

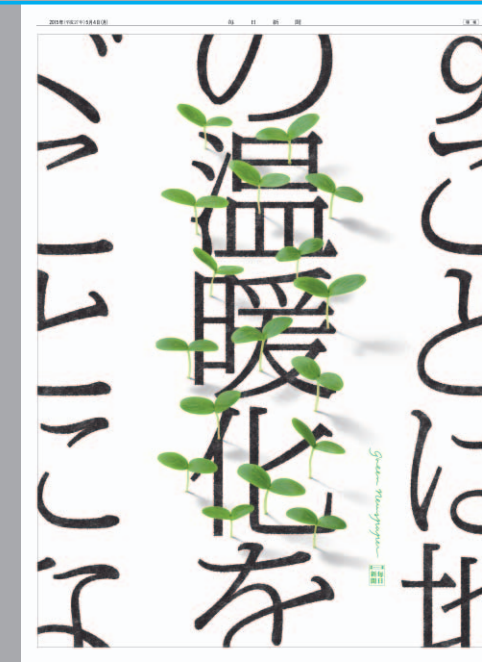
GREEN NEWSPAPER

The newspaper that makes the world greener

BRIEF : Global warming, air pollution, modern stress. These are today's problems, and one reason for them is the lack of green around us. The Mainichi Newspapers took on the challenge of solving this problem using newspapers.

IDEA: On May 4, Greenery Day, Mainichi published a "Green Newspaper" Printed on special paper infused with plant seeds, it featured articles that conveyed the importance of greening. There were three main ideas behind this project: (1) People could read the newspaper articles and understand the importance of greening. (2) People could take part in greening by planting the newspaper in soil. (3) Sprouts will come from the newspaper within weeks, increasing the amount of green in the world. We planned events, online promotion, posters, and PR around this Green Newspaper. It was a successful social campaign sponsored by a newspaper publisher.

RESULT: (1) It reached more than 4.6 million people: Green Newspaper spread all over Japan, succeeding in the world's first-ever greening project by a newspaper. (2) Over 80 million yen worth of PR: This new endeavor by The Mainichi Newspapers was covered extensively in the media and generated a PR effect beyond newspapers alone. (3) New business opportunities: Clients supported the greening events using Green Newspaper. It was a successful new business opportunity for the newspaper publisher.



Green Newspaper BACK "Global warming"



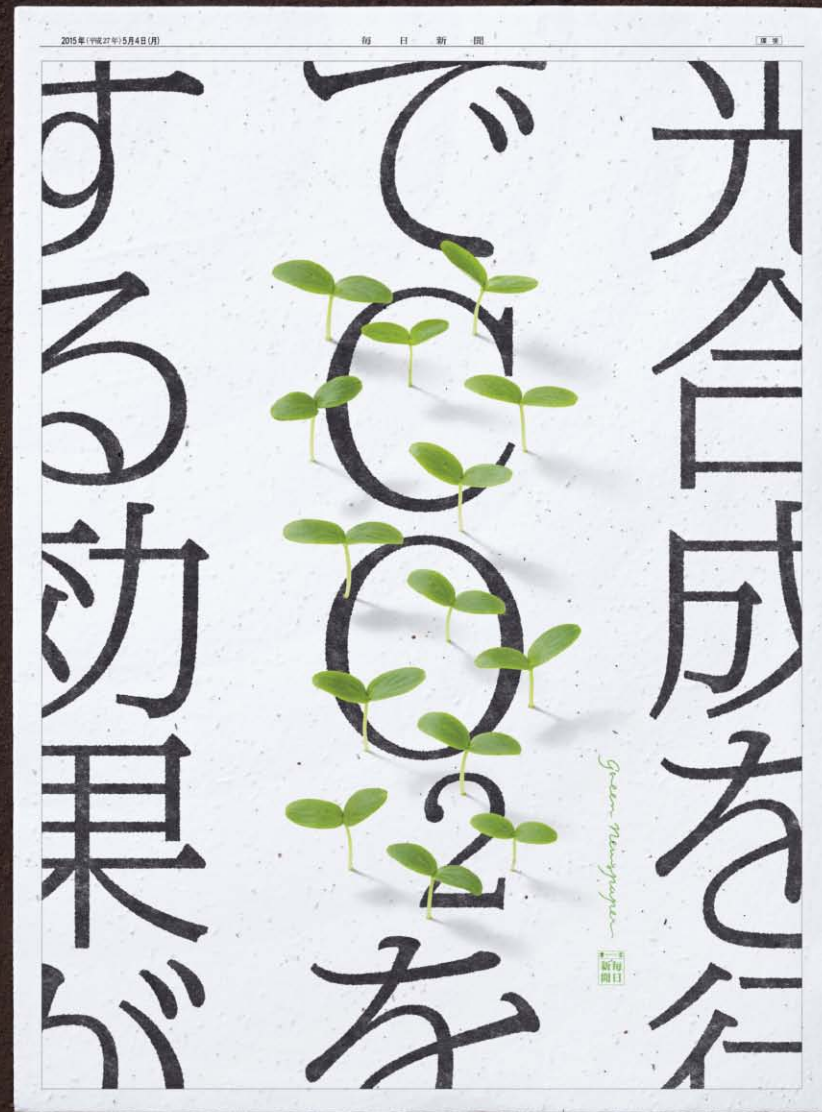
Green Newspaper BACK "Stress"



