



STRATA TUSP

Ad Brief

Out of the Lab, on to the Grill

What is the problem or opportunity?

Climate change is scientifically acknowledged as a systemic threat to humanity. Demand for meat has increased cattle farming and consequently increased methane gas which exacerbates global warming. Meat alternatives are a legitimate way to reduce the impact of global warming, so 'lab-grown' meat has become available to consumers. Lab-grown meat, cultured from the stem cells of animals, is considered by many to be a sustainable and ethical solution.

However, the problem is that most people don't know what 'lab-grown meat' is, and those who do know don't want to try it:

What tasks does this initiative need to accomplish?

— In a survey of nearly 1,200 consumers, most said they hadn't heard of "lab-grown meat".

— Another poll found that more than 40% considered lab-produced or synthetic foods and beverages to be "scary" and they have no plans to include them in their diets. One of the main reasons people are put off is because lab-grown meat is perceived as unnatural and artificial.

Who are we targeting and what insight do we have to their lives?

Increase awareness and trial of lab-grown food among environmentally conscious consumers by shifting perceptions and positioning it as the future of food.

The campaign will target environmentally conscious consumers who are aware that we need to reduce meat consumption to manage climate change. 47% of global consumers say that ethically and sustainably sourced ingredients are more important to them now than before the pandemic. More than 50% of young adults are willing to change their diet to help benefit the planet, according to a survey from Oatly. So, consumers are generally more mindful of their dietary habits and the environmental impact of what they put on their plates.

We need to highlight the link between lab-grown meat and the positive impact it has on the environment. This will empower people to take meaningful action and consider lab-grown meat as a legitimate meat alternative.

However, research shows that there are several barriers to making people try lab-grown food:

— A large proportion of people don't have any knowledge about lab-grown food.

— They find it unnatural and artificial.

— For some, it seems scary and not interested in trying it at all.

However, lab-grown meat offers the same experience of eating meat. Scientists extract stem cells from a living animal without causing them any pain and feed these cells plant-based nutrients to grow muscle fibres like they would in the animal's body. Hence, this campaign needs to increase awareness of lab-grown meat and bust the perception that it is unnatural and artificial by using 'Out of the lab, on to the grill' as a proposition.

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Who are we targeting and what insight do we have to their lives?

Benefits of lab-grown food: Slows global warming and doesn't harm animals.

In short, it will help us save the planet.

Assuming that lab-grown alternatives taste as good as meat and are equally priced:

Get → environmentally conscious people

Who → are concerned about food choices and negative environmental impact

To → be aware of the benefits of lab-grown food, and add it to their diets

By → changing their perception of lab-grown meat as a clean, safe, and sustainable alternative to conventional meat
Instead of → seeing it as unnatural and artificial

In short, we need to get lab-grown meat out of the lab on to the grill.

Shifting Perceptions:

From → 'I would personally never eat meat grown in a lab. It is unnatural and artificial.'

To → 'I would definitely eat lab-grown meat and insert it into my diet because it's better for the planet and animals.'

Deliverables & mandatories

Deliver a creative idea that solves this problem using two of the following:

30" TV Ad (script & storyboard)

60" Radio Ad (Script)

Social (using any social channels)

Print

Activation idea or something entirely unexpected

Resources

→ <https://www.bbc.co.uk/news/av/science-environment-56294169>

→ <https://www.fooddiver.com/news/4-in-10-consumers-think-lab-grown-food-is-scary-while-many-of-the-rest-n/569181/>

→ <https://www.nhm.ac.uk/discover/would-you-eat-lab-grown-meat.html>

→ <https://www.fastcompany.com/90328621/will-people-be-able-to-overcome-their-disgust-of-lab-grown-meat>

→ Bord Bia, Dietary Lifestyles Report, March 2021

→ <https://www.greenpeace.org.uk/news/why-meat-is-bad-for-the-environment/>

→ <https://co-nxt.com/blog/our-emerging-reality-new-research-on-lab-grown-and-synthetic-food/>

→ <https://plantbasednews.org/news/environment/young-adults-willing-to-change-dieit-to-help-planet/>