

# **“ACT FOR FOOD” – OVERCOMING CONSUMER’S SKEPTICISM TOWARDS A BRAND’S SUSTAINABLE COMMITMENTS**

**Carrefour**



**GAME CHANGERS**





## The Challenge

How do you overcome consumers' skepticism towards brands' sustainable commitments in communications?

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## Process & Outputs

Carrefour learned from Ipsos that European consumers don't take for granted brands' claims when it comes to food, health & sustainability. Rather than bypassing this obstacle, Carrefour decided to make this skepticism the starting point of their creative work, which was thus aimed at dealing with fundamental objections. This campaign's message was elaborated thanks to Ipsos' early stage creative insights and took a bottom-up approach so as to remove all objections expressed by consumers one after one, opposing tangible actions and concrete facts to each one of them (but in a humorous tone).

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## The Results

This campaign was a leader in Social Share Of Voice during September 2018, coinciding with Carrefour's return to organic growth after a period of decline.

**Do you want to know more?**

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