

# **Break Up With Beef Campaign**

## **Self-Initiated Brief**

## Brief:

A campaign to encourage people to give up beef to positively impact the climate crisis

## Audience:

Environmentally conscious adults who currently eat beef

## Touchpoints:

Poster series, website, social media and any other appropriate form of campaign

# Extended Brief

## What?

We are in a climate crisis. One of the most impactful lifestyle choices we can make to help with global warming would be to cut beef out of our diets.

How might we encourage people to reduce the amount of beef they are consuming in an attempt to reduce our carbon and methane emissions and help slow down global warming before the effects are irreversible.

## Who?

Adults who have choice over what food they consume.

Potential audiences could be:

- Animal lovers as they care about the cows who get slaughtered to make the food they eat.
- The environmentalists as they care about global warming and doing what they can to slow it down.
- The health conscious as they care about eating healthy by avoiding processed red meat and reducing their meat intake.

## Things to consider:

- Think about the touch points that would be most impactful and reach your audience.
- Make sure your design is appropriate and informed.
- Check all your information is correct by doing thorough research.
- Consider working with a existing brand or campaign to provide a good starting point.
- Enter into the Creative Conscious climate crisis/open brief competition.

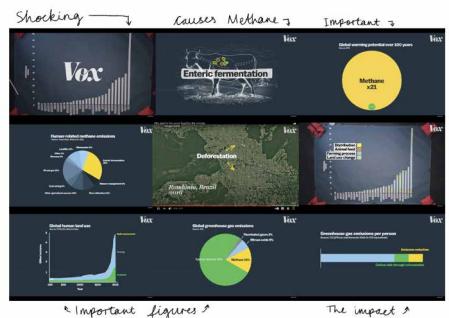
## Summary:

- What am I saying? - Stop eating beef
- Why am I saying it? - Because it will slow down global warming
- Who am I saying it to? - Either animal lovers, environmentalists or the health conscious who are currently eat beef.

# Initial Research

To further understand the impact beef has on the planet as well as beef's position in society, I researched into numerous issues. This project was originally prompted by the short informative video by Vox on how beef is the worst food for the planet by a long shot. I then looked into the religious views of beef to see what connotations there were and to make sure I was being sensitive. A big argument for eating beef is that it's rich in protein so I researched into the difference between animal and plant protein to understand the differences. Studies found a diet high in plant protein was linked to lower risk of heart disease, diabetes and obesity. I then looked into the B12 argument and found that taking a B12 supplement is more effective than the B12 found in beef (which gets into the cow through a B12 supplement) and cutting out the middle man seems logical. I also discovered cows tend to be injected with artificial hormones which can cause health condition to humans. Lastly, I researched into deforestation and how damaging for the planet it is to cut down a tree due to the carbon dioxide released and that keep our forests standing is essential to slowing down global warming.

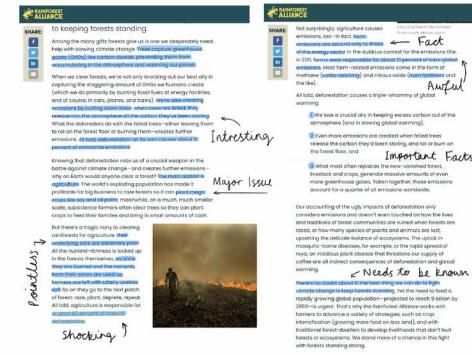
## Vox Video



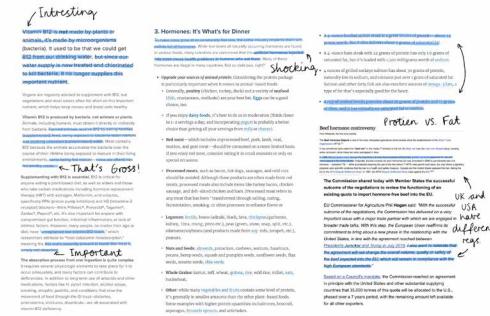
## Religious views



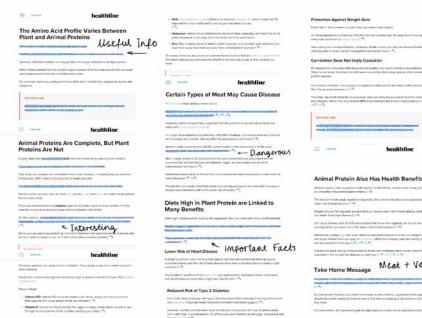
## Deforestation



## B12 and Hormones



## Protein

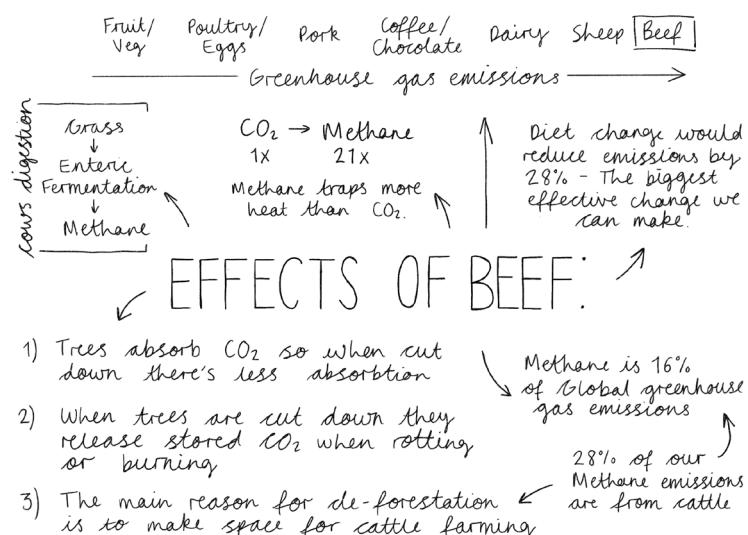


# Effects of Beef

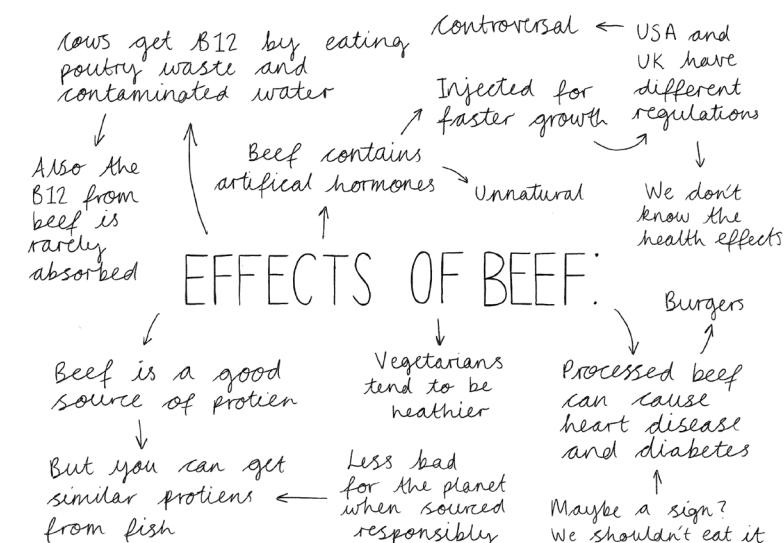
To help condense the vast research I had gathered, I made two mind maps of the effects of beef on the environment and on our health. I then referred back to these throughout the project to ensure my facts were correct and to stay

on mission. It has also allowed me to have informed conversations with people about my project and combat any doubts towards the focus on beef.

