At a time when greenwashing is on everyone's lips, working with Ogyre brings the discussion to the table of concreteness increasing the brand reputation of our employees thanks to the choice of a responsible and sustainable partner.

Each project is supported by data and KPIs, useful for the sustainability balance of the parties involved and to make their business impact transparent and measurable.

Collaborating with Ogyre not only helps to grow the brand reputation, but with the expansion of the campaign you can involve and sensitize employees to environmental commitment, through sustainable gifts and events of Team Building solidarity.

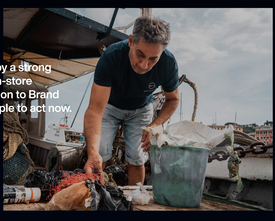
Findus knows how much the present and future of the ocean is in our hands. For this reason Findus sought for a virtuous project to engage with its audience and how its concrete commitment to the preservation of the sea.

The ask

A project to strengthen the brand perception of Findus Italia within the sustainability landscape.

The idea

A fishing for litter campaign amplified by a strong storytelling seamlessly weaving from in-store consumer promo and digital amplification to Brand experience experiences that invite people to act now.

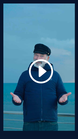


The results

6.000 kg of Marine litter collected

Consumer promo: Ojacket

ATL media amplification

Brand experience amplification

Paid digital amplification