

Unilever Marketing Campaign Brief

Brand: Ben & Jerry's

Campaign Objective:

Make climate-conscious consumers feel empowered to create measurable environmental impact through their everyday ice cream purchase.

Target Audience:

Urban professionals, 24-32, who have participated in at least one environmental activism event in the past year, regularly share cause-related content on social media, and deliberately choose brands that align with their values on climate issues. They're willing to pay 20% premium for products with verified positive impact.

Key Message:

"Treat yourself. Heal the planet. Track the change."

Campaign Timing:

Summer launch aligned with major climate awareness events.

Additional Notes:

Our target experiences a values-satisfaction gap - they care deeply about climate justice but feel most of their daily actions are too small to make a difference. This campaign will transform an indulgent moment into a meaningful action by showing exactly how their purchase directly funds specific climate projects, with a QR code on each pint linking to real-time impact metrics.