Green Newspaper BACK "AirPollution"



Green Newspaper FRONT



Green Newspaper BACK "CO2"



one month later



two months later



GREEN NEWSPAPER

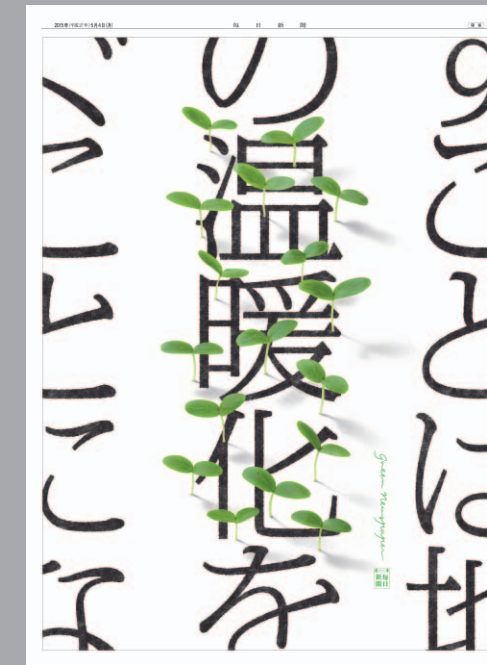
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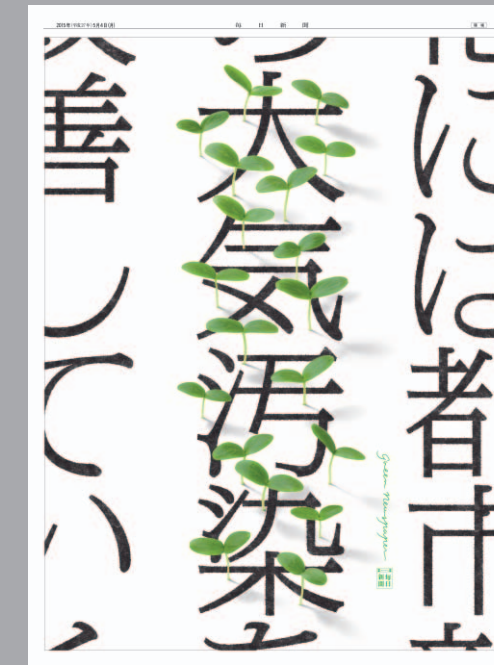
