

The Slug and Lettuce

FAIRTRADE FORTNIGHT

OBJECTIVE

To use Fairtrade Fortnight as a platform to talk about Slug and Lettuce's food and drink credentials to its key audience of 'twenty-something' females, raising awareness that they are proud to support The Fairtrade Foundation and creating a point of difference on the High Street.

SOLUTION

Storm implemented a series of five Fairtrade fashion shows in key bars across the country by linking with People Tree, the UK's leading fairtrade and eco friendly fashion label. These events were timed to coincide with the launch of Fairtrade Fortnight to maximise press coverage, tapping into an increasing media and consumer interest in this ethical event.

Storm managed the events, devising all marketing collateral from POS for the bars, press kits, consumer hand-outs, even through to the fashion show scripts and presenting on the nights themselves. The Fashion Shows also acted as an internal moral booster, as staff were used as models to ensure that they were fully involved in the campaign.

THE SLUG AND LETTUCE



▶ RESULTS

The campaign delivered on all levels. The London event on the eve of Fairtrade Fortnight was used by Sky News as the 'launch' for the overall Fortnight, complemented by national coverage in titles ranging from The Observer Food Monthly, Sunday Telegraph, Times and FT on Slug's range of Fairtrade refreshments. The regional events also received substantial coverage on local TV, radio and in print, as well as creating increased footfalls and additional sales revenue. In total, the campaign delivered 10 million opportunities to see and a return on investment of over 25 times total PR budget.

FAIRTRADE
It's the new black - or rather the new blue, green and black. Fairtrade, with its funky but strongly respectable logo, has become fashionable. From chocolate, coffee, vanilla pods and cakes to car flowers, cotton shirts and even sports kits, its products are flying off the shelves faster than you can say 'Love It. Sales are rising by 50 per cent each year and now total £2.4bn in Britain and \$1.5bn across the developed world.



Meet about Fairtrade's Lenny Henry, comedian. 'When you reach for your wallet you're reaching out to help someone'

There's no need to become an aid worker to assuage our middle-class guilt. We can simply buy chocolate and cake

What's more, this revolution of consciences has occurred only in the past two years. In 2003, there were just 150 Fairtrade products available in the UK. Now there are 1,300, endorsed by celebrities including Dame Mary McCormack, the actress; Ben Hurry Hill and the newswriter George Alagiah - patron of the Fairtrade Foundation. To coincide with Fairtrade Fortnight (6-19 March), 30 fashion faces will feature in an exhibition of portraits by the photographer Trevor Lagden. In some, the model appears with her face covered in jam. Charlie Dimock has a pair of sunglasses down her nose (it's her hair's name) and Lenny Henry does something amusing with his hair. It's designed to represent their devotion to Fairtrade products and urge the public to 'Make Fairtrade Your Habit' instead of an occasional purchase. Choosing Make Poverty History and

Founded, there was an explosion of other ethical labels: Soil Association, Lion Quality, Marine Stewardship Council, Freedom Foods, Leaf and Little Bird Tractor. In the developing world, Rainforest Alliance, Utz Kapels and others claimed they, too, improved the lives of farmers. Avoid those competitors and addresses. Fairtrade with a capital F somehow remained the one on everybody's lips. The original and best, almost a generic word in the English language, a national treasure with no one looking to replace it.

It is language all too common of the BBC series Lark, but Fairtrade is literally owned by charities - among them Oxfam, Trócaire and Bannan Link, an organisation based in Norwich that campaigns for the rights of banana farmers. Like these charities, the Fairtrade movement is mainly voluntary - a combination of the public who will do their own research and down the country for Fairtrade Fortnight. Only a small skeleton staff works at the Clerkenwell offices. From the outset, the aim of our supporters was to include poverty, says Lamb, and here was something they could do which was very concrete. If they bought CaféDirect or Maya Gold, they could really make a difference to these farmers. What makes us well in that, although we are putting a spotlight on the negative, there is a positive solution to hand which everybody can be a part of. You don't have to wait for Government to come, you don't even have to wait for companies, because you can push them into acting by buying these products. So you've got all these NGOs, the church groups, and the community-based organisations - but the really fantastic thing about Fairtrade is that you can then go shopping! In a way, she has just put her finger on it. Fairtrade is all about 'Volunteering Lives' - helping the poverty-stricken workers and children we see on our television screens every week simply by buying chocolate and cake. There is no need to become a VSO and

SOUTH SEEN SOUTH SCENE
Eco designer shows clothes with a conscience on makeshift catwalk at city bar
Fashionably fair
From left, models Jesse Taylor, Amy Bates and Dawn Arell stand their stuff

People Tree
South Wales
ECHO
AT THE HEART OF SOUTH WALES
50p www.dailyecho.co.uk

Fairwear
Fairtrade fashion is no longer all about environmental awareness or charity
What is Fairtrade fashion?
The Fairtrade symbol is a guarantee for consumers that producers are given a fair wage for a product.

The Observer
FOOD MONTHLY
DECEMBER 2008 NO 57

SKY NEWS
Fairtrade events calendar
ACTIVTYFORNIGHT
From Easter egg hunts to hot marshmallows, find out how to get the most out of your week off screen for everyone

Why fair trade is so good for business
Where you can buy Fairtrade
The Fairtrade mark is a guarantee for consumers that producers are given a fair wage for a product.

Yorkshire Evening Post
YORKSHIRE'S DAILY NEWSPAPER OF THE YEAR
York is teaming up with the UK's leading Fair Trade and eco fashion label People Tree to organise a fashion show with a difference.

SUNDAY TELEGRAPH
Fairtrade events calendar
ACTIVTYFORNIGHT
From Easter egg hunts to hot marshmallows, find out how to get the most out of your week off screen for everyone

Norwich Evening News
Fairtrade is booming in Norwich
Thanks to support from the likes of such names as M&S and Sainsbury's, the Fairtrade logo is now big for people, but good for business.