

UNCRAP THE WORLD



Challenge

To convince UK and Australian consumers to switch from traditional toilet paper to eco-friendly alternatives, while effectively communicating Who Gives A Crap's environmental message in a humorous and engaging way.

Brief

Create a cross-market campaign for Who Gives A Crap that leverages the Guardian's platform to educate and entertain readers about the environmental impact of toilet paper, using humour to promote the brand's sustainability efforts.

Solution

Partner with the Guardian to develop the 'Uncrap the World' campaign across both UK and Australian markets, to effectively bring to life the environmental benefits of Who Gives A Crap's products, with a focus on humour and sustainability.

Execution

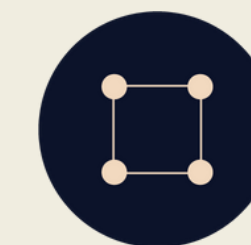
- The campaign deployed specific production and delivery measures to minimise carbon emissions, including producing all imagery in-house with bespoke graphics, eliminating the need for photo shoots.
- Prioritised sustainable suppliers and local talent, including writers, photographers, and film crews, and ensured film shoots were held locally.
- Used energy from a 100% renewable energy supplier in the UK office and eliminated single-use plastics in both offices and on external shoots.

- Offered vegan and vegetarian catering, with a focus on locally sourced food, and used greener media formats like Guardian streaming alternatives, saving 315kg of carbon in the UK alone.
- Leveraged the Guardian's best storytelling formats to communicate the brand's message, with comedian Zoe Lyons in the UK and Dan Ilic in Australia engaging audiences through humour while educating them about eco-friendly toilet paper.

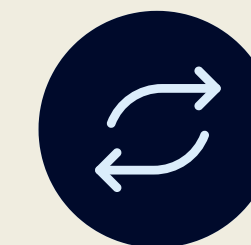
Results



315kg carbon saved
in media plan.



+11% in aided awareness
of Who Gives A Crap



47% of those who saw
the campaign said
they were likely to
purchase Who Gives A
Crap.

