

E-1686-152

Greenpeace_The Dead Sea_Best of Europe

Product

Greenpeace

Category Entered

Best of Europe: Positive Change - Non-profit

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Best of Europe - Effie Partner Track: Gold & Grand winners from 2024

Effie programs in the Effie Europe region (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

Best of Europe – non-Effie markets: Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

Review full eligibility information at the **Effie Europe website**.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **EFFIE EFFECTIVENESS EXPLAINED**
- **CASE STUDIES**
- **MORE RESOURCES**

ENTRY DETAILS

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

List the Effie Program in the Effie Europe region where the campaign won Gold or Grand Effie (if applicable).

Effie Denmark

ORIGINAL CATEGORY (IF APPLICABLE)

List the original category in which the campaign won a Gold or Grand Effie in.

PR - Public Relations

Brand Name

List the specific brand name here (not the parent company name)

Greenpeace

Brand Description

Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: Airline; Cosmetic, Credit Card; Streaming Service.

Environmental activism organization

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

| | |
|-----------|------------|
| Date From | 2024-03-19 |
| Date To | 2024-04-06 |

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Dates presented in this case

List the start/end dates for the effort, as it pertains to the data presented in this case.

| | |
|-----------|------------|
| Date From | 2024-03-19 |
| Date To | 2024-04-06 |

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

| |
|----------|
| Local |
| National |

Countries Presented in This Case

Please select only the countries presented in this case.

| |
|---------|
| Denmark |
|---------|

Please indicate all countries where this work ran.

| |
|---------|
| Denmark |
|---------|

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Non-Profit

Industry/Category Situation

Select one.

Growing

MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and

Denmark is a seafaring nation with over 7,000 km of coastline. No Dane lives more than 50 km from the sea. The ocean, fjords, and local waters are deeply embedded in Danish identity. Not just environmentally, but emotionally and culturally. Yet ironically, most Danes have taken the sea's health for granted for far too long.

For decades, marine biologists and NGOs have warned that Denmark's waters are slowly dying. But the issue has remained invisible and politically untouched. The main culprit is nitrogen pollution from agriculture, an extremely powerful and protected sector in Denmark, offering politicians little incentive to pick a fight.

At the same time, environmental data, as in the level of oxygen depletion, is hard to grasp, making it rather unsexy for media to write about. Not least on today's media landscape, where environmental issues compete with a saturated political agenda, and where attention is often short-lived unless fueled by conflict, emotion, or spectacle.

Greenpeace, while well-known, is often perceived as activist and polarising in the Danish context. So the challenge was not just to raise awareness, but to invite more people in and broaden emotional engagement beyond Greenpeace's core supporters, and to do so through an earned-first, low-budget strategy in a media environment increasingly resistant to issue fatigue.

At the time of the campaign, Denmark's government was entering climate negotiations (the Green Tripartite) with the agricultural lobby but had not planned to address nitrogen pollution or sea oxygen depletion at all. This made the window for impact extremely narrow.

In short, we were facing an urgent crisis hidden below the surface, an indifferent public, a politically sensitive cause, and a media system that demands powerful narratives. The cultural and strategic breakthrough came

evaluate the more specific story you tell in the remainder of your entry.

This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.

from reframing a complex ecological disaster as a personal loss, and using the universally understood ritual of a funeral to drive empathy, engagement, and political pressure.

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words)

Denmark's seas are suffering from severe oxygen depletion, yet the government remains inactive, ignoring the urgent need for solutions.

The Insight:

(Maximum per line: 20 words)

Oxygen depletion is complex, hard to understand, easily overlooked. Humanizing the sea makes it an emotional issue, impossible to ignore.

The Strategic Idea/Build:

(Maximum per line: 20 words) A funeral for Vejle Fjord, our beloved friend, who suffocated after prolonged oxygen depletion, highlighting the urgent need for action.

Bringing the Strategy & Idea to Life:

(Maximum per line: 20 words) Funeral rituals were transformed into campaign elements, replacing complex data with love for nature.

The Results:

(Maximum per line: 20 words) Months of increased national media coverage, significant public engagement, and concrete policy changes, including 5.36B EUR for sea life restoration.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 150 words)

Shakespeare was right. Something is rotten in Denmark. The sea. Fish and plants suffocate from oxygen depletion, a mass death taking place just below the surface. Hidden from the public, politicians ignoring the issue. This campaign brought the crisis to the surface. So the Danes – public, press, and politicians – could see it, feel it, and act upon it.

The results were uplifting:

- 148,484,569 campaign reach via DK press coverage
- 5.36M EUR EAV
- 338% increased press coverage about “oxygen depletion” overall
- 5.22M EUR dedicated to urgently restore Vejle Fjord
- 5.36B EUR and policy regulations to restore sea life

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 400 words; 3 charts/visuals)

In September 2023, a scientific report registered the worst oxygen depletion in Denmark's seas in 20 years (1). Fish and plants suffocating to death beneath the surface. It created massive press coverage in the following two months, but political action failed to happen.

Section 1A, Use of "Iltsvind" (Oxygen depletion) in Danish media, 2023.

Source: Infomedia



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Nitrogen pollution from Denmark's large agricultural industry is by far the biggest contributor to the crisis (2). Increased rainfall has made bad worse, as more toxic waste flow into our water environments. It has formed a vicious spiral, with the oxygen depletion season growing longer each year, giving the sea less time to recover. Activists like Greenpeace have long cried for change just as marine biologists have warned about it for decades – even declaring Denmark's sea among the deadest in the world (3). But politicians were looking elsewhere or not looking at all. Perhaps because the public didn't seem to care? Perhaps because the crisis of "oxygen depletion" remained too complex for most to fully understand? Or perhaps because the agricultural lobbyists were just (really, really) good at their jobs? In either case, the problem has

been ignored, and today most marine life is critically threatened. A silent mass death happening – and hiding – just below the surface.

CHALLENGE

We needed to bring the crisis to the surface again. So that every Dane – the public, press, politicians – could see it, feel it and act upon it. In the first half of 2024, The Government and a tripartite including The Danish Agriculture & Food Council were to negotiate climate and environmental measures, but we knew they didn't plan to address oxygen depletion and nitrogen pollution in the negotiations (4). Absurd? Indeed. So, we needed to build momentum quickly and sustain it while the negotiations took place to make the crisis impossible to politically ignore any longer, motivating not just talk but real action (money and regulations) as if life depended on it. Because it did. We needed a truly powerful idea. One that could cut through public apathy, build national attention and support around this massive, complex, and largely unseen crisis, at a time when the last thing we needed was yet another one.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- *We have allowed for:*
 - *one key business objective (required)*
 - *up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).*
- *If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.*
- *For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.*

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Objective #1 should
be your primary

Reference 1

campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Motivate The Government to address nitrogen pollution in the Green Tripartite Negotiation with the agricultural sector and to fund measures reducing oxygen depletion urgently.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Nitrogen pollution from the agriculture industry is the biggest contributor to oxygen depletion in Denmark's seas. To solve the crisis, regulations are imperative. Yet, The Government didn't plan to even discuss the issue in the Green Tripartite Negotiation. We needed to change their minds, we needed to change the agenda. Quickly. Marine life depended on urgent action, having been ignored for decades (5).

