

FAIRTRADE FORTNIGHT

6-19 AUGUST 2021

DIGITAL TOOLKIT



FAIRTRADE
AUSTRALIA
NEW ZEALAND



CONTENTS

- **Fairtrade Fortnight campaign introduction 2**
- **How you can get involved 4**
- **Campaign messaging 6**



FAIRTRADE
AUSTRALIA
NEW ZEALAND



FAIRTRADE
AUSTRALIA
NEW ZEALAND

WHAT IS FAIRTRADE FORTNIGHT?

Fairtrade Fortnight is an annual campaign organised by Fairtrade Australia and New Zealand that celebrates all things Fairtrade.

It is an opportunity to work with you, our partners, to:

- raise awareness
- promote Fairtrade products
- highlight YOUR positive impact.

All with the aim of increasing purchases of your Fairtrade products.

Show your customers what your brand stands for and highlight your Fairtrade certification, leadership in sustainability and positive impact.

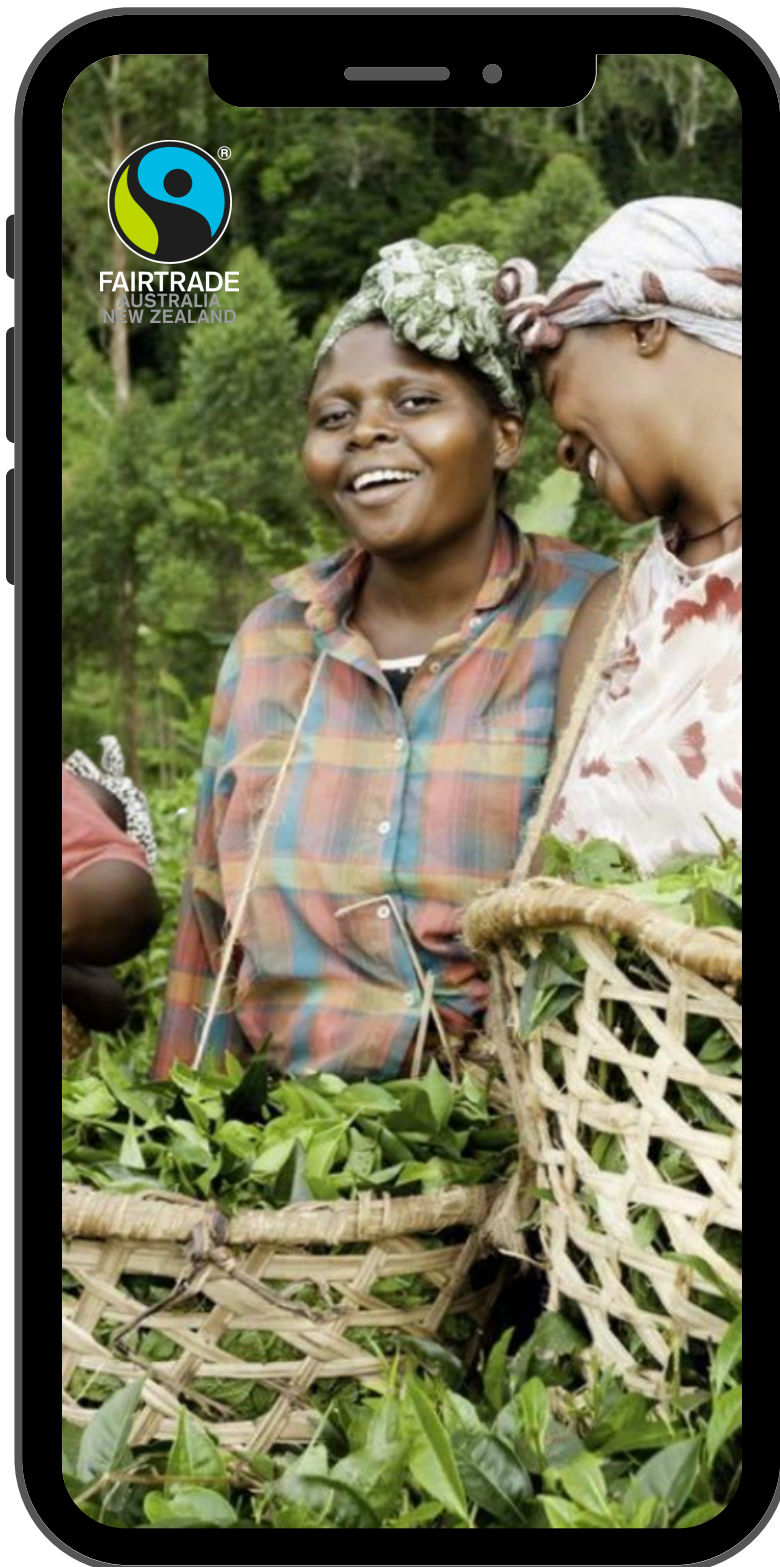
WHAT IS FAIRTRADE FORTNIGHT?

