

Press release

## **Swedish burger chain introduces the world's first climate positive burger.**

**In ACNE's latest film for Max Burgers, the Swedish Burger chain introduces a new kind of burger. It has two buns and many other ingredients that you expect from the ones you're used to eating, yet is completely different – thanks to it being climate positive.**

Max is known to champion a sustainable food model, and continues their journey by making everything on their menu climate positive, a feat that they're first in the world to succeed with. The agency Acne was in its turn given the task of packaging the message in a film, in order to build buzz around Max's ambitions and increase understanding of the climate issue that the food industry is facing. The film – suitably named "The Burger" – introduces the burger anew and is part of a larger campaign that started on August 16th.

*"We wanted to find a simple and exciting way to increase interest in something that is somewhat complicated to get your head around. We know that Max customers appreciate new products, so we used that as our leverage to 're-introduce' the burger. It's still rounded and with a burger in the middle, but the real news and surprise is that you can now eat a burger and help the climate doing so." – says Johan Bello, Executive Creative Director, Acne.*

The campaign aims to introduce the concept of climate positive, create interest, and in simplest possible form explain what it actually means for the customer and the climate.

*"Climate positive is a brand new concept that can be difficult to understand. We wanted to easily explain what climate positive means. With the argument that 'for every bite, you help in improving the Earth's climate', we framed the impact of climate-positive burgers and focused on how all of us, customers and us as an organisation, can do something good for our planet" – says Tobias Karlsson, Marketing Manager at Max Burgers.*

### **Link to film:**

<https://vimeo.com/287421664>

Read more about how MAX has made their menu climate-positive here:

<https://www.maxburgers.com/Home/climate-positive/climate-positive/>

### **CREDITS**

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