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We would look for legislative changes, budget allocations, and political plans.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

Marketing Objectives

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Earn explosive national press coverage about oxygen depletion and sustain attention for several months.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

The press is crucial for shaping public discourse and driving political engagement – and change. With a media budget of 30.000 DKK/4,000 EUR, extensive press coverage was also essential to achieve nationwide reach and sustain attention on oxygen depletion. We benchmarked against press coverage about "oxygen depletion" in the previous two months.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Media monitoring

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Consideration

- Unsure which objective type to select?

Cultural Relevance

View guidance here.

Salience / Awareness

2

Objective - Overview & KPI

State your objective here.

Engage political voices and motivate will to discuss oxygen depletion.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

To add pressure on the Green Tripartite we needed political voices to engage and to put pressure on the government.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Media monitoring to identify who took part in the debate.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Cultural Relevance

Activity Objectives

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Improve emotional resonance and urgency by reframing the complex crisis to a tangible issue about a funeral for Vejle Fjord.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

The oxygen depletion crisis is complex, difficult to understand, and easy to ignore. Data and reports can drive attention to the issue (as seen in 2023), but not necessarily emotional resonance, making it feel less relevant. We needed to approach the problem from a new angle. To make the crisis tangible by creating a simple language in words, images, and actions that everyone could understand, discuss, and engage with.

We aimed for broad press coverage.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Press media monitoring of “oxygen depletion” including “funeral” and “Greenpeace”.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Advocacy / Recommendation

- Unsure which objective type to select?

Popularity / Fame / Social Discourse

View guidance here.

Positive Sentiment / Emotional Resonance

2

Objective - Overview & KPI

State your objective here.

Attract a minimum of 100-200 citizens to the funeral for Vejle Fjord.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

To demonstrate public support, create good press images and stories, and motivate political action, we needed ordinary citizens to show up at the funeral as relatives to the fjord. If we could attract 100 relatives, it would be like a large funeral for a real person. If we could attract 200, it would feel massive. So, we made 200 specially designed funeral beers (a Danish wake tradition) to be able to serve all.

Benchmark was to attract 200 attendees and give away all 200 specially designed funeral beers



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Measurement - How did you plan to measure it?

(Maximum: 30
words)

Counting people (and beers left).

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Positive Sentiment / Emotional Resonance

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Engage regular Danes – not only hardcore climate activists – across media platforms.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

If we could engage the broad public, we would increase reach, legitimacy, chances of more press interest as well as political engagement and action.

Having a negligible paid media budget, we did not set a concrete benchmark. But we hoped to outperform Greenpeace’s previous month on social media and see significant public engagement.

| | KPI's | RESULTS |
|----------------------|---|---------|
| Business Objectives | Motivate The Government to address nitrogen pollution in the Green Tripartite Negotiation with the agricultural sector and to fund measures reducing oxygen depletion urgently. | |
| | Accomplished by | |
| Marketing Objectives | Earn explosive national press coverage about oxygen depletion and sustain attention for several months. | |
| | Engage political voices and motivate will to discuss oxygen depletion politically. | |
| Activity Objectives | Accomplished by | |
| | Improve emotional resonance and urgency by reframing the complex crisis to a tangible issue about a funeral for Vejle Fjord. | |
| | Attract a minimum of 100-200 Danes to the funeral to show public | |
| | Engage regular Danes – not only hardcore climate activists – across media platforms. | |

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Manual social media monitoring and Greenpeace social media data.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Advocacy / Recommendation

- Unsure which objective type to select?

Popularity / Fame / Social Discourse

View guidance here.

Reach (e.g. open rate, shares, views, attendance)

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

1. <https://politiken.dk/danmark/a...>
2. <https://www.dr.dk/nyheder/vide...>
3. <https://nyheder.tv2.dk/2008-08...>
4. <https://www.dn.dk/nyheder/dn-v...>
5. <https://www.information.dk/ind...>

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information:

Source of
Data/Research, Type
of Data/Research,
Dates Covered. Do
not include agency
names in your
sources. **View
detailed guidelines
here.**

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your
audience(s) using
demographics,
culture, media
behaviors, etc.
Explain if your target
was a current
audience, a new
audience, or both.
What perceptions or
behaviors are you
trying to affect or
change?

**Commerce &
Shopper Cases:** Be
sure to highlight the
shopper's motivations,

We identified three target groups:

1. The public
2. The press
3. The politicians

Real change could only happen if political decision-makers engaged with and acted on the issue, such as by addressing nitrogen pollution, enacting regulations, and funding initiatives to reduce oxygen depletion. But politicians have many things to worry about – and interests to look after – so how could we motivate them to prioritize this issue? We needed the press.

The press plays a crucial role in shaping public discourse, spotlighting urgent issues, and motivating politicians to act, especially when public perception or voter opinions are at stake. But in September 2023, a broad range of media outlets had already covered the alarming rise in oxygen depletion, the worst in 20 years, declaring many of our water environments dead. It meant our cause wasn't exactly front-page news.

We needed something to reignite press interest. We needed a compelling scoop. This was even more critical given our negligible media budget (30.000 DKK/4,000 EUR) made paid distribution to ensure broad attention impossible.

mindset, behaviors,
and shopper occasion.

(Maximum: 300
words; 3
charts/visuals)

Our strategy hinged on bringing a new story and new voices from the public into the conversation about oxygen depletion – reaching beyond regular Greenpeace supporters and those already concerned, to include people who might not typically engage with the issue. If we could mobilize and demonstrate public support, the press would have a fresh angle to cover, and politicians would see public image and voter opinion at stake.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300
words; 3
charts/visuals)

How could we engage ordinary citizens for whom the oxygen depletion crisis is a complex, hard-to-grasp issue, hidden below the surface? We needed to make the crisis emotionally relevant and visible to facilitate understanding and urgency.

