

**“Raising awareness of plastic waste and
changing behavior to live an earth-friendly life.”**

Please give a thought to the reason why we, at Sunaba Coffee, decided to stop providing plastic straws and to become a part of the earth-friendly life movements. We are not the only ones who are living on this planet and we wish that this planet would be a sustainable place to live on for the next five generations and beyond.

Client: Sunaba Coffee (Japanese Coffee Chain*)
(*A fictitious organization for this brief only)

Background:

At least 8 million tons of plastic end up in our oceans every year. Floating plastic debris are currently the most abundant items of marine litter. Waste plastic makes up 80% of all marine debris from surface waters to deep-sea sediments.

So what can you do about ocean plastic pollution? Reduce your use of single-use plastics? Recycle properly? Participate in (or organize) a beach or river cleanup? Support bans? Avoid products containing microbeads? Spread the word? Support organizations addressing plastic pollution?

We, at Sunaba Coffee, are also wondering what to do and how to begin. At any rate, we do not want to be indifferent to plastic pollution as well as other environmental issues, so we decided to start taking solid actions such as stop providing plastic straws to our customers. This way, we hope to encourage people to cope with challenges and have them understand our feelings.

Challenge:

To create a campaign to raise awareness of plastic waste and to shift consumers' behavior towards environmental waste.

- Propose communication targets and expected results.
- Present communications that motivate the target audience to shift their behavior.
- Present the rationale of how the proposed campaign works to benefit the Sunaba Coffee business.

Target Audience/Key Markets:

Any possible audience and markets in Japan and Asian countries.

Budget:

Subject to the proposal

Timeline:

Plan the campaign to be launched in September 2020.

Deliverables:

- One B4-sized landscape sheet, summarizing your core idea, including a statement of intent, and overall campaign structure.
- File must be in JPG format, 300dpi, less than 3MB, and viewable on Windows PC.
- Entrants can enter only once, with one idea.
- Entrants must not use copyrighted material, such as music or celebrities as part of their idea.
- Sponsorship by Getty Images Japan

All entrants are free to use images provided by Getty Images, though this is not compulsory. For those who wish to make use of such images, see the attached document in Japanese for instructions.

- All work must be submitted by email to: younglotus@ad-zenkoren.org
- Entries will not be returned. All rights reserved by Japan Advertising Federation.

Deadline: Wednesday 3 p.m., February 12, 2020