

LANDMINE KETCHUP



Properties list:

- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- new product
- pouch
- sauces and seasonings
- polylaminated
- transgressive
- contemporary
- unusual visual association
- identity by typography
- identity by photo

Campaign Against Landmines, CALM, used a sachet of ketchup in 2006 to appeal to New Zealanders to donate money to help clear landmines in Southern Lebanon. A young boy's legs were printed on the sachet with the perforated tearing section cutting across his right ankle. When the sachet was opened the foot was severed and ketchup poured out. The Campaign Against Land Mines messages on the back of the sachet were also printed on the page. The back of the sachet invited Kiwis to donate \$3 by texting the word, 'CALM?', to 336. 20,000 sachets were distributed throughout restaurants in the North and South Islands. Sachets were inserted into magazine ads to demonstrate the horrific everyday nature of living in a landmine affected country as in 89 countries walking on a mine is still routine. Publicis Mojo figured out a simple, but clever way to raise awareness against landmines. Definitely impressive.

Reference: <http://www.publicismojo.com.au>

Credits:

Country: New Zealand

Year: 2006

Agency: Publicis Mojo

User: CALM Campaign Against Landmines

Photographer: Paul Jones

Awards: Cannes Lions 2006 Press Gold,

NY Awards 2007, One Show 2007

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