We realized that no one in Denmark lives more than 50 kilometers from the sea, and that most Danes have a deep connection to it – whether it's the ocean, fjords, or inner water environments. This nature of ours truly holds a sense of belonging, serving as a source of wonderful experiences. For many, it resembles a childhood friend.

And now, this friend is declared dead. Not in trouble, not just suffering, but suffocated. Our dear friend. This realization sparked the strategic insight:

It wasn't about oxygen depletion; it was about our beloved friend who passed away after prolonged suffocation.

This reframing not only transformed the complex crisis into an emotional issue but also a collective sorrow and a shared responsibility to restore life.

Despite Denmark's secular society, the rituals surrounding church funerals remain deeply ingrained when our close relatives pass away. We come to grief, to remember and to move forward together.

Our shared emotions for the sea and our understanding of a funeral became the invincible glue that could tie the nation together around this complex matter – from ordinary citizens over journalists to politicians – in hopes of breathing life back into the sea.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200
words)

Unlike the crisis, our idea was simple. We wanted to conduct a funeral for the dead sea. Inviting the public, the press and the politicians to grief, remember and move forward together. Because every Dane is a relative to the sea.

Only this time, the funeral wouldn't be an end, it would be a symbolic act of hope aimed at bringing life back to the sea.

We chose to stage the funeral for Vejle Fjord, a strategic move to ensure strong local engagement and broad public press potential. The oxygen depletion in Vejle Fjord had already received significant local concern and national attention in 2023 (6). By arranging its official funeral, we hoped to create a newsworthy event that journalists couldn't ignore. At the same time, it offered concerned local citizens a meaningful way to show support. Including a local priest and a marine biologist from Denmark's Sport Fishing Association, often used as expert in media.

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

6) <https://www.dr.dk/nyheder/regi...>

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 300 words; 3 charts/visuals)

The centerpiece of our campaign was the funeral event for Vejle Fjord. Designed to reignite press interest and give them the compelling scoop they needed to put oxygen depletion on the broad agenda again. Just as it should be compelling enough to mobilize public support and political engagement.

Several elements made sure to bring the funeral to life across multiple channels prior to the event, ensuring that the message reached and resonated with our three target audiences.

Key elements included:

- Print ads to announce the funeral
- Opinion pieces to amplify the conversation
- PR outreach to drive press interest and set up interviews
- Outreach to climate debaters
- Paid and organic social
- A campaign site offering more rational information about oxygen depletion and expert frameworks on how to solve the crisis
- Partnering with Denmark's Sport Fishing Association, a local priest, and local politicians to co-host the funeral. These partnerships were crucial in legitimizing the event and ensuring broad community participation

Af fjord er du kommet. Til fjord skal du blive. Af fjorden skal du igen opstå.

Vejle Fjord burde være fuld liv, men havbunden er som en ørken. Fjorden er nu gået bort efter længere tids kvælning, og landbrugets udledning af kvælstof har skabt hårde år med iltvind og fiskedød. Vi siger farvel med et håb om at puste liv i fjorden igen. Vær med til at komme havet til undsætning.



3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

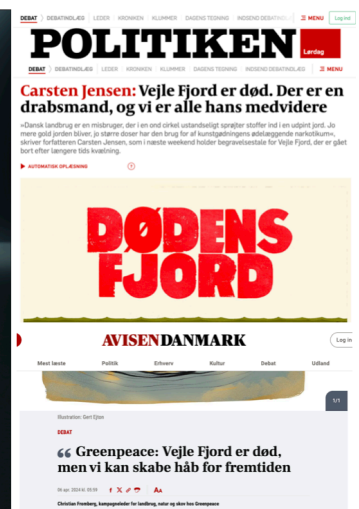
(Maximum: 300 words, 3 charts/visuals)

We adopted well-known funeral rituals as key creative building blocks, turning them into campaign vehicles. From a death notice to a gravestone. And literally everything in-between.

It started with the death notice in national newspaper Politiken on March 19, inviting Danes to come and bid farewell to our fantastic fjord with words of remembrance and funeral beers.

Then came the obituary by famous Danish author, Carsten Jensen, and an opinion feature by Greenpeace to foster new conversations in the debate about oxygen depletion. Both pieces were placed in leading national media.

Section 3B, Key creative building blocks



On April 6, we buried a piece of Denmark's beloved nature. It was a funeral like any other. The only thing different – and slightly weird – was the deceased; 800

liters of dead water from Vejle Fjord. Rested to peace in a specially designed glass coffin, allowing attendees to see the dead water with their own eyes. And making for equally beautiful and provoking press images.

Words of hope and remembrance, spoken by a priest, local relatives, climate activists and politicians from different parties, provided multiple news hooks and fresh angles to discuss oxygen depletion anew.

Section 3B, Images from the funeral



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Section 3B, Images from the funeral



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3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400
words; 3
charts/visuals)

Our communication plan was strategically focused on creating an explosive earned conversation and sustaining attention in the weeks leading up to the funeral. The funeral, then, should create the next wave of press coverage and

a “mass moment” in the public that green advocates could refer to, working in favor of our cause long after the campaign.

As creative concept, the funeral allowed us to break from Greenpeace’s usual communication strategy, often only centering on anger and indignation, e.g. towards the agriculture sector. While these emotions can be powerful, they also risk deepening polarization and pushing people away. By using grief, hope, and even a touch of humor as primary communication tools, we aimed to invite ordinary citizens closer, fostering empathy and understanding rather than division.

The well-known funeral rituals also allowed us to create a simple language in both words and images that makes the problem easy to understand and share, so everyone could take ownership of the issue with their own voice.

Having Denmark’s Sport Fishing Association, spearheaded by a local marine biologist, as co-sender also played a crucial role, adding both professional credibility and an element of surprise because two different entities came together for a common cause.

And when we threw a priest into the mix, it added an unexpected twist that sparked curiosity and debate: should the church take greater responsibility in protecting nature? And could and should a priest align with Greenpeace? We used this attention to place the priest – and the topic of oxygen depletion – in front of several media, offering a fresh perspective on the crisis.

While we didn’t rely on social media for success, having no real budget for distribution, we made sure to leverage organic moments and content, encouraging everyone involved in the project to share the campaign. It drove substantial attention, greatly aided by climate advocates we had made outreaches to before campaign start. These efforts created a positive spiral, where multiple small actions collectively led to significant impact.

Key Visual

You have the [option](#) to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.

Results Overview

(Maximum: 350 words, 5 charts/visuals)

The campaign exceeded all our expectations – by a wide margin. Not only did we manage to get nitrogen pollution (and as of that oxygen depletion) included in the final Green Tripartite Agreement, we also managed to influence urgent political action to reduce oxygen depletion, that never materialized in September 2023. That had been missing for several decades.