## **Environmental**



Health



## Current Market

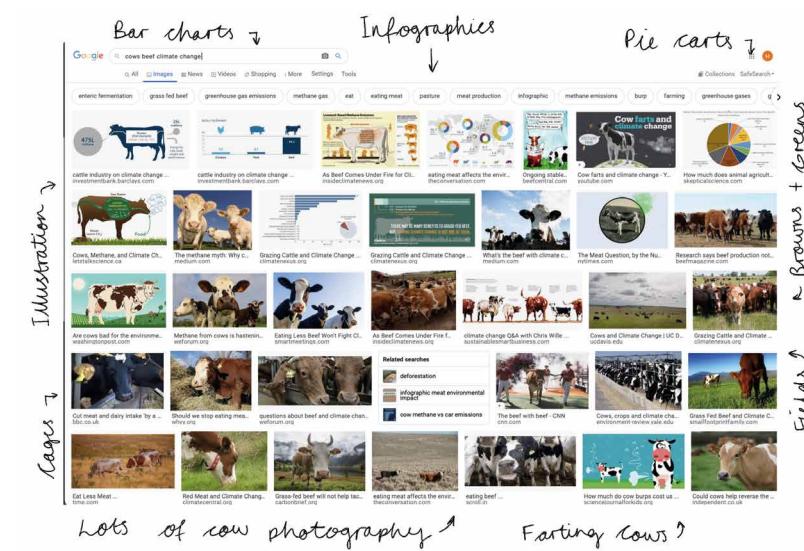
To understand what had been done before, I tried to find any existing ‘anti-beef’ graphic design. I discovered that there was little design on the topic, however, the few pieces I found were inspiring. Cow imagery was common as well as the use of red hues and green. To gain a further

## Current Graphic Design



understanding of the current visual images for the topic, I googled 'cows beef climate change' to see what would come up. Infographics, pie charts and bar charts were common as well as photographs of cows in cages and imagery of farting cows.

Google Search



# Audiences

Upon looking into my potential audiences, I have decided to focus my project around the environmentally conscious. As 80% of the UK consider themselves environmentally friendly and due to the fact that the eco conscious group has the largest age range, choosing this audience would have the greatest reach and subsequently a greater impact.

## THE HEALTH CONSCIOUS:

- Age: 35-55
- Career: Climbing the ladder.
- Personal: Few single, some in relationships, most married, most have children
- Attitudes: Responsible and motivated
- Focus: Eating healthy and avoiding health conditions like heart disease. Avoids processed red meat and takes Vitamins.
- Social Media: Has Facebook and LinkedIn, Maybe Instagram
- ✓ Running, walking, the gym, cycling, sports, vegetables, falafel, Kale, meditation, yoga, protein powder, supplements, fitness trackers, water
- ✗ Staying indoors all day, junk food, McDonald's, fizzy drinks, processed red meat, driving places, alcohol, not exercising, skipping meals, not stretching.
- Brands: Fitbit, Nike, Weight watchers, CrossFit, Soul Cycle, Gymshark, Adidas, Asus, Reebok, PureGym, Women's health, Davina, Zumba.

## ANIMAL LOVERS:

- Age: 18-35
- Career: Uni, first and second jobs
- Personal: Some single, some in relationships, could be married, could have children
- Attitudes: Caring and loving
- Focus: Fighting for animal rights, against animal testing and poaching, likely vegan or wants to be.
- Social Media: Has most platforms including Snapchat and Tik Tok.
- ✓ Walking pets, stopping to say hello to every animal they walk past, drawings of their pets, adopting, vegetarianism.
- ✗ Zoos, SealWorld, puppy mills, poaching, animal testing, fur, leather, killing animals for food, animal abuse, designer animals.
- Brands: Peta, RSPCA, Pedigree, Pets at home, WWF, The humane society, Quorn, The body shop, NYX, Elf, Smashbox, Dove, Tarte.

## ENVIRONMENTALISTS:

- Age: 18-55
- Career: All parts of the journey
- Personal: Some single, some in relationships, some married, some have children
- Attitudes: Responsive and honest
- Focus: Fighting for the government to act against climate change, most likely living a zero waste lifestyle.
- Social Media: Has most platforms - Instagram being the biggest.
- ✓ Reusable items, beach cleaning, public transport, anti consumerism, renewable energy, second hand, eating low carbon foods.
- ✗ Single use items, Litter, fast fashion, pesticides, Imports, eating lots of meat, wasting water, paper towels, 60 Watt light bulbs, deforestation.
- Brands: Chilly, LUSH, Patagonia, WWF, Extinction rebellion, reformation, Beyond Meat, Toms, Pela, people tree, Pact, Who gives a crap.

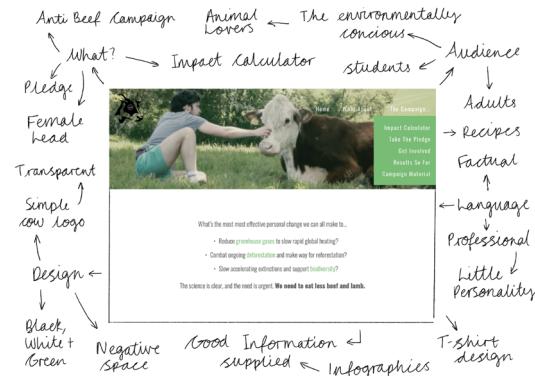
# Case Studies

For inspiration, I decided to look into a few case studies of different avenues people have gone down to try to spread the message of 'anti-beef.' First, I looked into the #nobeef campaign which is the only current substantial campaign trying to educate people on the impact of beef.

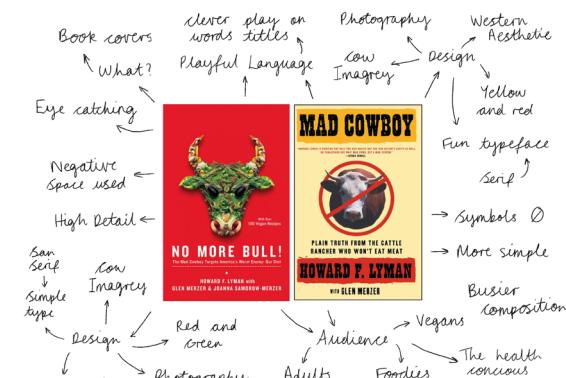
Next, I looked into 2 book cover designs of recipe books by Howard F. Lyman. Described as the cattle rancher who won't eat meat, the books include vegan recipes. I found the visual style of these covers eye catching as well as interesting approaches to the topic of 'anti-beef.'

Lastly, I looked at a advertising campaign for Beyond Meat. The series of posters use clever copy and a striking visual language to communicate the selling points of there products.

