

CREATIVE BRIEF
STUDENT INTEGRATED COMPETITION | DUBAI LYNX 2025

How can we encourage UAE residents to adopt plant-rich diets?

<p><u>Background</u></p>	<p>Ad Net Zero is a global climate action programme to help the advertising industry tackle the climate emergency by decarbonising ad operations and supporting every industry to accurately promote sustainable products and services.</p> <p>Originally founded by the Advertising Association in partnership with the IPA and ISBA, Ad Net Zero launched its 5-point action plan in the UK in November 2020. The action plan aims to achieve net zero emissions in ad development, production, and media placement, as well as use advertising’s positive influence to help shift consumers towards more sustainable behaviour.</p> <p><i>In partnership with the Advertising Business Group (ABG), we launched the Ad Net Zero UAE Chapter in March 2024 to promote sustainability in the UAE’s advertising sector.</i></p>
<p><u>The Challenge</u></p>	<p>Animal agriculture is responsible for a significant portion of greenhouse gas emissions because it involves extensive resource use, including large amounts of land and water for grazing and growing feed crops, and produces methane from livestock. Adopting a plant-rich diet is one of the most impactful actions individuals can take to reduce their carbon footprint. Our goal is to develop an integrated campaign that promotes plant-rich diets, highlighting both the environmental and health benefits, and inspiring UAE residents to choose plant-based foods more frequently.</p>
<p><u>Our goal</u></p>	<p>Our goal is to develop an integrated campaign that promotes plant-rich diets, highlighting both the environmental and health benefits, and inspiring UAE residents to choose plant-based foods more frequently.</p>

<p><u>Why is this a goal?</u></p>	<p>Research indicates diets high in meat have a larger environmental footprint compared to plant-based diets. This is due to factors like resource use for animal agriculture, greenhouse gas emissions from livestock, and land use for grazing. Reducing meat consumption is one of the most impactful shifts an individual can make for the environment (A lot more than reducing plastic use or recycling!)</p> <p>Potential Impact of Plant-Rich Diets</p> <ul style="list-style-type: none"> ● Reduced Greenhouse Gas Emissions: Studies suggest plant-based diets can significantly reduce greenhouse gas emissions associated with food production, leading to a smaller environmental footprint. ● Lower Land and Water Use: Livestock production requires vast amounts of land and water. Shifting towards plant-rich diets can free up these resources for other uses. ● Potential Health Benefits: When balanced and well-planned, plant-based diets can offer numerous health benefits, such as a reduced risk of chronic diseases. <p>Additional science-based research: https://drawdown.org/solutions/plant-rich-diets</p>
<p><u>Target Audience</u></p>	<p>Residents of the UAE, particularly:</p> <ul style="list-style-type: none"> ● Adults aged 18-45 ● Frequent meat eaters who consume less plant-based food ● Families and young professionals ● Urban dwellers with an interest in being more healthy/planet-conscious
<p><u>Insight</u></p>	<p>Many UAE residents are not fully aware of how their dietary choices impact both their personal health and the environment. Changing dietary habits can also be challenging due to cultural norms and personal preferences. By illustrating the direct benefits of plant-rich diets—such as improved health outcomes and a reduced carbon footprint—we can make these benefits more tangible and personal.</p>

<p><u>Strategy</u></p>	<ul style="list-style-type: none"> ● Get: residents of the UAE, particularly frequent meat eaters aged 18-45, families, and young professionals who are currently less inclined to consume plant-based foods; ● Who: currently rely on meat-heavy diets due to cultural preferences, convenience, and a lack of awareness about the benefits of plant-based diets; ● To: reevaluate their dietary habits and shift towards incorporating more plant-based foods into their daily meals; ● By: highlighting the tangible benefits of plant-rich diets through relatable and engaging narratives that emphasize personal health improvements and positive environmental impact.
<p><u>Key Message</u></p>	<p>Adopting a plant-rich diet is beneficial for your health and the planet because it reduces greenhouse gas emissions, conserves resources, and lowers the risk of chronic diseases.</p>
<p><u>Personality</u></p>	<p>As a brand, Ad Net Zero is an inspiring and knowledgeable advocate for sustainability. Our tone of voice is friendly, encouraging, and solutions-oriented.</p>
<p><u>Campaign Do's and Don'ts</u></p>	<p>The campaign should be:</p> <ul style="list-style-type: none"> ● Empowering: Encourage positive lifestyle changes. ● Informative: Provide clear, accessible information. ● Inspirational: Motivate through appealing visuals and success stories. <p>Campaign Do's and Don'ts:</p> <p>Do's:</p> <ul style="list-style-type: none"> ● Use appealing visuals of plant-based foods. ● Highlight both health and environmental benefits. ● Share practical tips and recipes. ● Collaborate with local influencers. <p>Don'ts:</p> <ul style="list-style-type: none"> ● Avoid negative or guilt-inducing messages. ● Don't focus solely on the environmental aspect; balance with health benefits. ● Avoid technical jargon.

<p><u>Required Deliverables:</u></p>	<p>Create a multi-faceted campaign that educates and inspires the audience to adopt plant-rich diets. Utilise three media channels to reach a broad audience and provide practical, appealing reasons to choose plant-based foods.</p> <ul style="list-style-type: none"> ● 1 x Presentation board A2 ● Maximum of 300 words describing the campaign plan - how the campaign will be launched, executed, and the appropriate channels used. It must include the strategy, the creative idea and key messages, the channels used, and evaluation criteria of expected outcomes ● Entries must include three types of media across paid, earned, shared, and owned (e.g. posters, billboards, websites, podcasts, social media posts, offline/online activations, videos etc.) ● Entry can be in English and/or Arabic ● Only individual entry submissions are allowed. Team based entries will not be accepted
<p><u>Eligibility:</u></p>	<p>The Student Integrated Competition is open to full-time university students meeting the following eligibility criteria:</p> <ul style="list-style-type: none"> ● Ages 18 - 25 and enrolled full-time in university ● Based in the MENA region