With a small media budget of 30,000 DKK/4,000 EUR, we generated 40,100,000 DKK/5,373,400 EUR in earned media value (press coverage) for our campaign, delivering a ROI on media of 133,567%.

This gave the campaign a press reach in Denmark of 148,484,569, equivalent of hitting every single Danish person with our message more than 25 times. On top of that, the total coverage of oxygen depletion increased by more than

100% on average over four months compared to the two previous months prior to campaign launch.

These figures were instrumental in securing not only 39,000,000 DKK/5,223,620 EUR urgently dedicated to restoring Vejle Fjord, but also in helping secure a 40.000.000.000 DKK/5,360,000,000 EUR fund aimed at reducing nitrogen pollution in Denmark's seas, restoring marine life, and protecting it for the future.



Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Motivate The Government to address nitrogen pollution in the Green Tripartite Negotiation with the agricultural sector and to fund measures reducing oxygen depletion urgently.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Nitrogen pollution from the agriculture industry is the biggest contributor to oxygen depletion in Denmark's seas. To solve the crisis, regulations are imperative. Yet, The Government didn't plan to even discuss the issue in the Green Tripartite Negotiation. We needed to change their minds, we needed to change the agenda. Quickly. Marine life depended on urgent action, having been ignored for decades (5).

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We would look for legislative changes, budget allocations, and political plans.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

List Result

- (Maximum: 30 Words)
- 5.36B EUR as well as regulations to reduce nitrogen pollution and oxygen depletion, and to restore and protect life in Denmark’s seas
 - 5.2M EUR urgently allocated to restore Vejle Fjord

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand’s business.

(Maximum: 75 words, 3 charts/visuals)

Both politicians, marine biologists and experts all applauded the results linked to the 5.36 billion EUR fund. Having 5,223,620 EUR dedicated directly to Vejle Fjord was a nice add-on, underlining the huge attention the funeral had received.

Quotes on the results of the Green Tripartite Agreement, that ended up including nitrogen pollution regulations and initiatives to reduce oxygen depletion (translated from Danish)

With this agreement, we are drawing a brand-new green map of Denmark. Today, 5 out of 109 water bodies are in good ecological condition, meaning that life is thriving below the sea surface. With this agreement, we now have a roadmap for how all 109 water bodies will be restored to health.

We are establishing a land fund of 40 billion kroner to secure afforestation, the creation of wetlands, and the purchase of land. At the same time, we are making a paradigm shift in nitrogen regulation, significantly tightening the rules for fields that have not already been taken out of use.

We need to bring the fish back to our fjords. We now have a clear plan for that.

Magnus Heunicke, <https://www.naturstyrelsen.dk/nyheder/2024/nitrogen-og-partnerne-i-green-tripartite-indgaar-historisk-aftale-om-et-groent-danmark/>

This is all very good news for our marine environment, where nitrogen discharges, especially from agriculture, have caused extensive oxygen depletion, says Stig Markager, professor of marine environment at Aarhus University.

For the past 20 years, he has pointed to agricultural nitrogen emissions as the main reason why many of the inner Danish waters are barren, emptied of fish, and filled with sludge-like slugs.

"This is a really big day for the marine environment," he told P1 Morgen. "There are some very positive elements in this agreement that will lead to a much better marine environment."

Stig Markager, <https://www.dr.dk/nyheder/viden/klima/professor-jubler-er-rigtigst-or-dag-havmiljoet>

With the agreement, we are integrating efforts on climate, nature, and nitrogen reduction – for example, by targeting afforestation in areas vulnerable to nitrogen pollution. The agreement strengthens nitrogen regulation in combination with targeted land retirement, the purchase of farmland, and urgent measures in the most vulnerable water bodies.

Maria Reumert Gjerding, <https://www.dr.dk/nyheder/danmarks-naturfredningslovening-historisk-aftale-udvikler-ny-vejen-for-natur-og-landbrug/>

For several years now, we have documented and spoken out loudly about the ocean's poor condition, making it very clear that nutrient emissions must be significantly reduced if we are to reverse this alarming trend.

With the tripartite agreement and the large land fund, it is now possible to begin the work of taking large areas of farmland out of production and transforming them into nature. That is exactly what the ocean needs.

Torben Kass, <https://www.sportfiskeren.dk/natur-og-fiskeripolitik/nyheder/2024/GU-historisk-aftale-om-landbrug-og-godt-og-sla-havmiljoet>



5,360,000,000 EUR allocated from the Green Tripartite Agreement to reduce oxygen depletion and regulate nitrogen emissions.



5,223,620 EUR directly allocated to urgently restore Vejle Fjord.

GREENPEACE

Marketing Objectives Results

1

Objective - Overview & KPI

State your
objective here.

(Max: 30 words)

Earn explosive national press coverage about oxygen depletion and sustain attention for several months.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

The press is crucial for shaping public discourse and driving political engagement – and change. With a media budget of 30.000 DKK/4,000 EUR, extensive press coverage was also essential to achieve nationwide reach and sustain attention on oxygen depletion. We benchmarked against press coverage about "oxygen depletion" in the previous two months.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Media monitoring

Tagging - What keywords best describe your objective type?

- You may have more than one objective

| | |
|--|----------------------|
| of the same type. | Consideration |
| • Unsure which objective type to select? | Cultural Relevance |
| View guidance here. | Salience / Awareness |

List Result

State your corresponding result here.

+ 338% increased media coverage in launch week (vs. avg. week Jan-Feb).

+ 101% increased media coverage avg. month Mar-Jun (vs. avg. month Jan - Feb).

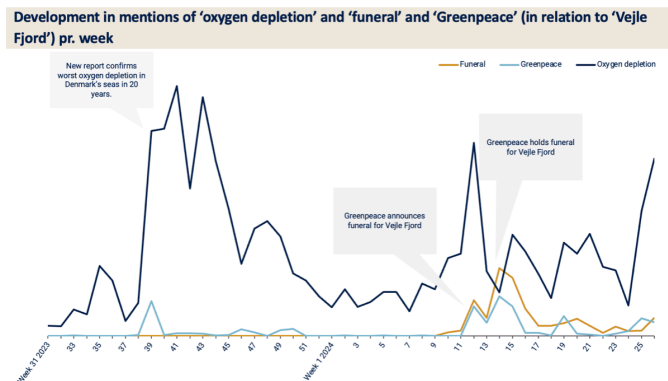
Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Since we had no report (as in Sep 2023) to lean against, we needed to create our own moment - almost from nothing, and with a minimal media budget of only 30.000 DKK/4,000 EUR.

