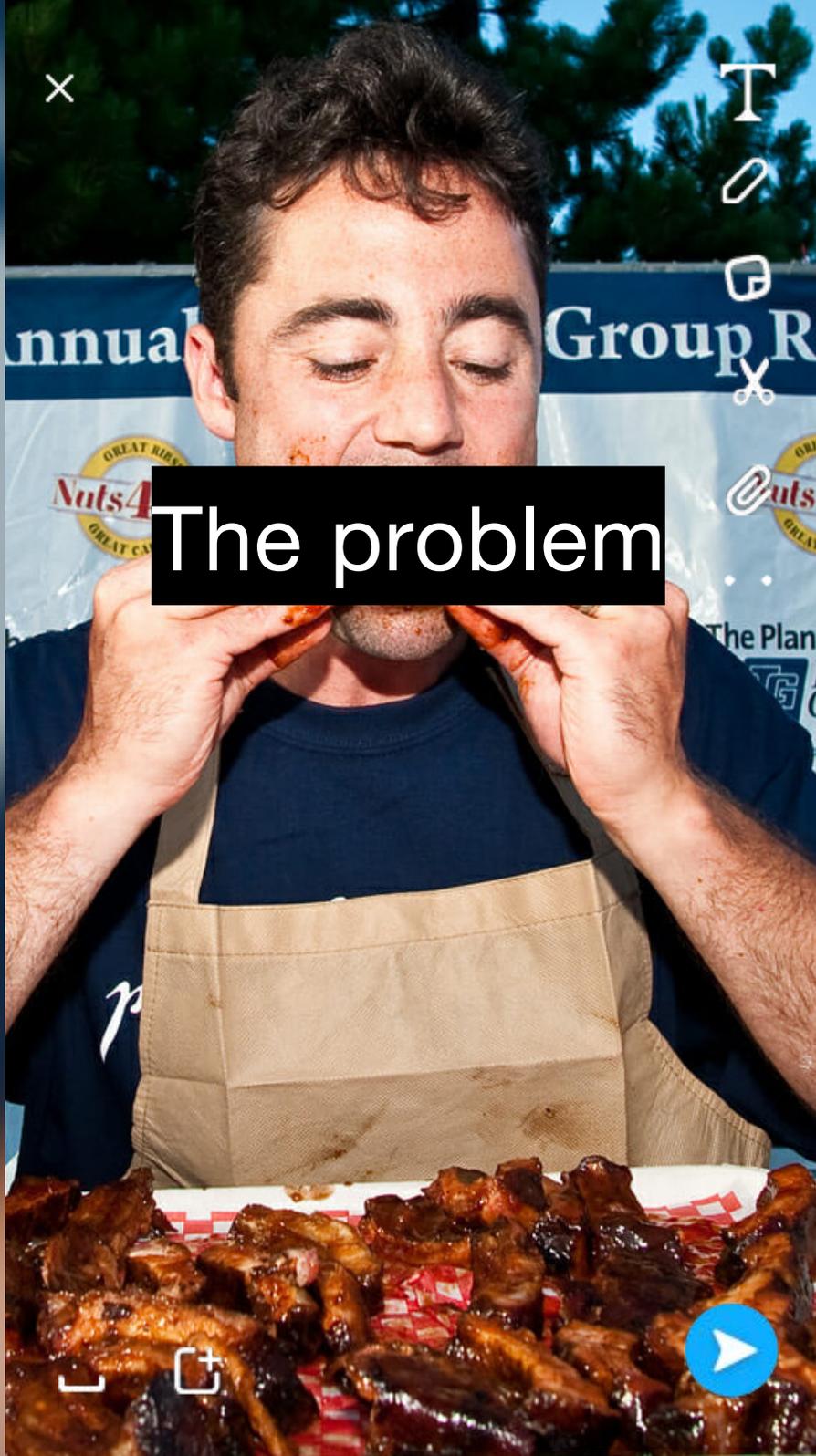


Young Lions Australia

Digital brief





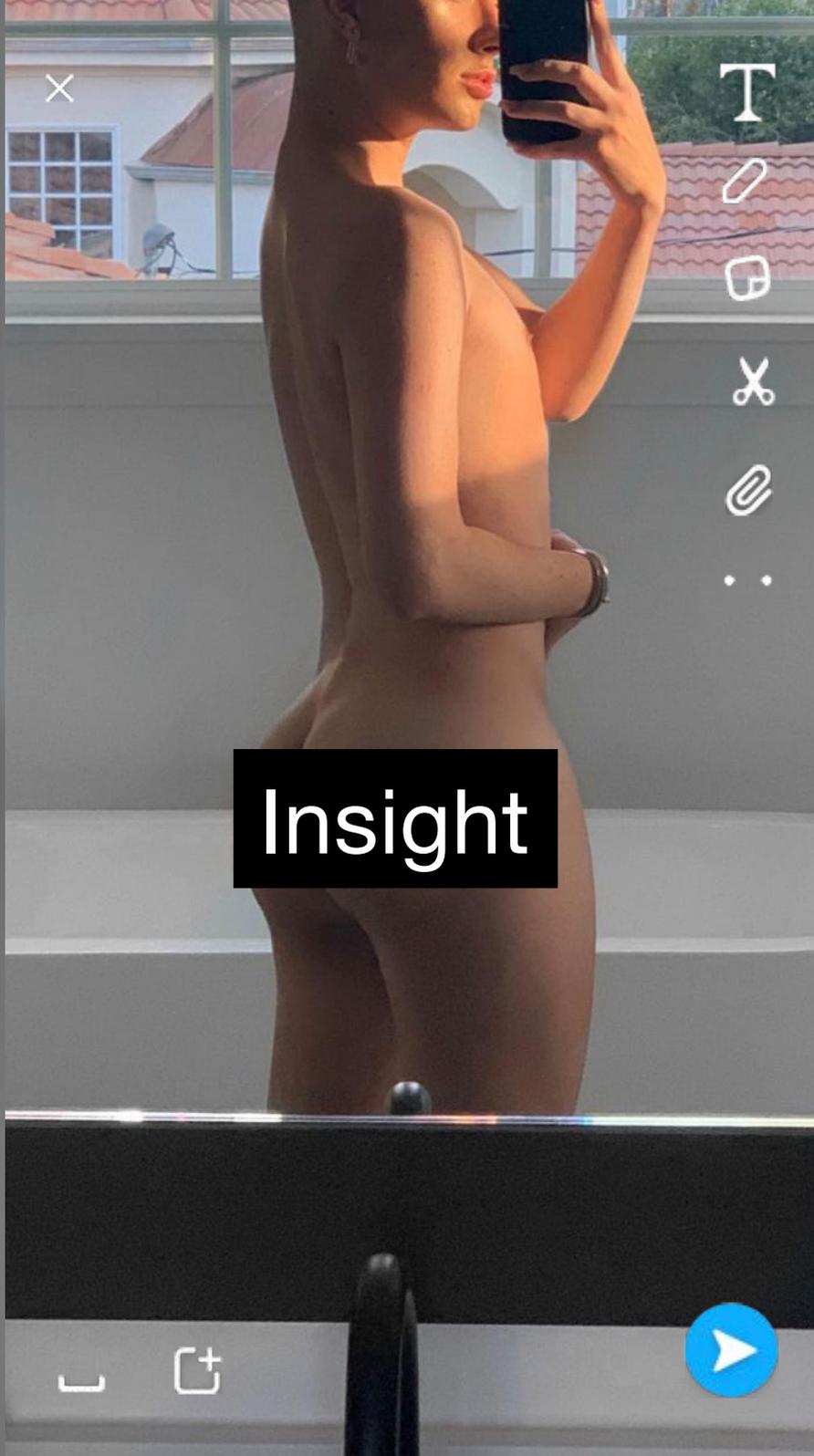
Meat production is a huge contributor to greenhouse gas emissions. So cutting down your meat is one of the best ways to reduce your carbon footprint.