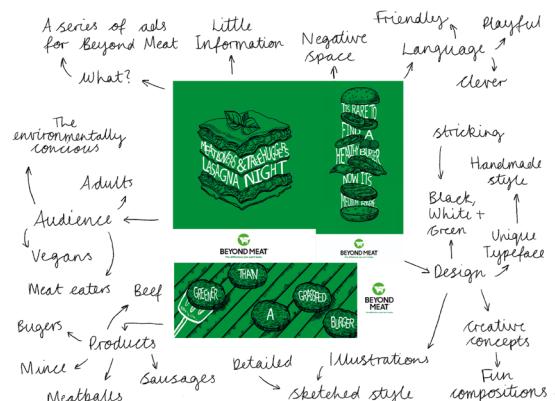
## Campaign



## Book covers



## Ad Campaign

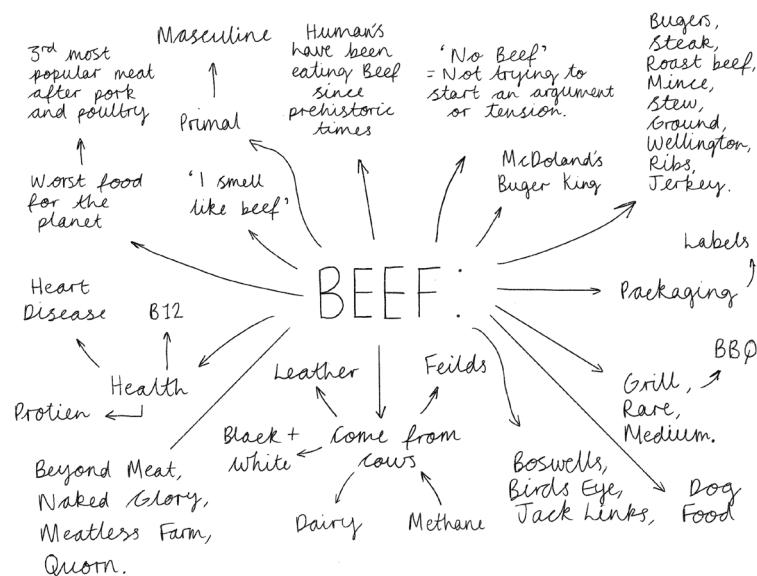


# Mind Maps

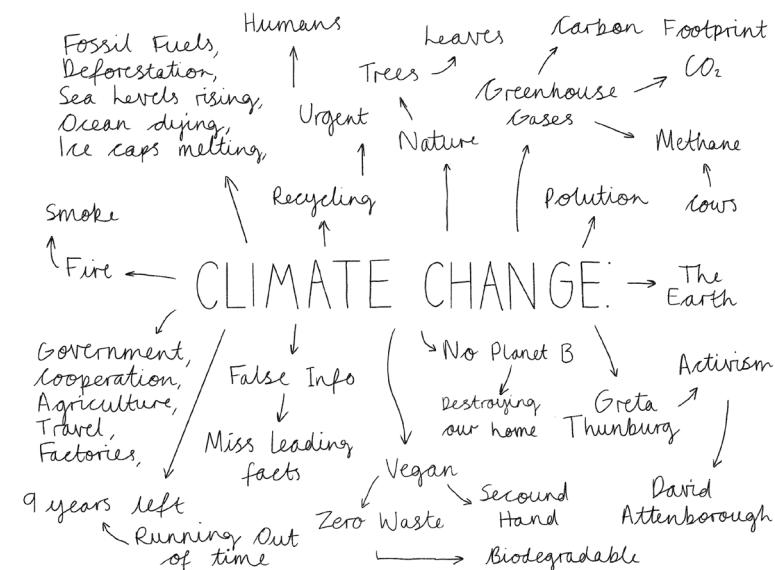
To start the idea generation, I made two mind maps focused on the topics of beef and the climate crisis to see what thoughts it provoked. Some interesting findings were that beef is considered to be fairly masculine as well as

noting all the different forms beef comes in from burgers to jerky. When looking at the climate crisis, I found that the spreading of misleading information was one of the most damaging issues in the fight against global warming.

## Beef



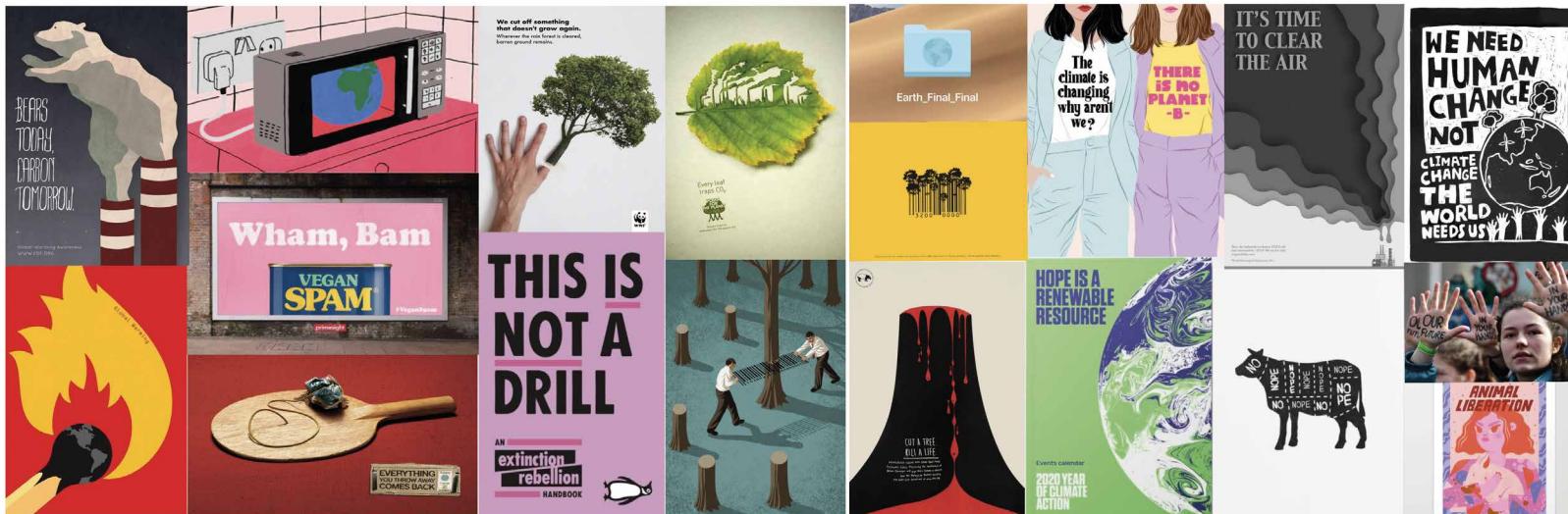
## Climate Change



# Inspiration

Due to the current market on this issue being on the thin side, I decided to get more inspiration through general environmentally focused graphic design. Recurring themes were cut down tree imagery, hands being raised in protest,

smoke and fire visuals, earth imagery and sharp copy with bold typography. Green, red hues and black seem to be common colours when covering the topic as well as a good mix of illustration and photography used.



# Proposals

Unsure of where I wanted to take this project, I came up with two proposals. The first being an advertising campaign for Beyond Meat, a beef alternative brand, that would highlight the brand as a great option for people trying to do

their bit for the planet. The second proposal was to re-vamp the existing campaign '#nobeef' to have a more striking and fun design. I would take a more guerilla approach and explore multiple touch points to get the message out there.

## Proposal 1

### PROPOSAL 1:

#### What?

A campaign to promote Beyond Meat in order to get people choosing fake meat over beef.

#### Who?

Potentially wanna be vegetarians (for the planet) who need the push to make the switch or veggies who slip when eating out.

#### How?

Beyond Me.  
I'd make a campaign including posters, social media outcomes, menu prompts and potentially packaging.



## Proposal 2

### PROPOSAL 2:

#### What?

A redesign and development of the campaign 'NoBeef' - female student lead

#### Who?

The environmentally conscious who want to help with climate change but don't know where to start.