Section 4A, Marketing Objectives Results,
Source: Infomedia



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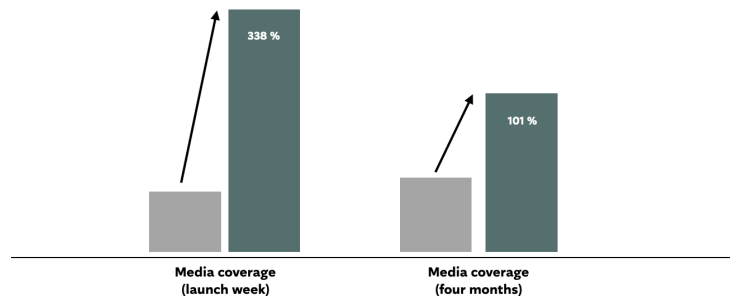
The campaign helped to drive an explosive earned conversation about oxygen depletion. And not only that, it kept the conversation going long after the the campaign ended, serving as a reference point for the press and "green" advocates.

Section 4A, Marketing Objectives, Selection of headlines about the funeral.

| | | |
|---|---|--|
| <p>INDLAND</p> <p>Dødsannonce: 'Vejle Fjord er død' og bliver begravet om to uger med en præst til stede</p> <p>En begravelses-happening skal sætte fokus på iltsvindet i de danske farvande. Hvis havmiljøet skal genopstå, skal politikerne sætte hårdt ind over for landbruget, mener professor.</p> | <p>VEJLE</p> <p>Benny sagde farvel ved opsigtsvækkende begravelse: - Af fjord er du kommet, til fjord skal du blive</p> | <p>Vejle Fjord begravet - pårørende håber på et liv efter døden</p> <p>Sportsklare, lystfiskere, kajakkere, padleboordere og elever fra byens gymnasium var blandt de over 1000 mennesker, der lørdag samledes for at begrave Vejle Fjord og sætte over den vand, der engang var så fuld af liv. Nu er havbunden død, vandet grumset og fiske- og planteliv forsvundet.</p> |
| <p>Samløst</p> <p>1000 mennesker "begraver" fjord i opråb</p> <p>Der blev kun set én fisk, da universitet sidste år lavede 70 timers optagelser fra bunden af Vejle Fjord.</p> | <p>Vejle Fjord er død. Nu stedes fjorden til hvile med håbet om at genopstå</p> | |
| <p>INDLAND</p> <p>Vejle Fjord blev begravet af flere hundrede mennesker</p> <p>I dag holdt Greenpeace og Danmarks Sportsfiskerforbund en symbolsk begravelse for Vejle Fjord. Men ifølge ekspert er der stadig liv i fjorden.</p> | <p>VEJLE</p> <p>Verdenspressen mødte op til Vejle Fjords begravelse: Stort fremmøde kom bag på arrangørerne</p> <p>Pressefremmødet var enormt til lørdagens begravelse af Vejle Fjord. Det var ikke kun nationale medier, der fandt den døde fjord interessant.</p> | <p>ÅLTØND - NYB</p> <p>Folket har taget afsked med Vejle Fjord</p> <p>Vejle Fjord er så tomt for fiske- og planteliv, at en præst nu begraver den</p> |

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Media coverage "oxygen depletion"
Source: Infomedia



GREENPEACE

2

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Engage political voices and motivate will to discuss oxygen depletion.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

To add pressure on the Green Tripartite we needed political voices to engage and to put pressure on the government.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Media monitoring to identify who took part in the debate.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Cultural Relevance

List Result

State your corresponding result here.

- Political leader, Martin Lidegaard, brought a glass with water from Vejle Fjord into a debate at Christiansborg (defying official rules) and on national TV show
- Political mentions across media

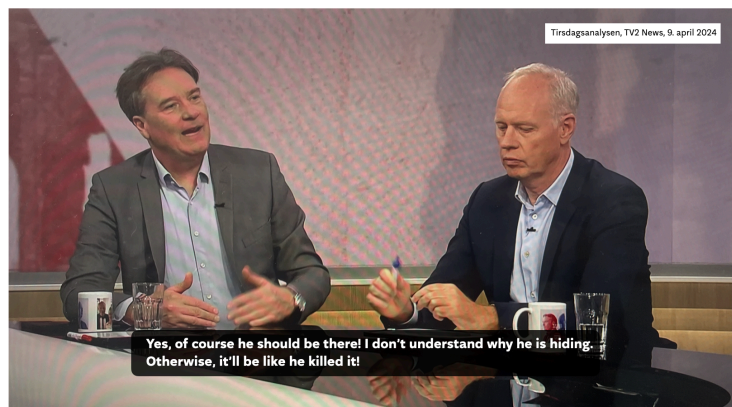
Context

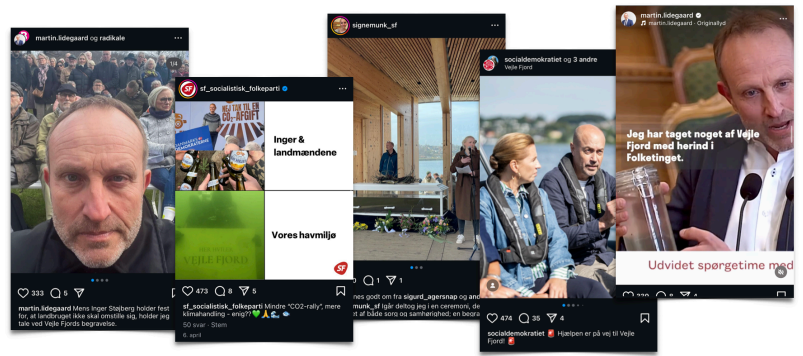
Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Opposition leader Martin Lidegaard attended the funeral and delivered an emotional speech. But he didn't stop there. He filled a glass with dead water from Vejle Fjord and brought it into debates at the Parliament (officially forbidden) and continued to apply pressure on the government long after the funeral. Political talk show *Tirsdagsanalysen* publicly challenged the Minister of Environment, warning that if he didn't respond soon, people might start believing 'he killed it'.

Screenshot from popular political talk show "Tirsdagsanalysen" on Danish national TV2





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Activity Objectives Results

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Improve emotional resonance and urgency by reframing the complex crisis to a tangible issue about a funeral for Vejle Fjord.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The oxygen depletion crisis is complex, difficult to understand, and easy to ignore. Data and reports can drive attention to the issue (as seen in 2023), but not necessarily emotional resonance, making it feel less relevant. We needed to approach the problem from a new angle. To make the crisis tangible by creating a simple language in words, images, and actions that everyone could understand, discuss, and engage with.