And we're not saying become a full time vego. Just one day a week is enough to make an impact.



So let's show Gen Z that it's easy to go meat-free for a day.

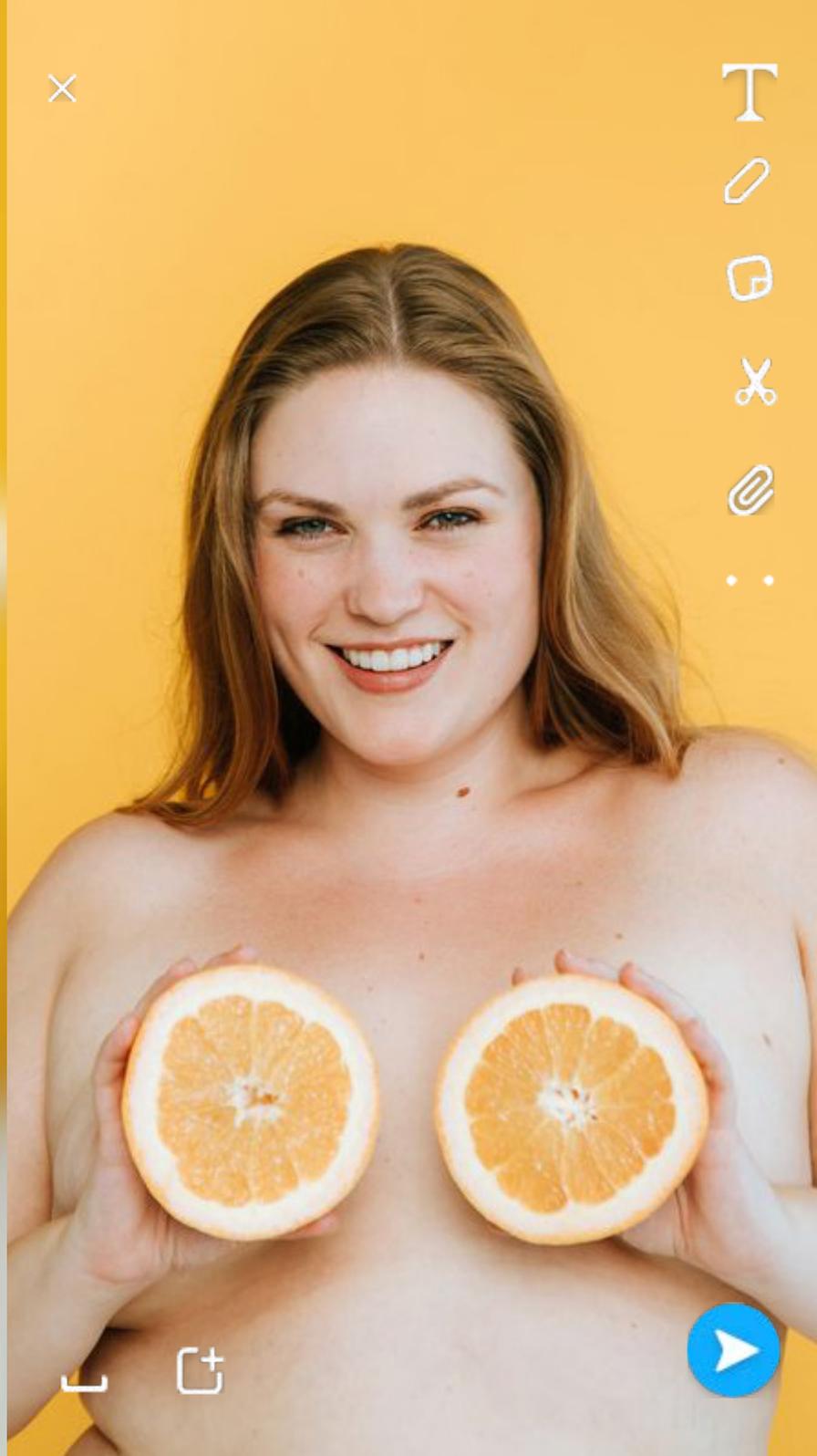
By showing them that they can easily give up their favourite meat of all. Their own.



