

BEN & JERRY'S



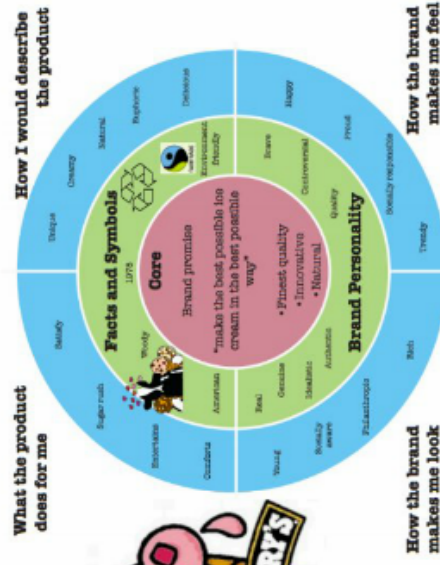
BEN & JERRY'S

Environmentally Friendly

Innovation

Authenticity

Socially Responsible



THE CAMPAIGN

You Indulge We Plant.



Print/Digital Ads

A Ben & Jerry's Ice Cream tub is shown with a tree growing out of the top. The tub is labeled "BEN & JERRY'S ICE CREAM" and "May the Forest be With You". The tree has green leaves and a brown trunk. The tub is white with blue and green accents. The background is white.

[illegible]

Ben & Jerry's
NEW! **GREEN**

**Purchase our Green
Tea Ice Cream
and Plant a Tree!**

You Indulge We Plant

1281 Waterbury-Stowe Rd.
Waterbury, VT
www.benjerry.com

Act # 2003-0000, Act 2003-0001



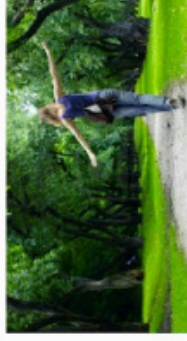
BEN & JERRY'S

The best time to plant
a tree was 20 years ago.
The second best time is now.

- Chinese Proverb

A composite image featuring a bouquet of red roses with green leaves, emerging from the top of a can of EAGLE brand beer. The can is silver with blue and red text, including 'EAGLE' and 'BREWERY'. The background is a bright blue sky with scattered white clouds.

TELEVISION



SOCIAL MEDIA



Digital Banner



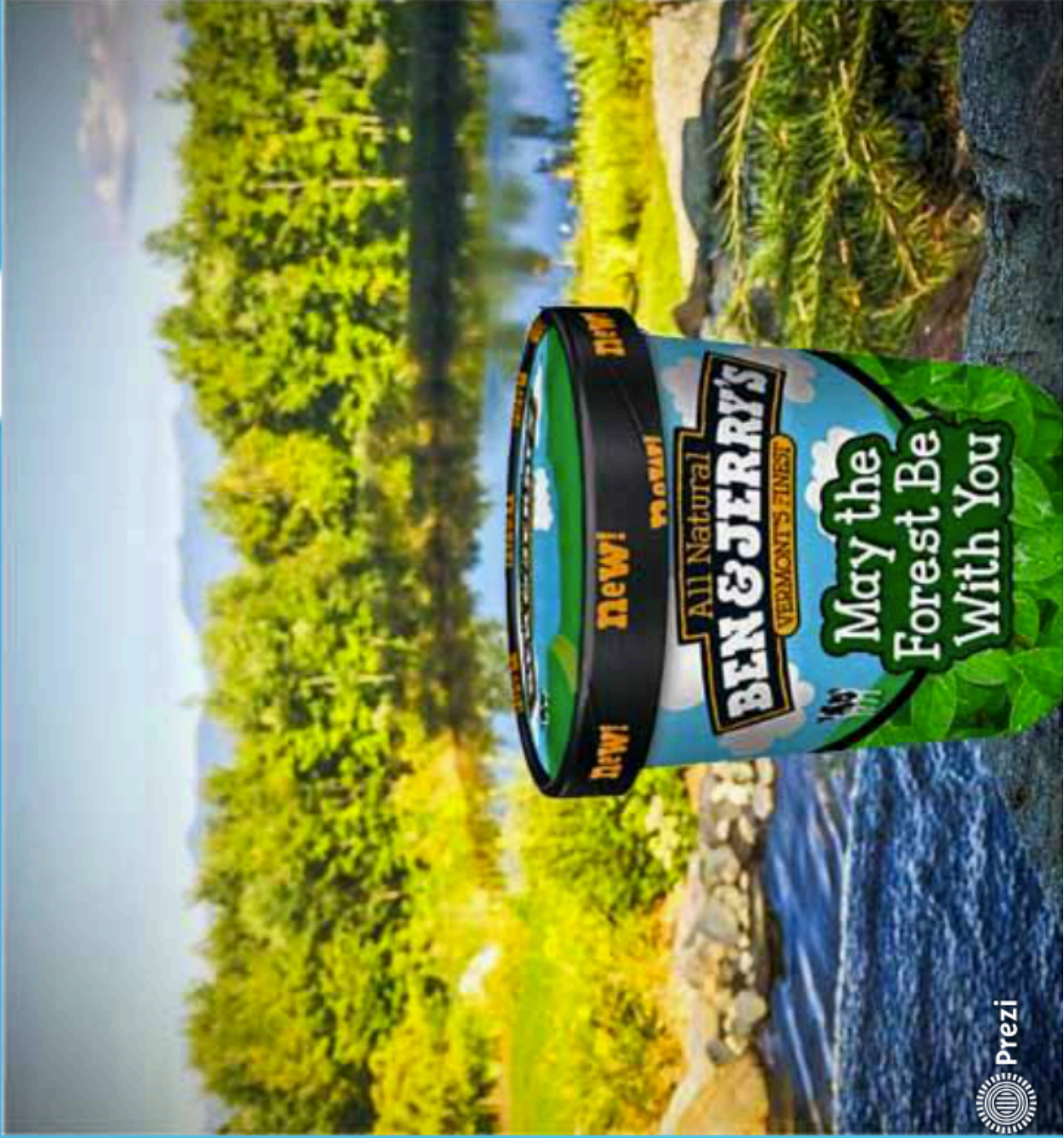
Instagram, Facebook, and Twitter

EVENT



#MayTheForestBeWithYou





benandjerrys

2 months ago

Best day ever #B&JMayTheForestBeW



aleksandraponcyjusz.mhk921.elena_gaard and others like this.



@albrezee



@oqftnss

@jeanniebjorklund @emiliebak



@brittanymfindlay

@badgalzill @jstepo



@ashdonbutcher

@dave_electricbuddha



@dave_electricbuddha

@ashdonbutcher oh hell yeah!



@emiliebak

Omg @jeanniebjorklund @oqftnss



@jeanniebjorklund

Shit!!!! @emiliebak



@therealdano

@mpwolfgram I know my next flavor at meijer



@hannahalexandrasmith

@magmul



@laraswinsburg

CONCLUSION