We aimed for broad press coverage.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Press media monitoring of “oxygen depletion” including “funeral” and “Greenpeace”.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Advocacy / Recommendation

- Unsure which objective type to select?

Popularity / Fame / Social Discourse

View guidance here.

Positive Sentiment / Emotional Resonance

List Result

State your corresponding result here.

148,484,569 campaign reach through earned Danish press coverage over four months

19,900% increase in press coverage for Greenpeace in campaign month

(vs. previous month)

5.36M EUR EVA, ROI of 133,567%.

Context

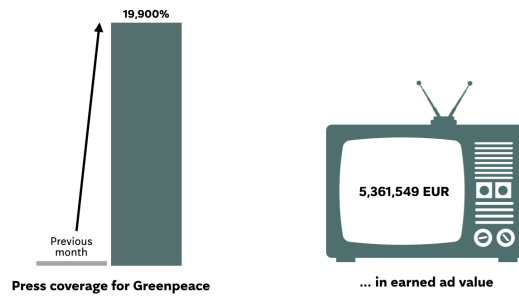
Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Greenpeace's campaign achieved extensive press coverage and helped to reframe the complex crisis of oxygen depletion into a tangible and emotional issue through the funeral for Vejle Fjord. At one point, the coverage of the funeral alone surpassed all media mentions of oxygen depletion, which subsequently led to a surge in overall coverage of the issue in the following weeks. The funeral continues to receive attention and serves as a reference point even today.

Campaign press coverage

Source: Infomedia

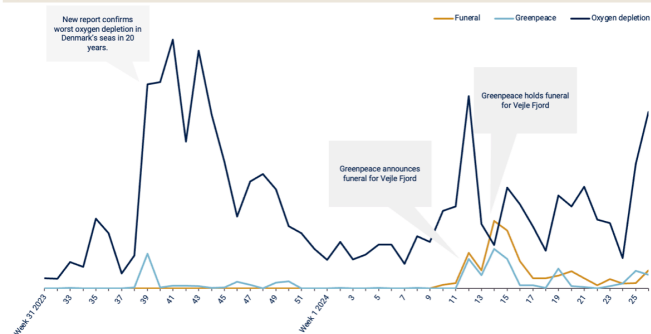


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Section 4C, Activity Results

Source: Infomedia

Development in mentions of 'oxygen depletion' and 'funeral' and 'Greenpeace' (in relation to 'Vejle Fjord') pr. week



GREENPEACE

2

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Attract a minimum of 100-200 citizens to the funeral for Vejle Fjord.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

To demonstrate public support, create good press images and stories, and motivate political action, we needed ordinary citizens to show up at the funeral as relatives to the fjord. If we could attract 100 relatives, it would be like a large funeral for a real person. If we could attract 200, it would feel massive. So, we made 200 specially designed funeral beers (a Danish wake tradition) to be able to serve all.

Benchmark was to attract 200 attendees and give away all 200 specially designed funeral beers



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Measurement - How did you plan to measure it?

(Maximum: 30 words)

Counting people (and beers left).

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Positive Sentiment / Emotional Resonance

List Result

State your corresponding result here.

More than 1000 Danes attended the funeral (and too many didn't get a funeral beer)

Context

Explain, with category.

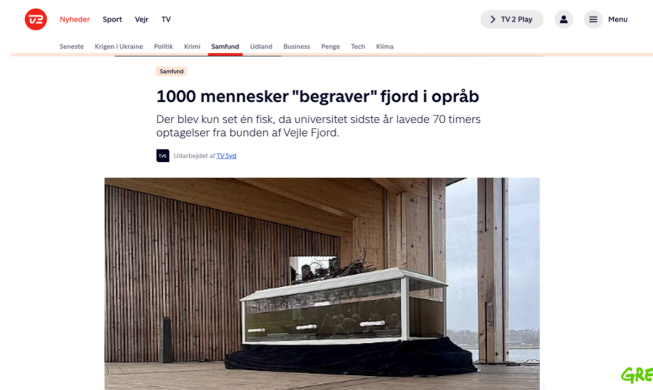
The number of participant was important, as we needed the funeral to provide for good press photos and to serve as a relevant place for

competitor,
and/or prior year
context, why
these results are
significant for the
brand's business.

(Maximum: 75
words, 3
charts/visuals)

politicians to speak.

Benchmark was to attract 200 attendees and give away all 200 specially designed funeral beers.
1000 Danes showed up, and we had far too few beers.



3

Objective - Overview & KPI

State your
objective here.

(Max: 30 words)

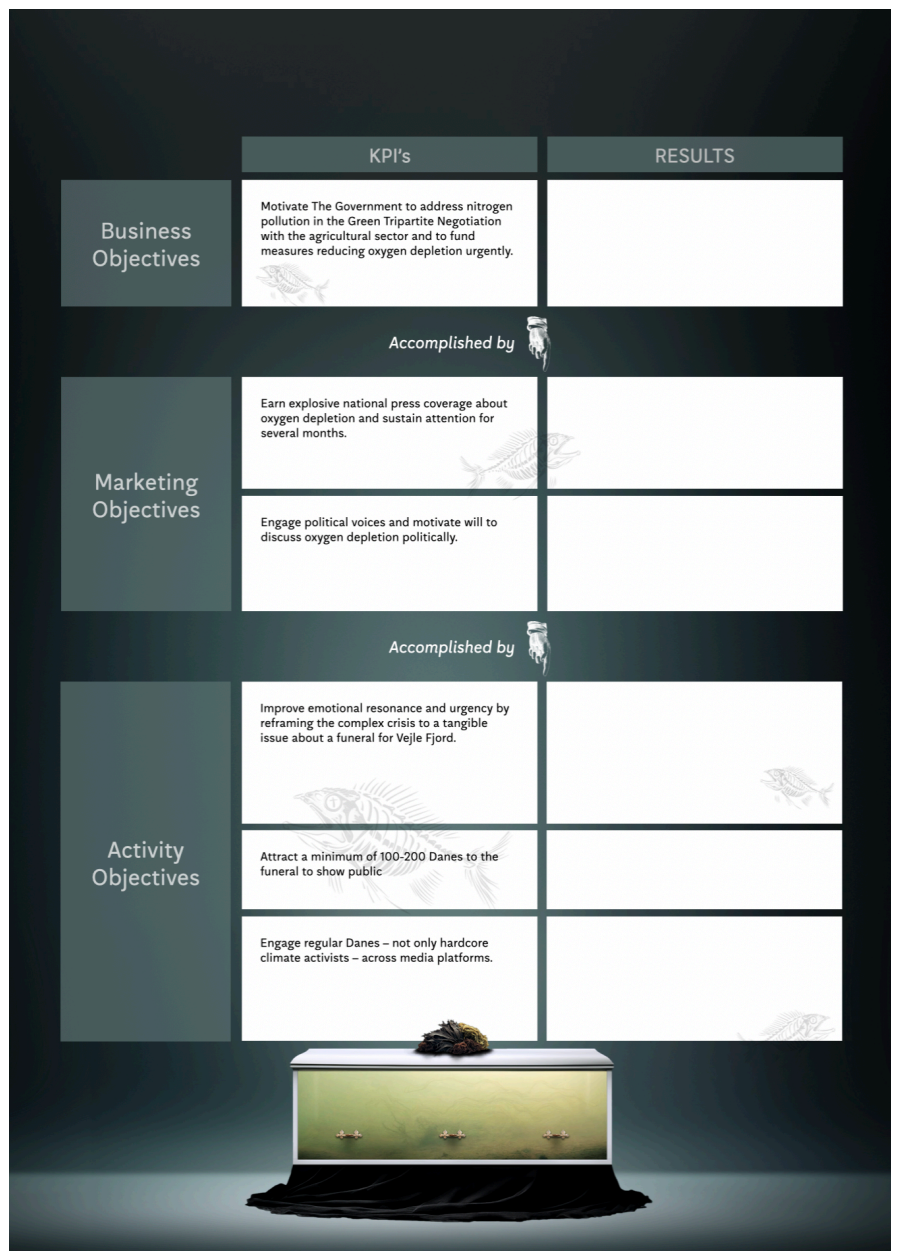
Engage regular Danes – not only hardcore climate activists – across
media platforms.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