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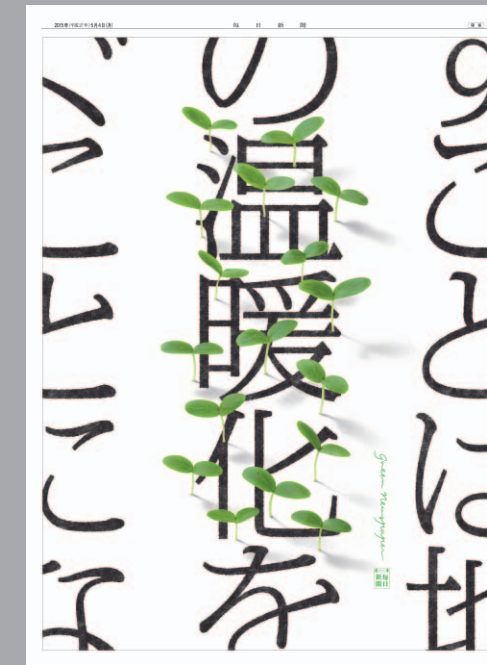
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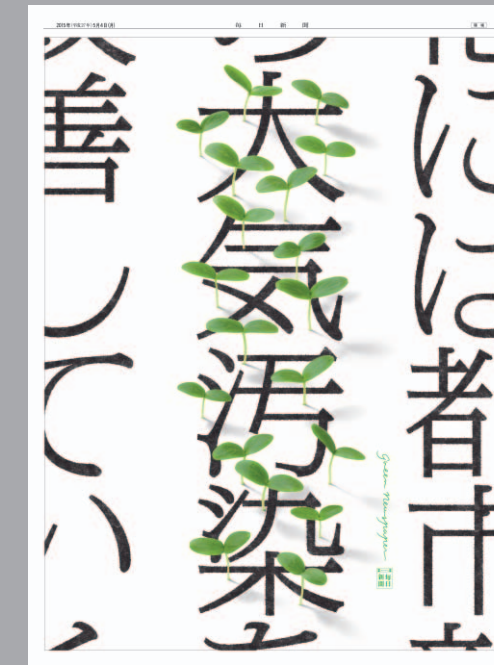
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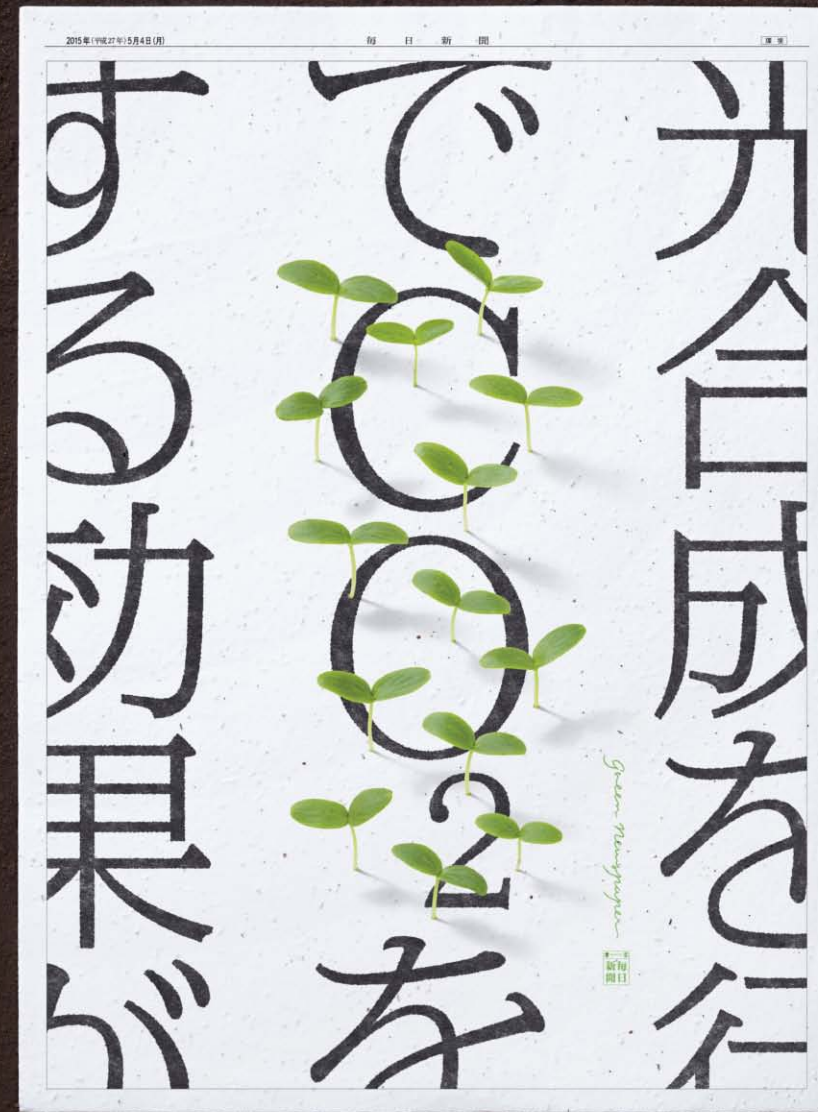
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