#### How?

Potentially a guerilla style campaign with multiple touchpoints such as posters, web, social media, t-shirts, stickers etc

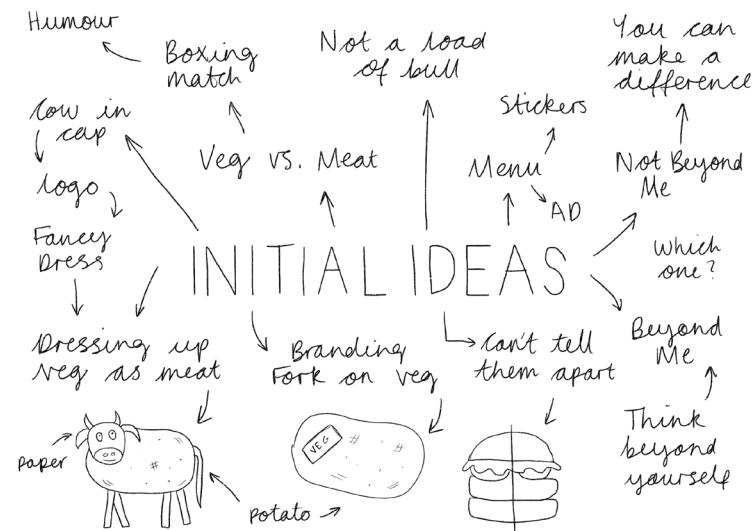


# Initial Ideas

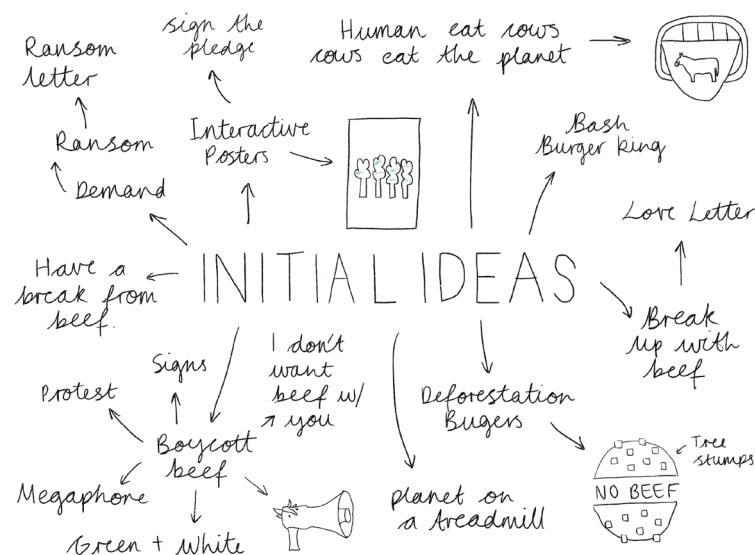
To help me decided which proposal to take forward, I generated initial ideas for each and planned choose the one with the better concepts. My favourite idea for proposal 1 was the idea of dressing up veg as meat as I felt this could be playful as well as thought provoking. My preferred idea for Proposal 2 was the break up with beef idea as I felt

this would be visual strong whilst also being light and fun. Even though I had some strong ideas for the Beyond Meat proposal, I felt I had more room for play with the '#nobeef' campaign proposal. Due to the strength of some of my ideas, I felt I could adapt my brief to create a whole new campaign instead of piggy backing off of a existing one.

## Proposal 1 initial ideas:



## Proposal 2 initial ideas:



# Concept 1

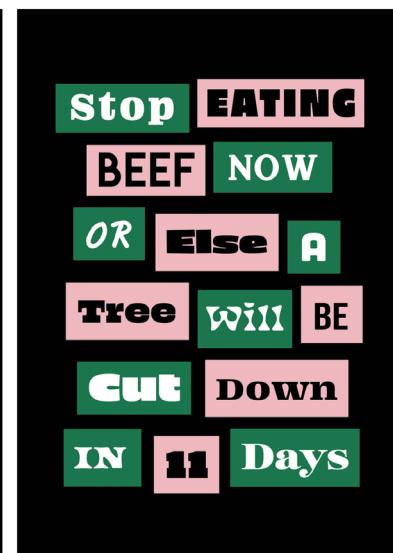
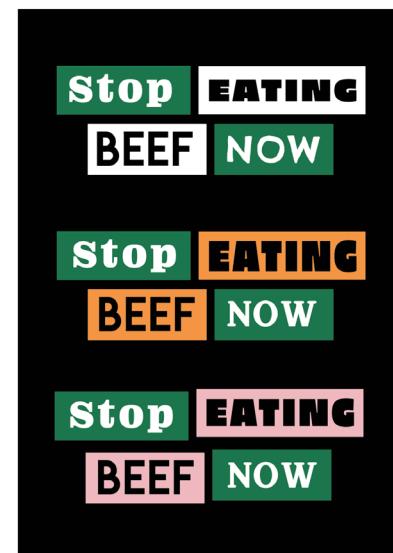
Concept 1 explores the idea of a ransom letter. I found the words I needed in archived newspapers and with these, pieced together this rough idea. Due to the darker tone of this concept, I decided to digitalise it and add some colour to lighten the design. I liked the use of green and pink as the green reflected the environmental side whilst the pink could reflect the beef in a more abstract manner.

## Rough Concept



I also came up with some sharp copy to communicate the environmental impact beef has on the planet which I felt worked well. This concept was strong, however, I felt there wasn't enough visual components to use to stretch the idea into a full campaign. I also felt it was a little too aggressive in its tone of voice which is something I was trying to avoid.

## Development

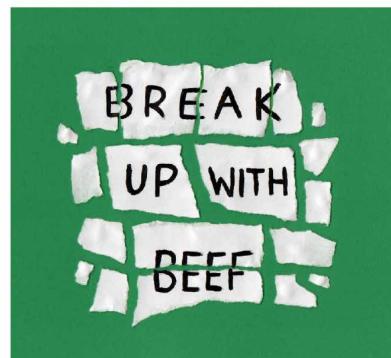
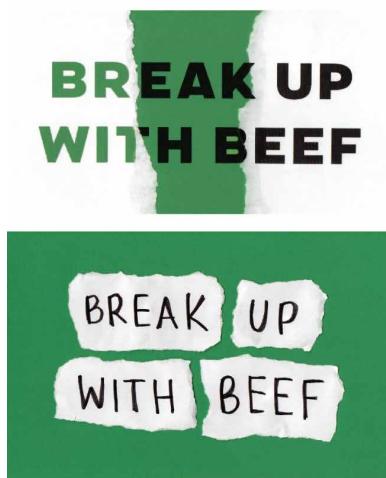


## Concept 2

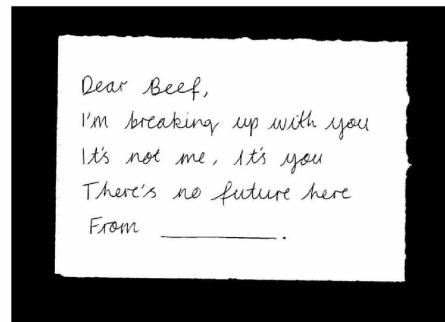
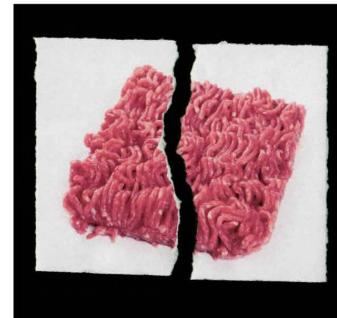
Concept 2 played with the idea of breaking up with beef. I felt this was a more abstract and fun way of looking at the chore of cutting out a ingredient from your diet and would have a lot of visual scope to play with. I started exploring this idea by experimenting with ripped paper to portray the idea of love letters following a break up which I then

developed this into a rough logo, pledge, idea for imagery and abbreviated logo. I really like this concept and feel it has great potential to develop into a fun and unique campaign as I've never seen this approach taken before. I also feel the tone of voice allows for a less aggressive angle to the conversation which would be effective.

### Rough Concept



### Development



## Concept 3

Concept 3 is based on the idea of a more traditional campaign. I came up with the name Boycott Beef and used imagery of no entry symbols and placard signs to explore a visual style. I then developed these into more illustrations of Beef, megaphones and protest signs to display

information. I liked the limited colour scheme of green and white as well as the idea of the cow megaphone as both the environmental and beef messaging comes across. I didn't take this concept any further as I felt it was too generic and wouldn't show off my creativity as much as my other ideas.

### Rough Concept



### Development



# Brand Identity

To explore the tone of voice of the campaign, I noted all the break up terminology I could think of. I planned to use some of these phrases throughout the campaign to keep the tone youthful and fun as well as further emphasising

## Tone of Voice

### TONE OF VOICE:

- We need to talk
- It's not me, it's you
- I deserve better
- There's no future here
- You're dumped
- I can do better
- We need to talk
- I'll get over you
- Casual
- Glo up
- Go off
- Left on read
- Catfishing
- Toxic
- The whole meal
- Fling
- Take the L
- DM sliding
- Cancelled
- We need a break
- Don't text your ex
- Snack
- Breaking things off
- Getting over you
- Catch feelings
- Ghosting

the idea of a break up. I then decided on 6 brand values for the campaign being passion, impact, vision, playful, environment and truthful to help me express a clear and cohesive message when designing.

## Brand Values

### BRAND VALUES:

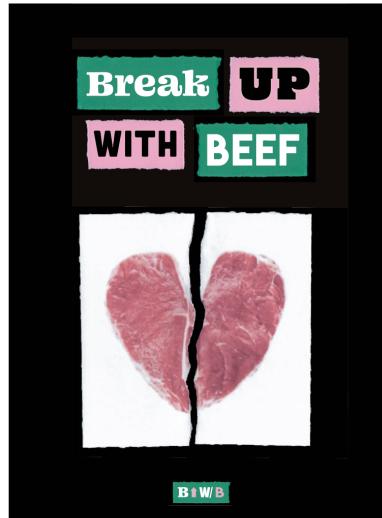
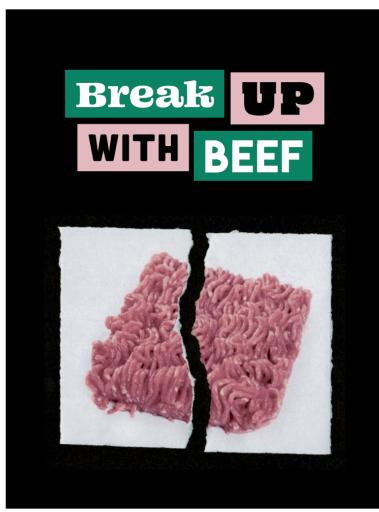
Integrity	Optimism	Progress
Diversity	<u>Impact</u>	<u>Playful</u>
<u>Passion</u>	Empathy	Loyality
Accountability	Drive	<u>Environment</u>
Trust	Humour	Hard Work
Sustainability	Ambition	Fun
Pride	<u>Vision</u>	Knowledge
Respect	Responsibility	<u>Truthful</u>

# Development

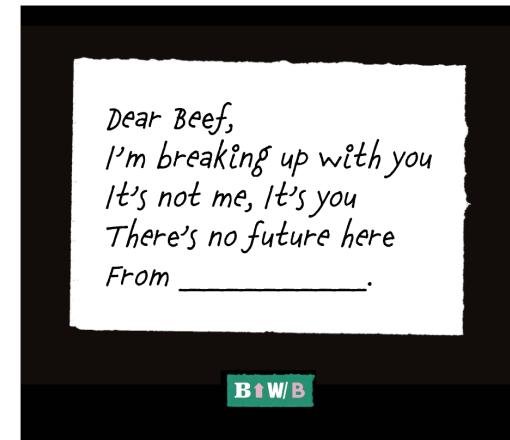
I decided to merge the visual style of concept 1 with the premise of concept 2 which resulted in this development. I played with ripped paper for a more textured look and explore the idea of printing images and ripping them up, before scanning them back in as a way to create a faded

look to the imagery. This reflects the faded photographs that then get ripped up during a break up. I also started to think about an abbreviated logo as well as a pledge people would sign to explore the visual style of the campaign further.

## Rough Concept



## Development



# There's no future here

One of my chosen copy lines was 'there's no future here.' I liked that this reflected a break up whilst also commenting on the future of the planet if we don't prevent global warming. I explored a few variations fro this poster design,

however, felt the last one worked best with my previous design. I liked the more abstract imagery for cutting down a tree by ripping it in half and felt this poster outcome was strong so decided to develop it further.

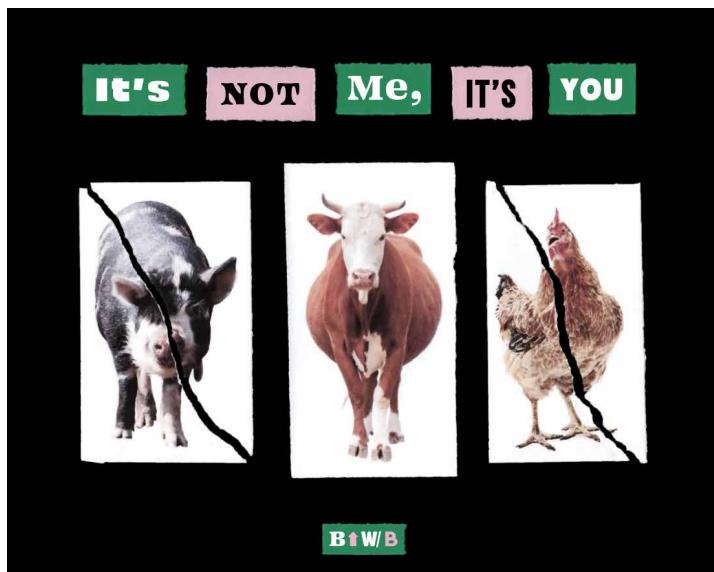


# It's not me, It's you

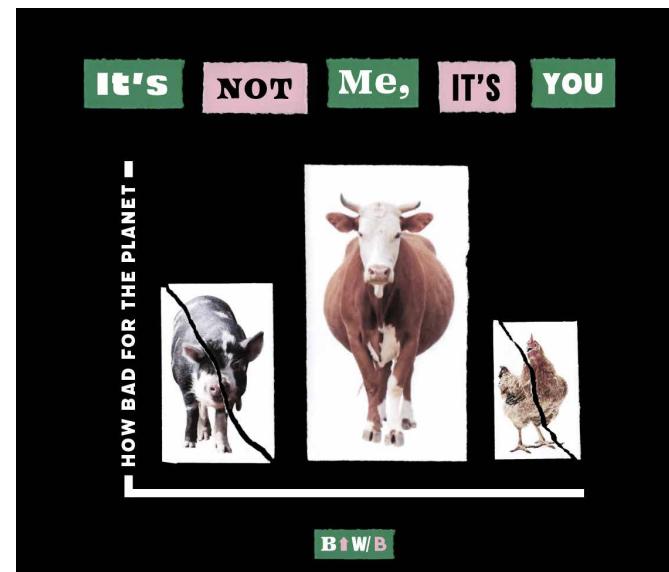
'It's not me, it's you' was another copy line I enjoyed so I decided to incorporate it by showing beef to be considerably worse for the planet than other types of meat. I felt my first attempt wasn't very clear so developed

it to be more like a bar chart and add an axis for further context. I liked this design, however, personally didn't feel comfortable spreading the message of eating other animals instead of beef so decided to not develop this

Initial Design

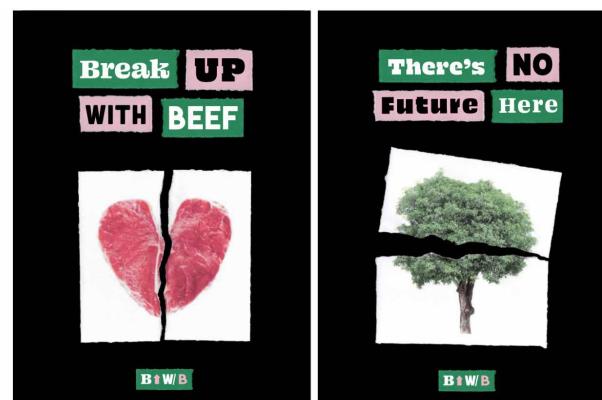
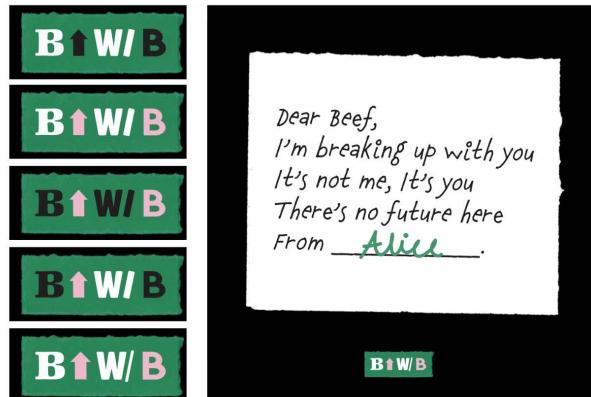


Developed Design



# Presentation

Through the Creative Community scheme, I was able to present this project to a number of people in Industry. This is what I presented during the meetings, showing the abbreviated logo, pledge and a series of 4 poster designs. The copy lead poster was an adaptation of the ransom note from concept 1 where I change the tone to be less aggressive. The 'I've got a new lover' design was created as a way of communicating a solution to the audience to further convey the friendly and encouraging nature of the campaign. I felt like you could get a clear idea of the tone of voice and visual style of the campaign though this proposal and was hoping to get some ideas to help me further develop and elevate the outcomes.



# Feedback

Here you can see the feedback I receive during my meetings. I analysed it, deciding which ideas and suggestions I might want to explore further and which ones I felt maybe weren't necessary or things I wanted to do.

## Mark from Buddy

There's a strong aesthetic however not sure about the acronym. Maybe try with each letter on separate paper like in idea before. The message of why is not clear enough. Why beef? Why not fish? Communicate this. Could try tearing paper into the shape of a beef chart with the work break up with beef? Could be a cool poster design. Initial is spelt wrong on your process board.

## Ben from Charlie Smith

Frame it as positively as possible. Tree image maybe to negative. Maybe there could be a resolve of coming back together. Give them the answers, maybe that's eat more chicken or meat substitutes. Praise and empower people, this tends to be most effective.

## Daisy from Design Studio

Maybe look into the customer journey. Where will it be? Targeted ads? Who is looking at it? A website where all the information is based? Longer copy could word to! Maybe manifesto? It's about just giving the beefless life a go. A joke-funny tone of voice. The small changes you can make to make a difference. Maybe the meat subs are listed on the website?

## Conner from Jack Renwick

Bags of attitude! Love the breakup note – humorous. It's an unhealthy trait so we need to break up with it. Maybe it lobbies for systemic change through the government. Could use less black – Make the handwriting pink? Play into the break up more with replacing half an image with another.

Maybe scrapbook like with tape. It's not meat, it's you. Hot or not list could be fun! Definitely need Instagram outcomes.

## Matt and Angus from Pearlfisher

Reminds me of sex pistols and mean girls burn book. Illustration would be cool to see – Maybe tattoos with arrow and hearts. Supermarket shutters in the isle could be a place for some visuals to go? Need to communicate how it would help the planet more clearly. Maybe with some stats of facts at the bottom of every outcome? Explain the good it's doing.

## Maddy from Bullerproof

Positive spin works well! Stay away from telling people what to do. Maybe there is a got a new lover section on an isle end of the supermarket? Recipe cards too? Maybe you have a trail taking people from the beef section to the new lover's section. Include not just meat alternative but other meat free foods too! Green and pick works well! Soft and not to shouty. Not attacking! Maybe you could do a shelf edge display. Maybe a pop up where people could try things. Design the pots and all. Right match for you? Match making! Pair people up with the right non-beef alt for them! Mock-ups in situ are going to be essential. But put the designs in locations that make sense.

## Chris from Multiadaptor

Beef like a toxic boyfriend. I'm too good for you. Tearing (think of all the ways you can play with teared paper) Revealing what underneath maybe? Maybe think of break up songs? Try fewer perfect tears with the paper? Could emphasise the punk activist tone.

# New Lovers

Following the feedback from Maddy, I decided to develop the idea of 'New Lovers' into a supermarket promotion. I started thinking of what the trail could look like that guides the audience around the store as well as exploring a few

variations of sign designs that could provide the customers with information. This is a outcome I wanted to continue to develop by designing the fridge display and other touch points for around the store.

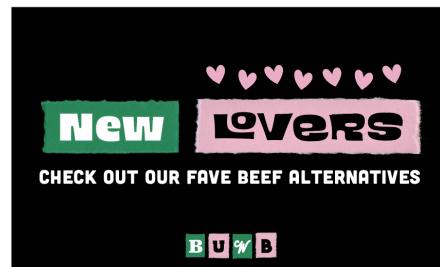
Poster



Trail



Sign-age



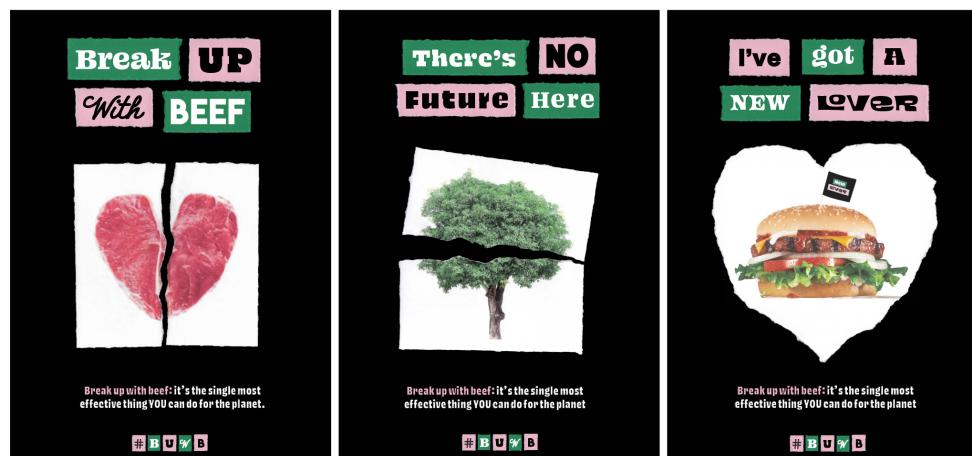
# Developed Posters

Following feedback, I decided to try adding a tape effect to the posters as well as a short copy line under the imagery to add context and a form of cohesivity. I felt the tape made the design too busy so decided to go without. I also changed the copy to highlight the campaign name in pink to ensure the audience connects all the posters to the campaign whilst communicating what to search if they wanted more information. I think the copy adds more balance to the composition and allows the ripped paper to be more framed.

## Feedback in Action



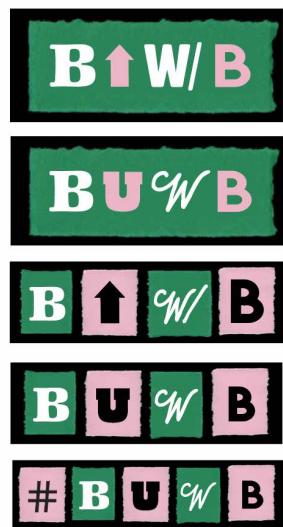
## Developed



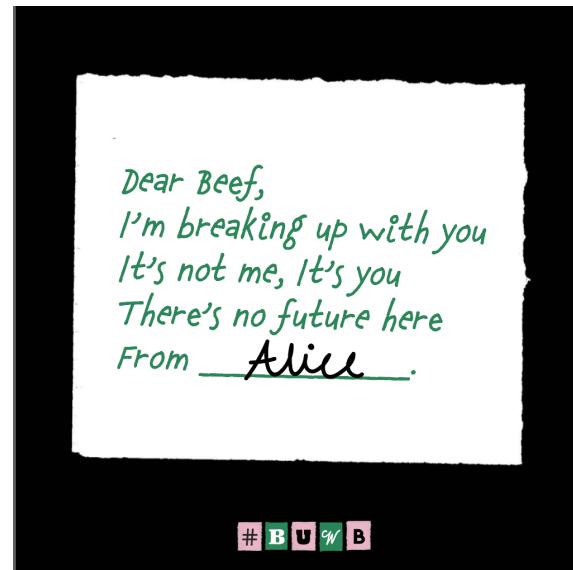
# Further Development

Following feedback, I decided to develop the abbreviated logo to have each letter on individual pieces of paper as well as just having the acronym rather than symbols. I also added a # to provide the audience with a tag to search to find the online community and be connected with like minded people. I think the copy of the pledge works well and the hand written visuals convey the idea of a break up letter. I made the pledge square so it would fit well on

Abbreviated Logo



Pledge



social media to provide my audience with the opportunity to post their pledge if desired. I also made a rough mock up of how the fridge display might look, however, due to a lack of quality photos available online, I decided to go to ASDA to take my own photos to achieve a cleaner mock up. I think having the alternatives ranked is a fun and useful idea whilst also encouraging the brands to be more competitive ensuring better alternatives are developed.