Insight

Older Gen Z love to send their own
meat to each other on Snapchat.

Translation:
Nudes. They send nudes.



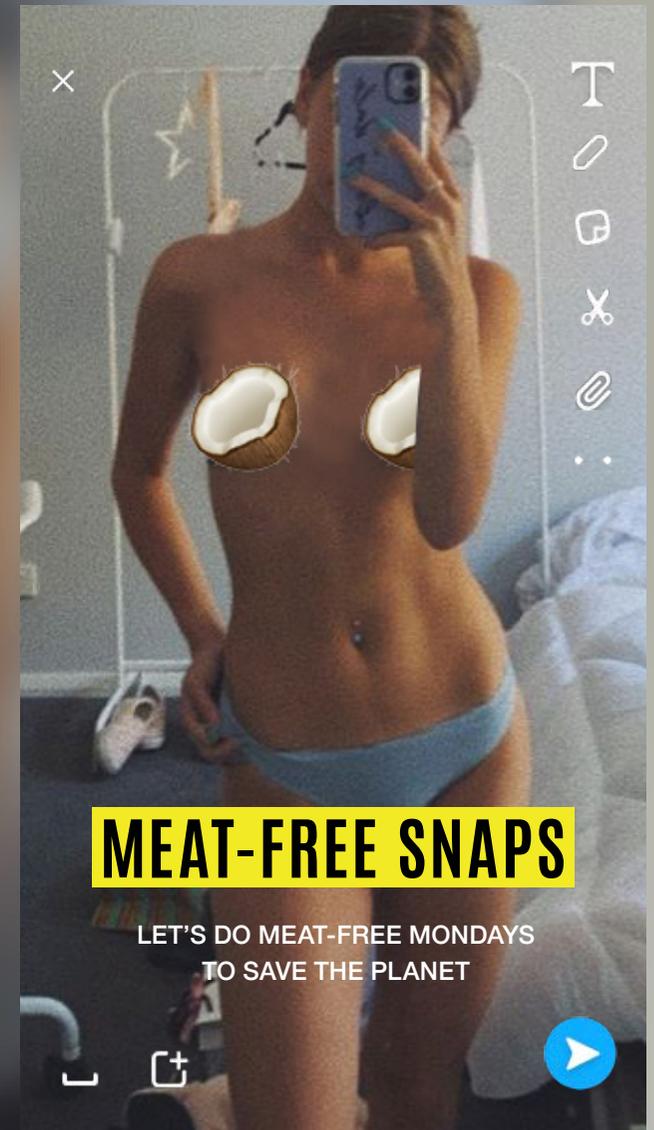
And veggies are the perfect substitute for that. They look just like rudie-bits.

Introducing

MEAT-FREE SNAPS

On Mondays if you try and send a cheeky nude, Snapchat technology will detect your rudie-bits and censor it with veggie emojis.

With some text simply saying “Let’s do meat-free mondays to save the planet.”





MEAT-FREE SNAPS

LET'S DO MEAT-FREE MONDAYS
TO SAVE THE PLANET

Then, we ask you to share the movement.

Take a snap of yourself with a real life or emoji rudie-bit veggie. Then, stick on our filter.

And finally, send it to a friend! Showing them how easy it is to give up meat.

The movement

We'll have a meat-free snaps channel on the discover page. It'll have the latest on the movement and heaps of important facts on why going meat-free is amazing for the planet!

