

THE ORIGINAL



**How Oatly Is Convincing Dads
To Quit Dairy**

Food & Beverage

In January 2021, Oatly launched the “Help Dad” campaign where the main objective was to help dads quit dairy.



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The campaign got its own website (help-dad.com) which featured 6 content categories such as vegan recipes for dads, statistics on plant-based diets and more.



Why dads? Oatly is targeting dads for the following reasons:



Who Cares?

50% of men don't consider the environmental impact of food and drinks before making a purchase.

Only 49% of men worry about climate change vs. 60% of women.



The Times Are (Not) A Changin'

75% of men 44-75 agree that eating meat and dairy is part of "their way of life".

78% of men 44-75 drink milk every day, or most days.



Relax, It's Just a Burger

74% of men 44-75 are concerned about the environment, but only 8% strongly agree that eating meat and dairy has a negative impact.



The “When Dad Says...” section teaches teenagers & young adults how to convince their fathers to quit dairy by providing them with facts and counterarguments.

🏠 > When dad says...

“OAT DRINK IS TOO DAMN EXPENSIVE.”

You may consider flipping the script like, “No dad, regular milk is too cheap” which is true enough, and also a pretty solid comeback. The shamelessly shy over-the-counter-price of milk is enabled by the government paying subsidies to farmers, in order to keep it low. If dad wants to get into a debate over the ties between agriculture and the political powers that be, well, buckle up. More likely though, he will be dazzled by the fact that you used words like “subsidies” and “over-the-counter-price” and give in. **BONUS TIP:** Offer to pitch in the price difference between oat drink and cow’s milk next time you go shopping. This might technically be a bribe, but you know, the end totally justifies the means.




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SHARE   

🏠 > When dad says...

“OAT DRINK DOESN’T TASTE LIKE COW’S MILK.”

Um, duh. Well wait, perhaps gently point out that the reason oat drink doesn’t taste like milk is because it isn’t milk, which some people might consider a good thing. Oat drink is made from (brace yourself dad) oats, refining the best of the earth and turning it into a pretty great beverage for multiple occasions. Since dad has probably been drinking cow’s milk since he was a toddler this plant-based innovation may appear scary at first, but you might mention that even great new things take a little getting used to, just like CDs, laptops, cable TV, and so on. Embrace the future dad, it’s an amazing thing if you allow it to be.

SHARE   



“When Dad Says...”

Provides kids with counterarguments for reasons why a dad might be against oat milk.

Each counterargument can be shared on social platforms such as Facebook, Twitter, and LinkedIn.

Oatly partnered up with Tim Harkness, who is an author and psychologist, to teach their consumers how to “win dad over” and quit dairy.

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“Win Dad Over!”

Oatly shared multiple YouTube videos that teach consumers how to start conversations, use facts, talk from the heart, discuss values, and 6 questions to ask.

Each video is short-form, less than 2 minutes long.

The “Numbers & Such” section contains stats about the climate, animal factories, and emissions.

NOT-SO-FUN-FACTS

The UK produces 15 billion litres of milk per year, and the average Brit consumes 70 litres of milk per year, roughly 1.4 litres per week.*



Emissions

Emissions from the global livestock supply chain are estimated at 7.1 Gigatonnes of CO₂e per year.** That's taking a lifecycle approach and looking at the whole supply chain including emissions from animal digestion and manure but also emissions involved in producing feed, using fertilisers and land usage, as well as processing and transporting meat and dairy.

To put that figure in context, the emissions from all the world's cars, planes, trains, boats, go-carts, etc. combined is estimated at 7.0 Gigatonnes of CO₂e*** (that's driving, flying or sailing them, not making them, extracting fuel or scrapping old cars).

So yeah, food choice matters.

Cows milk vs. Oat Drink

Oat drink generates 73% less CO₂e than cow's milk - yeah!****

CLIMATE

To meet the 1.5-degree goal set by the Paris Accord, we need to cut global greenhouse emissions in half by 2030.*



Climate compensation

If you travel by plane and “compensate” by planting trees, theoretically you will be even-steven (if the trees do not die or are cut down) in 30 years, which is tricky given that we must halve our global greenhouse gas emissions by 2030.**

Upgrade your diet

Switching to a “planet-based” diet can reduce***:

- Food-based greenhouse gas emissions by at least 30%
- Wildlife loss by up to 46%
- Agricultural land use by at least 41%

[View sources](#)

ANIMAL FACTORY



60% of the entire mammalian population on Earth consists of human-bred livestock. People (including dads) make up 36%, and only 4% of all planetary mammals are wild.*

Land usage

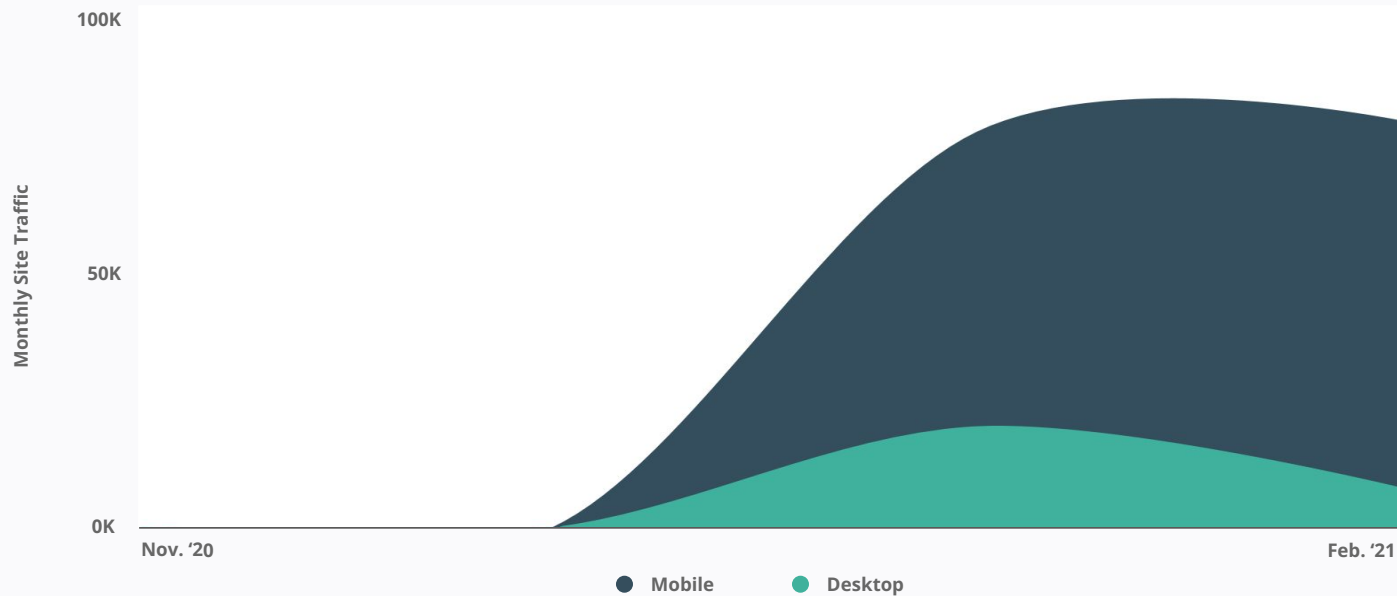
50% of the world's habitable land is used for agriculture. There is a highly unequal distribution of land use between livestock and crops for human consumption. If we combine pastures used for grazing with land used to grow crops for animal feed, livestock would account for 77% of global farming land. While livestock takes up most of the world's agricultural land, it only produces 18% of the world's

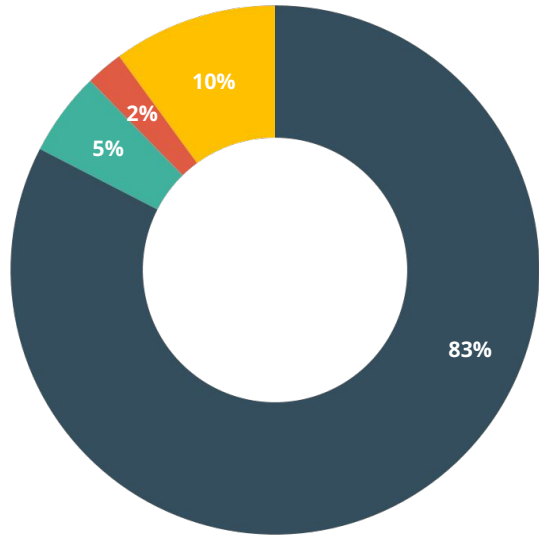
“Numbers & Such”

Oatly focuses on the environmental impact of adopting a plant-based diet by providing stats such as:

“Switching to a plant-based diet can reduce food-based greenhouse gas emissions by at least 30%”

Help-dad.com generated 167K site visits since launch (January 2021) with 82% of total site traffic coming from mobile devices.





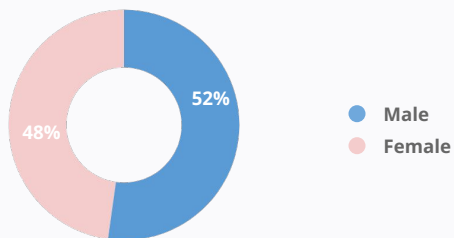
● United Kingdom ● United States
● Netherlands ● Rest of the Countries

The campaign was launched primarily in Europe, where 83% of total traffic was generated from the UK.

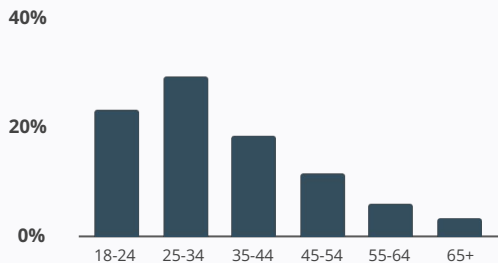
Help-dad.com has **+11%** more males visiting their site compared to Oatly.com and a higher percentage (**+6%**) of help-dad.com's site visitors are between 18-24 years old.