If we could engage the broad public, we would increase reach,
legitimacy, chances of more press interest as well as political
engagement and action.

Having a negligible paid media budget, we did not set a concrete
benchmark. But we hoped to outperform Greenpeace's previous month
on social media and see significant public engagement.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Manual social media monitoring and Greenpeace social media data.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Advocacy / Recommendation

- Unsure which objective

Popularity / Fame / Social Discourse

type to
select?
View
guidance
here.

Reach (e.g. open rate, shares, views, attendance)

List Result

State your
corresponding
result here.

Organic engagement on Greenpeace's Meta proles (vs previous month):

New followers: FB: +2000%, IG: 108%

Interactions: FB: 151%, IG: 122%

Impressions: FB: +226.44%, IG: +526.63%

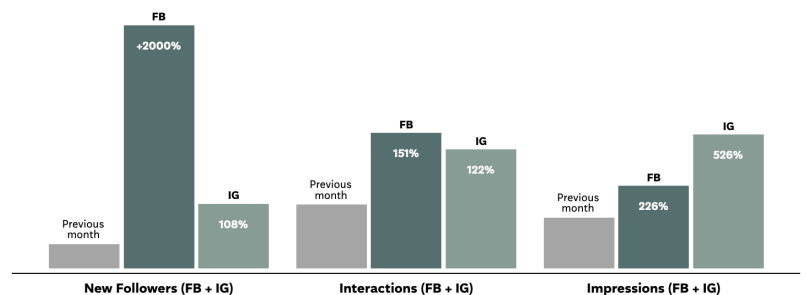
Context

Explain, with
category,
competitor,
and/or prior year
context, why
these results are
significant for the
brand's business.

(Maximum: 75
words, 3
charts/visuals)

Greenpeace's social media channels saw a big uplift during the campaign. Both in engagement and new followers. The latter was especially interesting, since the campaign aimed to invite ordinary citizens, who might not regularly support Greenpeace, into the conversation.

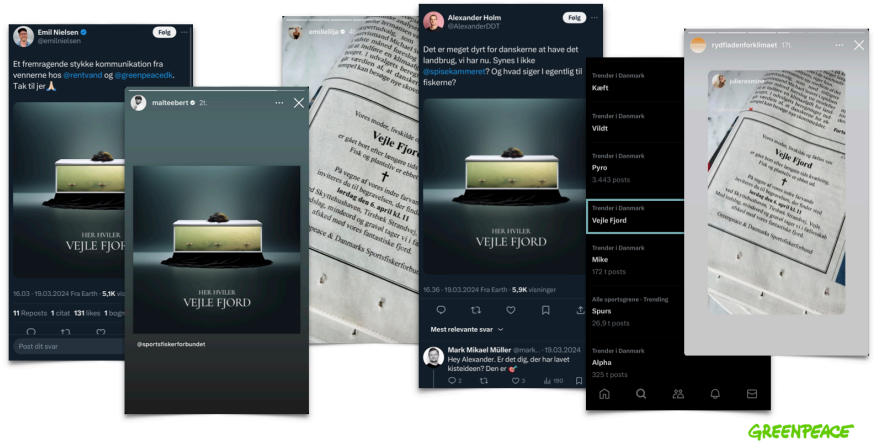
Greenpeace's organic growth on Meta profiles
Source: Greenpeace social media data





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But we could also see how the emotional angle resonated with the public, as influencers and experts shared our message. At one point we even made Vejle Fjord trending on X.

Ordinary Danes, green advocates and big public voices like pop star Malte Ebert shared the campaign



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| | KPI's | RESULTS |
|---|---|--|
| Business Objectives | Motivate The Government to address nitrogen pollution in the Green Tripartite Negotiation with the agricultural sector and to fund measures reducing oxygen depletion urgently. | <ul style="list-style-type: none"> 5.36B EUR as well as regulations to reduce nitrogen pollution and oxygen depletion, and to restore and protect life in Denmark's seas. 5.22M EUR urgently allocated to restore Vejle Fjord. |
| Accomplished by  | | |
| Marketing Objectives | Earn explosive national press coverage about oxygen depletion and sustain attention for several months. | <ul style="list-style-type: none"> 338% increased media coverage in launch week (vs. avg. week Jan-Feb). 101% increased media coverage avg. month Mar-Jun (vs. avg. month Jan-Feb). |
| Accomplished by  | | |
| Activity Objectives | Improve emotional resonance and urgency by reframing the complex crisis to a tangible issue about a funeral for Vejle Fjord. | <ul style="list-style-type: none"> 148,484,569 campaign reach through earned Danish press coverage over four months 19,900% increase in press coverage for Greenpeace in campaign month (vs. previous month) 5.36 EUR EVA, ROI of 133,567%. |
| | Attract a minimum of 100-200 Danes to the funeral to show public | <ul style="list-style-type: none"> More than 1000 Danes attended the funeral (and too many didn't get a funeral beer) |
| | Engage regular Danes – not only hardcore climate activists – across media platforms. | Organic engagement on Greenpeace's Meta profiles (vs previous month): <ul style="list-style-type: none"> New followers: FB: +2000%, IG: 108% Interactions: FB: 151%, IG: 122% Impressions: FB: +226.44%, IG: +526.63% |

Additional Results

You may use this space to provide additional results

We had not made a specific channel strategy for LinkedIn, meaning there wasn't a KPI or benchmark. But we encouraged everyone involved in the project to share the campaign content on their profiles. This was a good

achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

strategy. We saw massive organic reach and engagement, once again proving that the emotional way of approaching the oxygen depletion crisis really resonated with people.