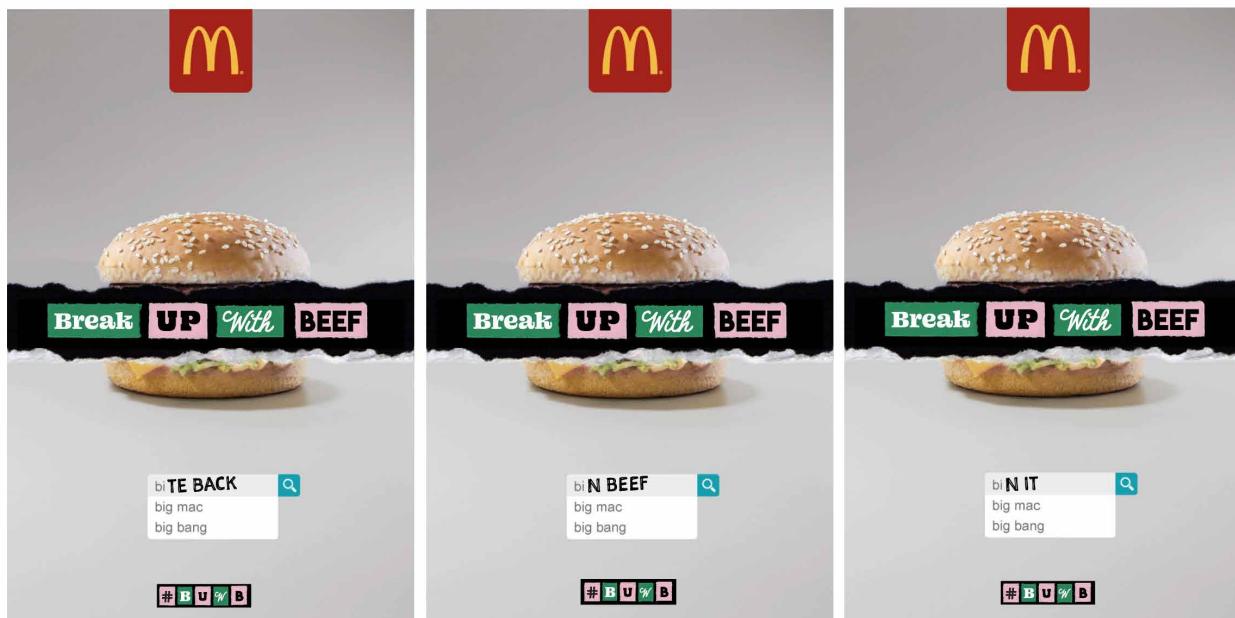
Fridge Display



# McDonald's Concept

To show the fun and playful nature of the campaign, I wanted to do a touchpoint that poked fun at a fast food chain. I wanted to explore the idea of ripped paper further so I decided to rip the beef out of the burger in a McDonald's advert. I then placed my horizontal logo in the now empty space to look as if a Break up with Beef poster had been under the McDonald's poster. I then tried a few variations of copy to go in the auto search space, however,

felt like 'Bin Beef' was the strongest option. I used a handwritten typeface to create the effect of it being drawn on the poster in a graffiti like manner. Lastly, I added the campaign hashtag to the bottom of the design to provide the viewer with a way to find the community online. I think this design is successful and shows the more light-hearted side to the campaign whilst also spreading its important message, promoting people to think twice when eating out.



# Hero Posters

Here are the final poster designs mocked up. I'm really happy with how these turned out and feel they work well as a set. I like that they provide a problem, explain why it's a problem and the provide a solution to ensure my audience

isn't left feeling confused or attacked. I think the added copy line adds further context which is successful and the hashtag at the bottom of each design would direct the viewer to the community, providing them with support.



# Supermarket

Thinking about the customer journey, I wanted my supermarket promotion to guide the audience through the store to the 'New Lovers' isle. This would start with the banner in the car park which says' Follow your heart' meaning follow the hearts on the floor to the isle but also follow you heart and do what's right for the planet and

break up with beef. Then there would be a poster on the security monitors on entry adding further context and information. When in store, there would be signs guiding people to the right section in store as well as 'Break up with beef' stickers all over the beef isle to suggest people should think twice before purchasing.



# Supermarket

Here you can see the section in store where the top 8 beef alternative would be ranked. There would be heart decals guiding people to the display and larger banner around the fridge with information. I think the supermarket touch

point is strong as it would be campaigning for change right were people are making those important decisions and promoting them to do they right thing for the planet in a more fun and friendly manner.

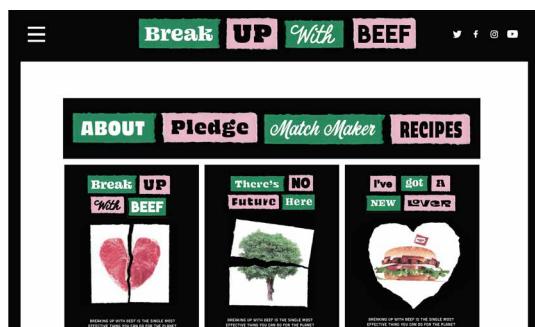


# Website

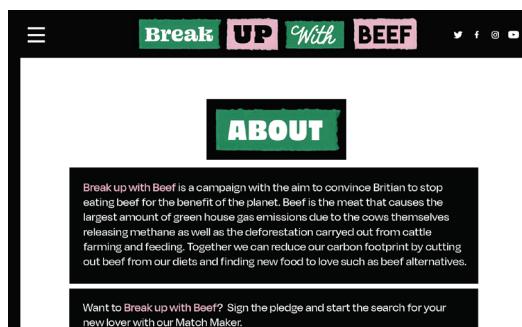
The website is the hub of the campaign so i decided to design all the pages. Some of the strongest elements being the Pledge page with a live counter of the people who have signed, the Match maker that matches people up with beef alternatives and the facts and stats page which

is home to infographics that explain the necessity for the campaign. I think visually the website is cohesive whilst also ensuring each page is unique and communicates the information clearly but also in a fun and interactive manner.

