **Hashtag:** #MinimalMay

Single-minded Proposition (July):

- Simplify your life this July.
- Cut back, give back.
- This July, choose what matters.
- **Copy for Video:**
 - We live in a world of excess, where more often leads to waste. This July, let's

challenge ourselves to embrace 'less.' By choosing what's truly essential, we can reduce our footprint and create a more sustainable world. Join us for #LessInJuly.

- **Hashtag:** #LessInJuly

Single-minded Proposition (September):

- New to you is just as good as new.
- This September, pre-loved is in style.
- Reduce waste, use second hand.
- Make a statement. Wear what's already there.
- **Copy for Video:**
 - The fast fashion industry produces over 92 million tons of waste each year. Instead of contributing to the landfill, try giving pre-loved items a new home. Join us for #SecondhandSeptember and make a difference by choosing secondhand.
- **Hashtag:** #SecondhandSeptember

Single-minded Proposition (November):

- Don't buy new, renew.
- This November, less is more.
- Resist the urge, go with what you have.
- New can wait, the planet can't!
- **Copy for Video:**
 - Producing a single cotton t-shirt requires about 2,700 liters of water—enough for one person to drink for 2.5 years. This November, let's hit pause on buying new and instead cherish what we already have. Embrace #NoNewNovember and help conserve vital resources.
- **Hashtag:** #NoBuyNovember

Sample Ad:

