

*Roaring*

We're experts in explaining

REMA 1000 PALM OIL CASE STUDY

# REMA 1000

REMA 1000 is a multinational supermarket chain with more than 440 supermarkets in Scandinavia. The chain has a strong corporate social responsibility policy, which focuses on sustainability and environmentally friendly solutions to manufacturing and selecting products for its stores.

In 2014 REMA 1000 has removed palm oil as an ingredient from all its food products as well as requested that its suppliers follow the palm oil phase-out plan. In addition, REMA 1000 also would refrain from cooperation with new suppliers that make products containing palm oil.

# Cooperation with environmentally friendly suppliers

Last year REMA 1000 warned Freia, one of the largest Norwegian chocolate sweets manufacturing company, that it would remove all Easter eggs that contained palm oil from its shelves.

They kept their promise and offered their customers an alternative that did not contribute to deforestation. The supermarket chain has been working in cooperation with the Rainforest Foundation to give their customers the opportunity to make an environmentally friendly choice.



REMA 1000 wanted to educate its buyers on the repercussions of buying products containing palm oil.

There is a general misconception of why palm oil should not be used in food production. Many people believe that palm oil is dangerous for one's health and can cause life-threatening disease. However, that's not the case.

# Problem

Misconception

# Solution – Educate

The reason why we should avoid buying products with palm oil is that the production process of palm oil is extremely harmful to the environment.

Palm oil production is unsustainable and has horrific environmental consequences – deforestation, CO2 emission, loss of habitat for flora and fauna, poverty, etc.



# Production

## Process

The scribe production process was quite straightforward:

- A creative meeting
- One round of storyboards
- Drawing session
- Voice-over and sound session (sound of the rainforest, animals, etc.)

The copywriter had a close dialogue with the client throughout the production process and made small adjustments to the scribe in the post-production phase.

REMA 1000 wanted to raise awareness of buying products with palm oil and communicate the effort the company makes to provide environmentally friendly alternatives to its customers.

The scribe presents facts about the oil production and its impact on the environment. The well-familiar "Did you know...?" approach was used to simplify the presentation of facts.

The copywriter used information provided by REMA 1000 as well as did a lot of the research herself in order to find the facts that the viewers would easily reflect upon.

# Production

Copywriting

# Production

Illustrators & voice-over

The project manager decided to use a fun approach in order to grasp the viewer's attention and present facts in an easy way.

The illustrations are not meant to scare the viewers, but instead arouse feelings of compassion and understanding.



Since the scribe video was meant for social media, the message had to be short and concise.

# To be used in...

Social media

# VISSTE DU AT...



REMA 1000 ✓  
10 April · €

Like Page

Visste du at du finner palmeoljefrie påskeegg i alle REMA 1000-butikkene? Fint for regnskogen og fint for deg 😊

18k Views

Like Comment Share

Anja Marie Falch, Cendi Matos and 130 others

Top comments

4 shares

10 comments

## The video was a great success!

- More than 18 000 views
- More than 130 likes on Facebook

REMA 1000 is not where they want to be in terms of offering their customers only products that do not contain palm oil, but they are on their way to achieving that goal.

The use of palm oil in food is an extremely important issue and REMA 1000 is one of the few supermarket chains that works hard towards being palm-oil-free.

# Goal

On the way to achieving

[Watch video](#)

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