This was best exemplified by the performance from team member Jonathan Fjord's LinkedIn post, that provided 91,124 unique views and thousands of engagements. It even paved the way for an invitation to talk about the campaign on national morning radio show on P1.

Big reach from organic posts on LinkedIn



GREENPEACE

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Societal or Economic Events (e.g. changes in economic, political, social factors)

Public Relations

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

As stated in our business objective, it was key to get nitrogen pollution from agriculture included in the Green Tripartite Negotiation, being the main contributor to oxygen depletion. The result was far, far beyond what we ever discussed – or could dream about.

The Danish society for Nature Conservation (DN) – that was part of the tripartite - was also advocating the case. We can't say for sure what played part in the actual negotiations and what didn't, but intel and social media monitoring told us that DN and their employees used the campaign actively in that period to strengthen their arguments (2+3). We also acknowledge that the government found themselves in a tough spot. Having close ties to the agricultural industry on one side and facing experts and rising public demand to enact higher CO2 taxes on agriculture on the other side. It seemed impossible to achieve a deal on a CO2 tax that would make everybody happy. The 5.36 billion EUR fund could be a clever political 'compromise' serving as a handy solution to avoid higher CO2 taxes, while still providing much needed help for the environment.

Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information:
Source of Data/Research, Type of Data/Research,

1. Medieanalyse, Infomedia, Begravelse af Vejle Fjord, period 01.08.23 - 30.06.24
2. <https://www.linkedin.com/posts...>
3. <https://www.linkedin.com/posts...>

Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Current Year/Time
Period: January 2024 Under €50 Thousand
– March 2025

Paid Media Expenditures (Prior Year)

Campaign Period:
Prior Year Not Applicable

Compared to other competitors in this category, the budget is:

Select one.

About the same

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

About the same

Media Budget Elaboration:

Provide judges with the context to understand your budget.

We never discussed Greenpeace's previous paid media expenditures. We only focused on what we had available for this campaign, which wasn't a lot. In the end, Greenpeace ended up using 30.000 DKK/4,000 EUR to place a few print ads and on paid social.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

Under €50 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

The effort was - as its typical is with Greenpeace - based on the effort of volunteers, meaning we did not have any cost related to cast, crew etc.

(Maximum: 100 words)

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or

Yes : Greenpeace's social media accounts as well as a dedicated landing page for the campaign on their official website. Denmark's Sport Fishing Association

physical company-owned real estate), that acted as communication channels for case content.

also posted content via their social media profiles.

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

There were no sponsorships or media partnerships involved.

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry

No source required.

form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Direct Mail

Events

Interactive / Website / Apps

Print - Newspaper

Public Relations

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral
touchpoint.

Print - Newspaper

Main Touchpoint 2

#2 Most Integral
Touchpoint

Events

Main Touchpoint 3

#3 Most Integral
Touchpoint

Digital Mktg. – Social: Organic

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or
select Not Applicable.

Facebook

Instagram

LinkedIn

Twitter

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

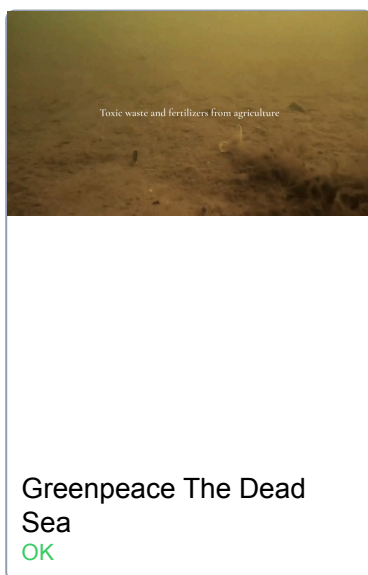
Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Events

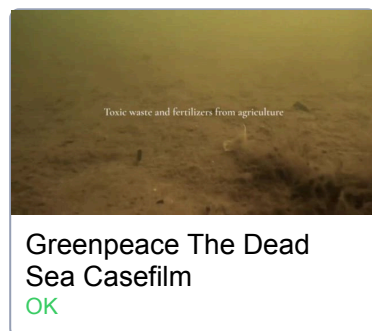
Print - Newspaper

Public Relations

User Generated Content & Reviews

Special build

Raw Creative Examples as Originally Aired - For Research Purpose



In what language the raw creative example aired?

Danish

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:
.jpg/jpeg format



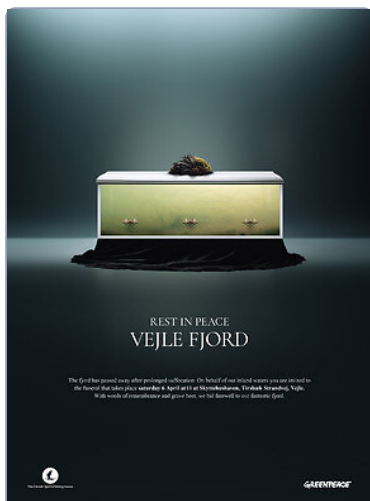
The death notice print ad
OK



The priest gives a speech for the relatives
OK



The relatives place flowers by the coffin
OK



Invitation ad
OK



Greenpeace and local politician are being interview live by TV2 (national tv)
OK



The specially designed glass coffin
OK

Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

Our mother, source of life and shared friend, VEJLE FJORD, has passed away from longterm suffocation. Fish and plants are dead.

On behalf of our inner waters, you are hereby invited to the funeral, that will take place on Saturday April 6 at 11.00, at Skyttehusen, Tirsbæk Strandvej, Vejle.

With speeches, memorial words and funeral beer, we will bid farewell to our fantastic fjord.

Printed 2026-01-16 14:45:07 +0000

With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges