

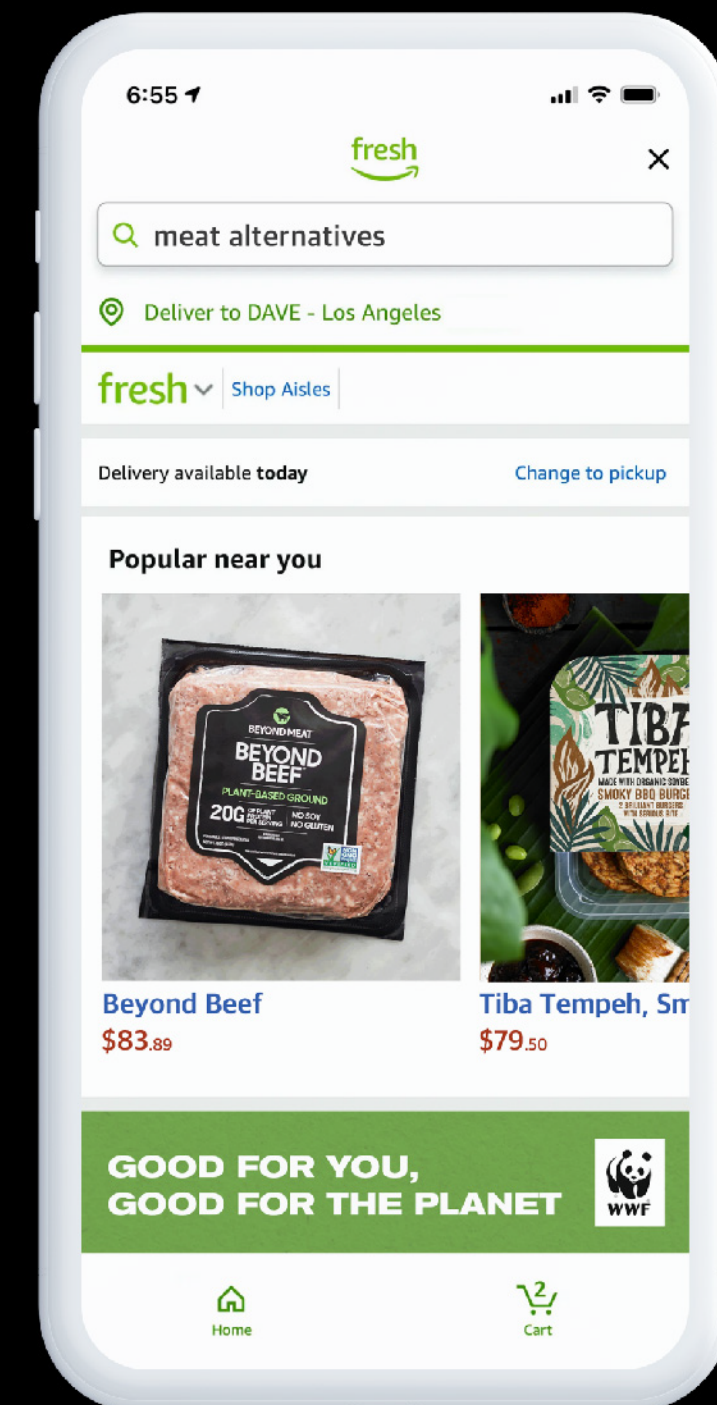
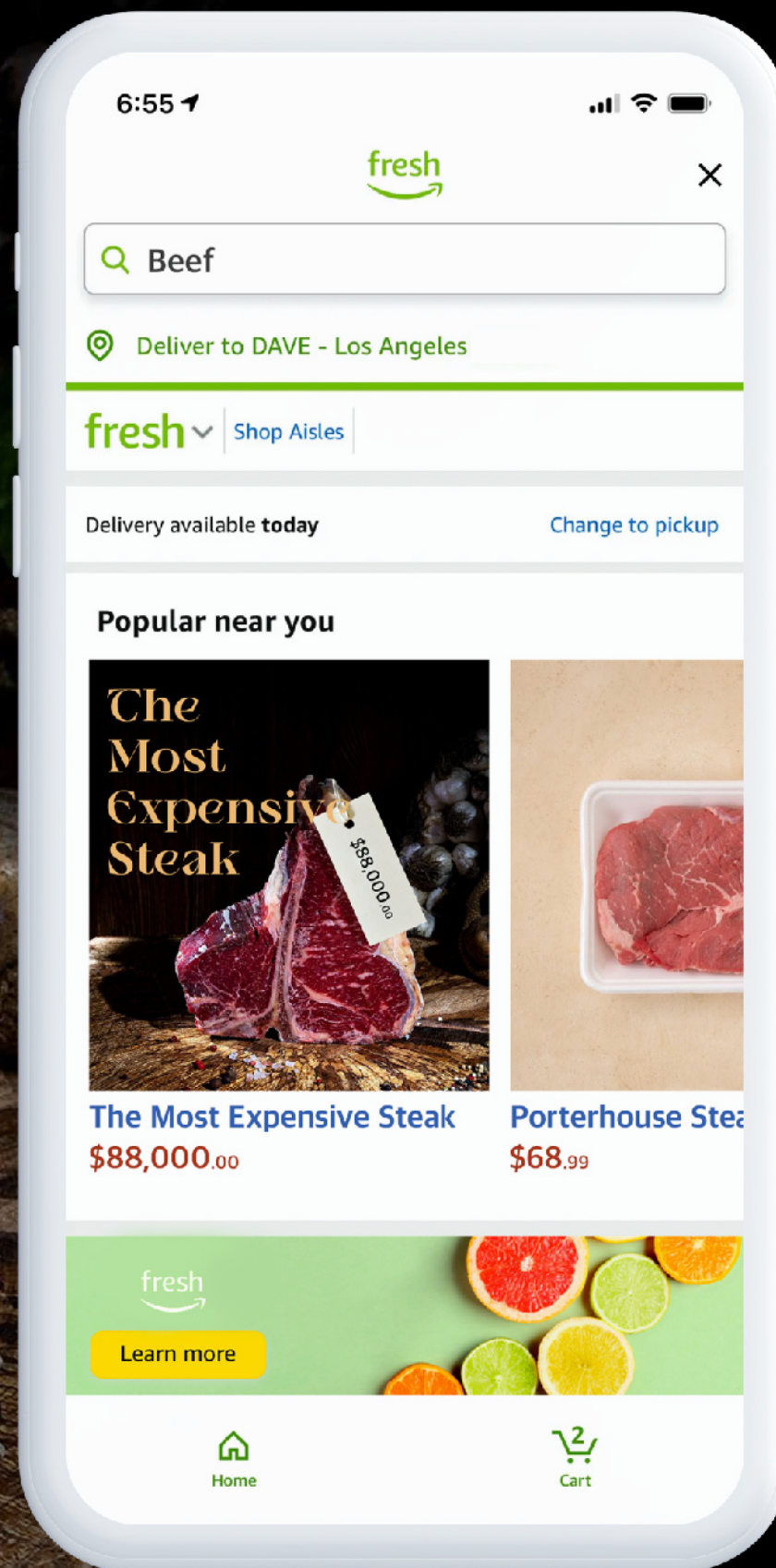
the Most Expensive Steak