**Home**



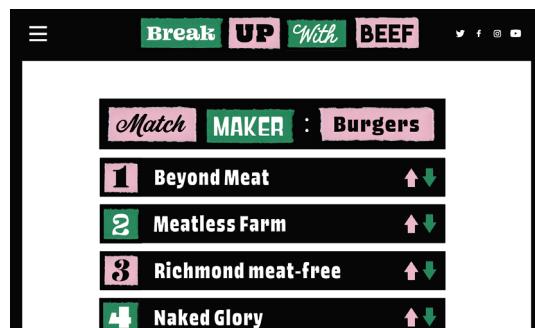
**About**



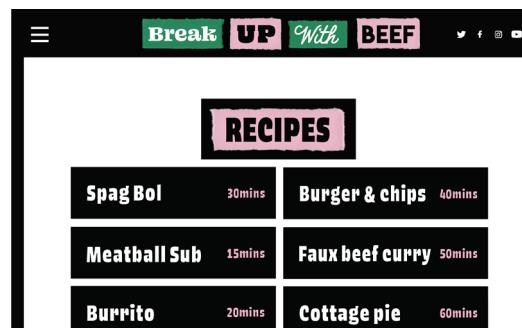
**Pledge**



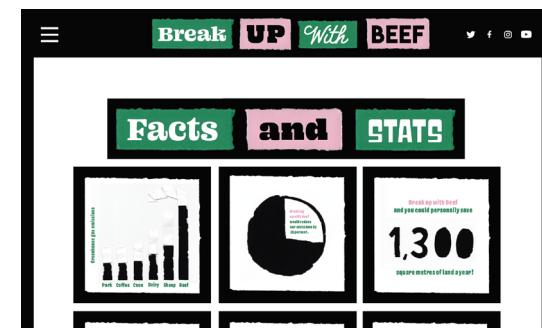
**Match Maker**



**Recipes**



**Facts and Stats**



# Website Animation

To show how the website would interact, I decided to make a short animation. In this video you can see how the user would navigate the website to find the information and

resources desired. This was my first time making a website animation so I'm very proud of how it turned out.

<https://vimeo.com/546985435>



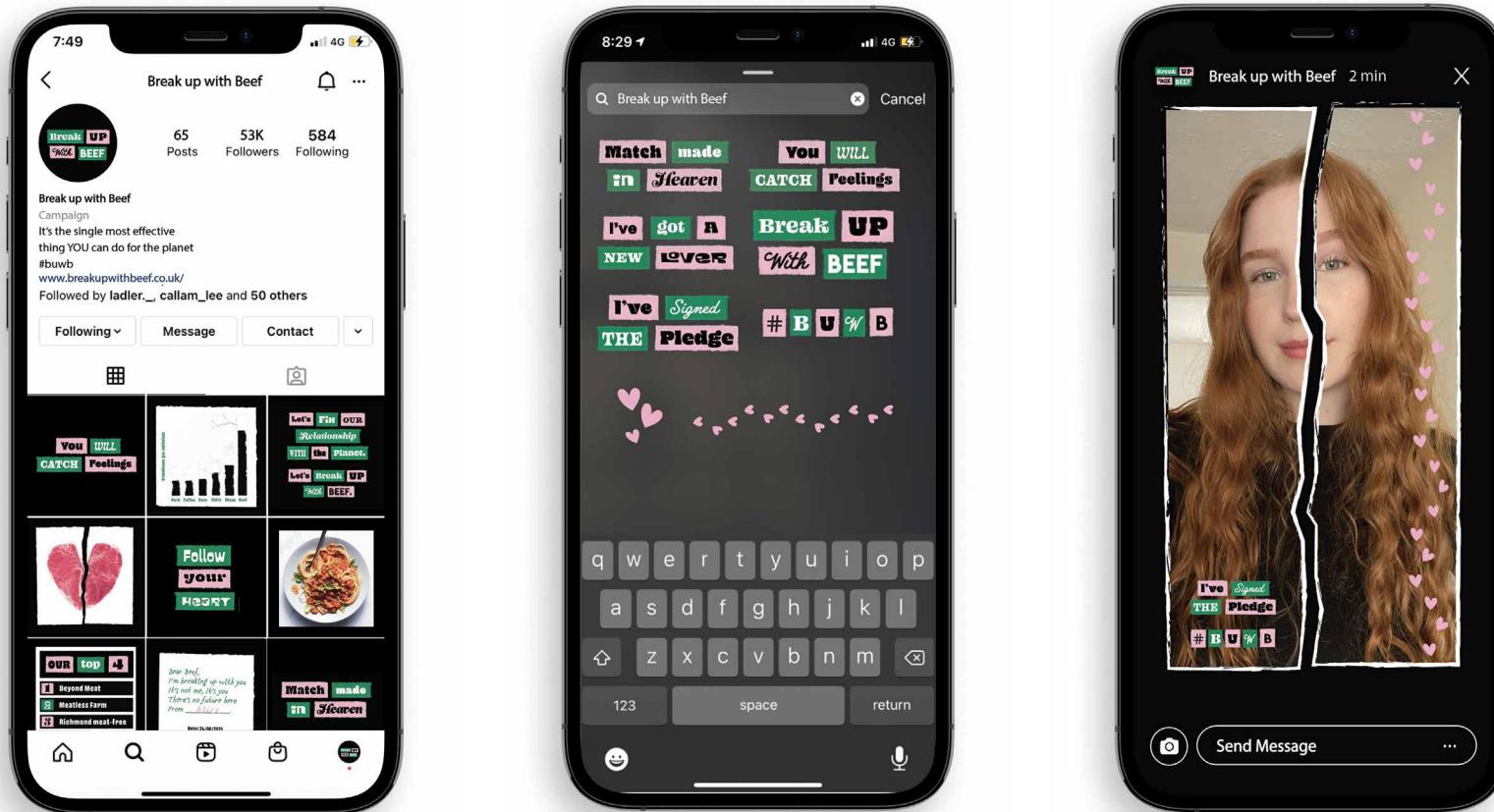
Break Up With Beef Website



# Social Media

As social media is a huge part of spreading information in today's society, I felt having some social media resources was necessary. Here you can see a potential Instagram page, story sticker pack and story filter that could be used by pledge signers to spread the word and help the campaign reach a wide audience. The Instagram page would showcase the infographics, signed pledges by

notable people (celebrities), the top four ranking of beef alternatives each month, new recipes as well as visual copy such as 'follow your heart' to ensure for a clear brand identity. In the last mock up you can see the sticker pack and selfie filter in use. I used the idea of a ripped photograph to tie in with the visual language of the campaign and further emphasise the message of Break up with Beef.



# Pledge & Bus Stop Ad

Here is the final pledge design and bus stop advert. I developed the pledge to have a date to allow the participant to know when they started their journey without beef. I also mocked up the bust stop ad to provide context



to the design. I think this touch point shows the more humours side to the campaign by poking fun at the fast food chain and think this poster would peak the interest of walkers leaving them wanting more information.



# Evaluation

In conclusion, I have enjoyed this project immensely and it is possibly my favourite project I have ever created. I am incredibly proud of the outcomes I have produced and feel the less aggressive/more light-hearted approach taken would be successful in a real-world situation. I think the visual style is strong and by showing how it would work over numerous touchpoints proves this. The hero posters convey the campaign message effectively whilst also looking visual engaging and expressing the idea of a break up through ripped paper. The new lovers supermarket section shows how the campaign would prompt people in real life to make informed decisions about their eating habits at the source of purchase whilst keeping an encouraging tone rather than a guilt inducing one. I think the animation I did to show how the website would interact was successful and achieved a high standard for the little experience I have. I think the design of the website is informative and useful whilst being visually exciting and clear which is successful. The social media assets are

simple yet effective and show clearly how the campaign would have a presence online. However, this could be developed further and explore more platforms other than Instagram to improve this touchpoint. The pledge design has improved to be more effective by adding a date and the campaign hashtag as well as visually being more fun and colourful than it started out as. I think the copywriting of the pledge is successful and clever whilst also reflecting the tone of voice of the campaign. Lastly, I think the McDonald's outcome is my personal favourite as it is light-hearted and fun whilst also being thought provoking and spreading the message of the campaign. Overall, I think the campaign is light-hearted, playful and cohesive whilst spreading its message effectively which is what I set out to achieve. As a point for improvement, I think I could continue to explore more touch points as well as developing the sticker, tote bag and t-shirt design I made for my resources page on the website.