Help-Dad.com

Gender

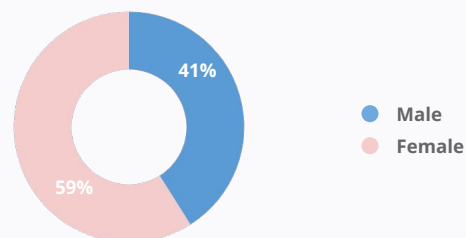


Age

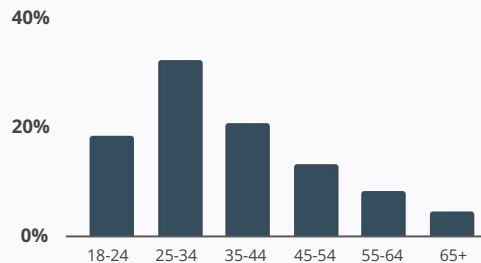


Oatly.com

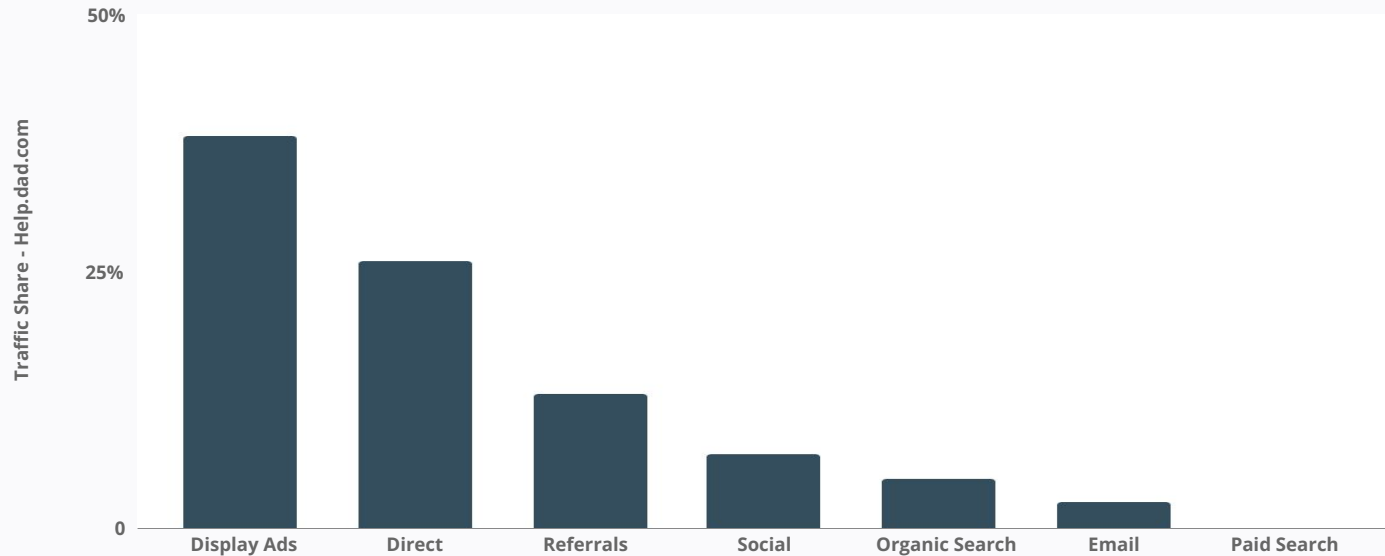
Gender



Age



The Display Ads marketing channel drove the highest volume of site traffic (41%) for help-dad.com followed by direct (28%).



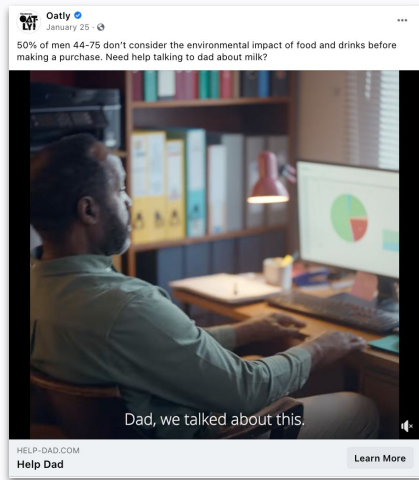
For this campaign, Oatly ran a simple display ad*, directing users to help-dad.com for more information.

300 x 250 Display Ad



Landing Page: [Help-dad.com](https://help-dad.com)

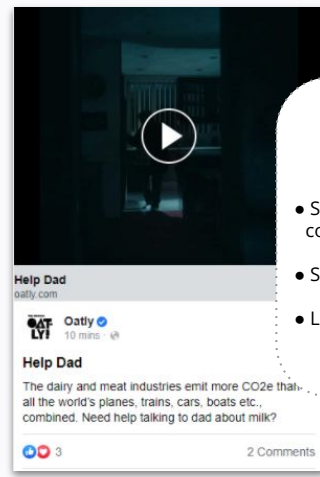
Oatly ran 3 video ads on Facebook*, with each ad showcasing a teenager having a conversation with their father about dairy.



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[Click to View.](#)

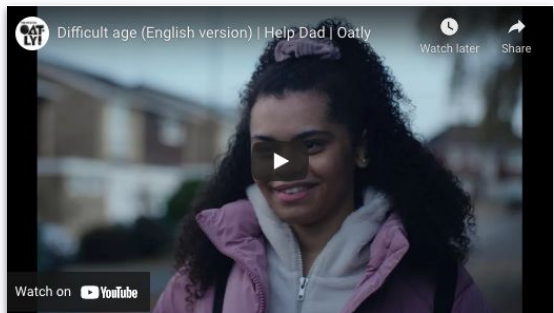


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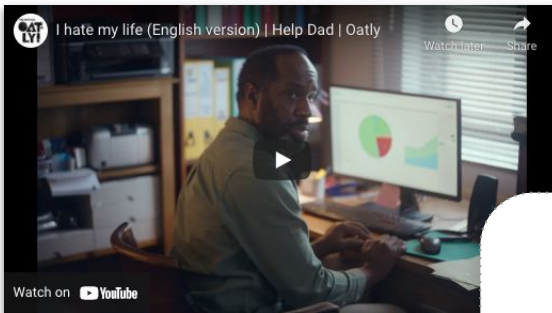
Tactics Used:

- Statistics in the copy (i.e: " 50% of men 44-75 don't consider the environmental impact of food...")
- Short-form video (30 seconds)
- Link to the website with a 'Learn More' CTA

In total, Oatly ran 4 YouTube ads which were all under 40 seconds long.



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Tactics Used:

- Short-form video (40 seconds)
- Role reversal: children are seen parenting their fathers rather than the other way around
- At the end of each video, Oatly provides a link to help-dad.com


The “Help Dad” campaign received bad press as Oatly was accused of mocking alcoholism and incorrectly positioning “all older people as planet-thrashers.”

MARKETING

Oatly's 'Help Dad' ad is nasty, sneering and wrong about dairy

By Joanna Blythman, food journalist and author of Swallow This | 20 January 2021 | 2 min read

f t in e 2 Comments



What have we here? (English version) | Help Dad | Oatly

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FOOD & LIVING
Vegan

EXPLORE VEGAN RECIPES NEWS PRODUCTS LIFESTYLE BECOME A MEMBER

HOME > VEGAN NEWS | SEARCH VEGAN NEWS

Oatly's 'Help Dad' campaign comes under fire for 'mocking alcoholism'

Read Time: 3 mins | 20th January 2021

p t f



NEED HELP TALKING TO DAD ABOUT MILK?

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Key Takeaways

From the How Oatly is Convincing Dads to Quit Dairy Case Study:

Landing Page Tactic — Campaign Specific Landing Pages With a Purpose: Oatly created help-dad.com to act as a guide to help teenagers convince their dads to quit dairy. For example, the [“Win Dad Over!”](#) page featured videos that taught viewers how to win arguments and master difficult conversations. Rather than just trying to sell a product, Oatly created a resource guide for those who are wanting to help their loved ones switch to a plant-based diet. By creating a campaign-specific landing page with an educational purpose, Oatly increases the likelihood of having returning visitors as they are continuously getting value from visiting the website.

Content & Messaging — Using Statistics & Facts: Numbers are a great way to get people’s attention. Oatly created an entire section on help-dad.com called [“Numbers & Such”](#) to educate dads about climate change and plant-based diets. Oatly focused on the environmental impact of adopting a plant-based diet by providing stats such as “switching to a plant-based diet can reduce food-based greenhouse gas emissions by at least 30%”.

Oatly also provided specific stats concerning older males and veganism in the [“Why Dads?”](#) section which contained facts such as “50% of men don’t consider the environmental impact of food and drinks before making a purchase”.

Content & Messaging — Role Reversal: Video ads for the “Help Dad” campaign had an element of surprise and humour as the children were seen parenting their fathers rather than the other way around. This idea was based on the fact that “75% of men 44 - 75 agree that eating meat and dairy is part of their way of life”.

PR Tactic — Any Press is Good Press: Although the campaign received bad press, Oatly stood their ground and released a statement stating that they “don’t believe that by using these father-teenager situations we are undermining the importance of such a serious issue like alcoholism”. Oatly’s bold campaign definitely generated a lot of buzz, which may have contributed to their high volume of site visits (167K visits since launch).