**During Fairtrade Fortnight, our brand will be front and centre.
To take advantage of this, you need to emphasise your connection to
Fairtrade and your Fairtrade products.**

- The messaging for the campaign is telling consumers: by buying Fairtrade, you're choosing a better future. We'll be instilling FOMO, reminding consumers that fairness is a human quality that we all practice daily. It's the norm and if they're not already on board, they're missing out. This creates an opportunity for you to leverage the Fairtrade brand and position yourself as leaders and supporters of this fairer future.
- The result of the campaign will be to tap into the ethical and sustainable consumer trends, to enhance visibility for Fairtrade products on shelves for mainstream and ethical shoppers alike, creating a greater understanding for consumers of the power of their purchase.
- **The range of assets provided in this doc create an easy way for you to promote your own Fairtrade offering and unique impact.**



HOW YOU CAN GET INVOLVED: PART ONE



1. promote on social media

Check out the range of posts for Facebook, Instagram and LinkedIn we've drafted. Use these or write your own, just make sure you tag us and use our hashtag so we can repost.

@FairtradeAU
#ChooseFairtrade

[DOWNLOAD POSTS HERE](#)

2. share an article or blog

We've drafted a number of blogs on the issues that we know consumers care about. Choose from these topics:

- building back better after the pandemic
- modern slavery
- women's empowerment
- climate change
- a general post on Fairtrade.

[DOWNLOAD BLOGS HERE](#)

3. use our imagery

We've created a range of campaign imagery for you to use to tell your Fairtrade story.

- EDM images
- Facebook banner
- Facebook images
- Instagram images
- Instagram story images
- Instagram story stickers
- LinkedIn images
- Campaign lock up

[DOWNLOAD IMAGES HERE](#)

HOW YOU CAN GET INVOLVED: PART TWO

4. highlight your Fairtrade product

A lot of businesses choose to celebrate Fairtrade Fortnight by putting their products on promotion in retail or on their online store.

Let us know if you're doing this and we can help share the word.

5. host an event

Speak to us about your plans and how we can support you. Some event ideas include:

- Product tasting at a supporting cafe or an Instagram live event featuring a guest who can speak about your Fairtrade impact.
- Organise a movie screening of Make The World a Better Place - Fairtrade and the Sustainable Development Goals.

[ACCESS FAIRTRADE MOVIE](#)

6. partner with another Fairtrade brand

We can connect you with a Fairtrade brand that you think would be great to collaborate with.

Double your reach with like-minded new audiences.

An example from last year was an espresso martini kit with coffee maker Republica and spirits business FAIR.

USE THE CAMPAIGN MESSAGING

Choose a world where women are respected.

Choose a world where the environment is taken care of.

Choose a world where everyone is treated fairly.

The future is fair
Will you be the last?
Have you bought Fairtrade today?
It's happening all around us
A better future is HERE



Do you have other ideas of how you'd like to be involved that we can support?

Get in touch with this or any questions, we're always here to help.

Best wishes,
Steve, Clive, Hannah

E: stephen@fairtrade.com.au

E: clive@fairtrade.com.au

E: hannah@fairtrade.com.au