Insight

Let's communicate **the actual cost** we have to pay for a piece of beef in the form of a 'price' **at the very moment they buy food**. So that they can wonder what to choose.

Idea

Sell a beef product at the price reflecting our forest resources lost in the production process.



1. Open a seller account at online grocery stores such as Amazon Fresh and **upload a steak item** for \$88,000.

2. Users clicking the thumbnail are taken to a **fake product page** where they can notice that **\$88,000 is the value of trees sacrificed** to produce beef.

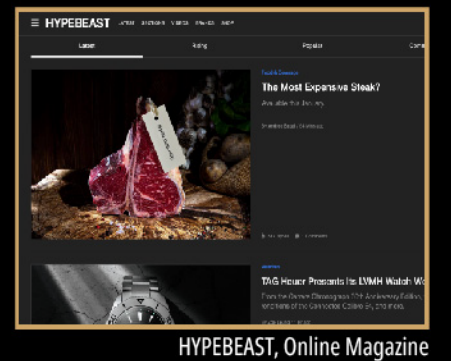
3. Recommend **plant-based meat products** so consumers can **act immediately** when they click the 'Try Alternatives' button.

Background

The growing demand for food and the way we produce and consume it is destabilizing our natural world. Among many sources, **beef production is the biggest cause of global deforestation**.

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Boundary-breaking media use for more attention



Place the most expensive steak where the most expensive things gather.