PEDESTRIAN TV

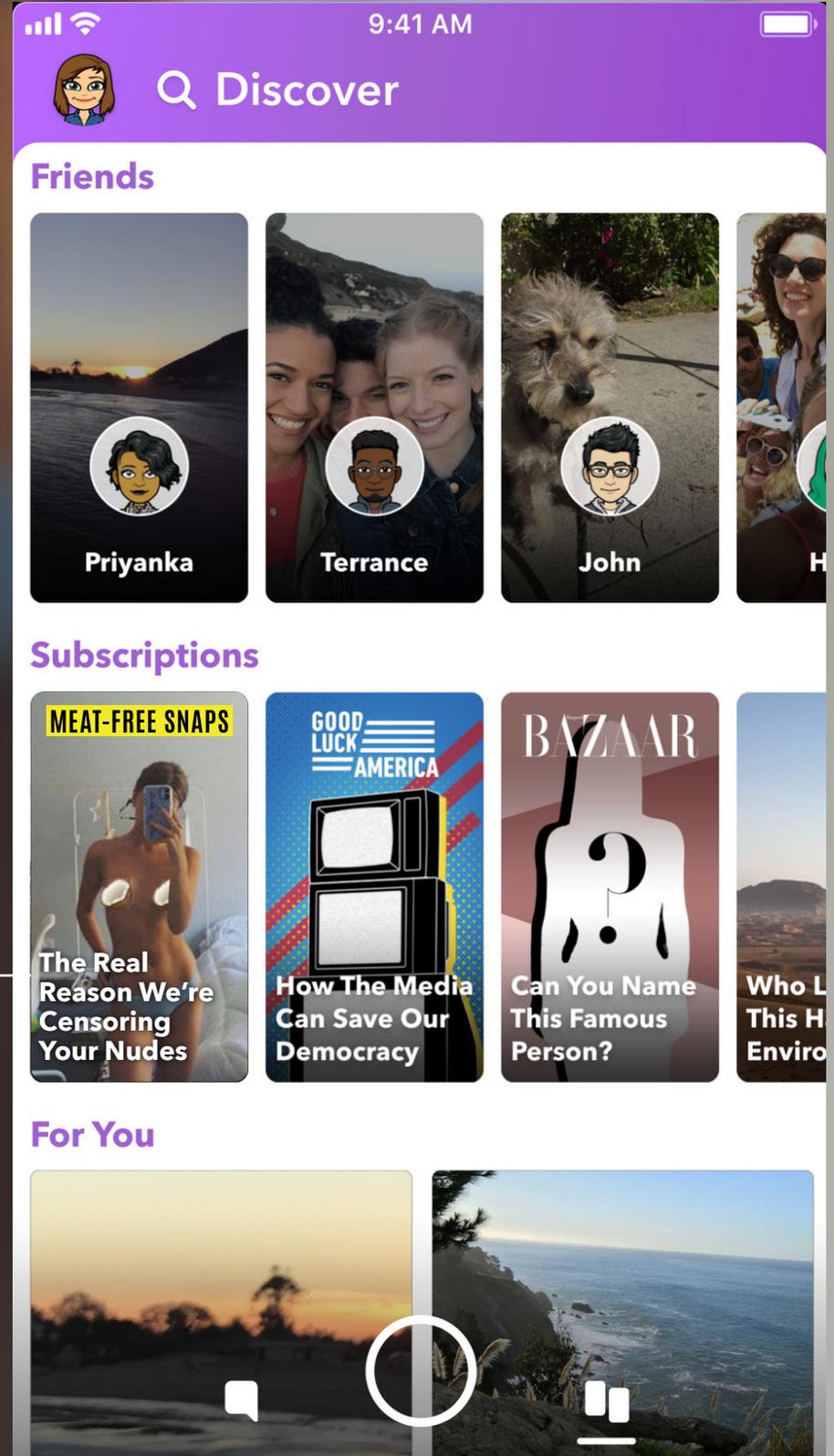
Snapchat get's Gen Z to go veggie once a week in the funniest way.

LAB BIBLE

Want to do something good for the world? Begin by sending a meat-free nude.

ADWEEK

These 20 year olds are sending nudes to help save the planet.





MEAT-FREE SNAPS

LET'S DO MEAT-FREE MONDAYS
TO SAVE THE PLANET

Why this will work

Firstly, it's fun. And fun between friends is already what Gen Z are doing on Snapchat.

Secondly, going meat-free is hard by yourself. But when all your mates are in on it, it inspires you to get on board.