



PRESSRELEASE

Campaign film on 40 years of Naturland

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It all began in 1982 with five farmers and the vision of 100 percent organic farming - 40 years later, Naturland is the largest international organic association with around 140,000 members in 60 countries. A reason to celebrate.

The capital office of the agency group thjnk has developed a campaign around Naturland's 40th anniversary, which will be seen mainly digitally (Meta, TikTok), but also in cinemas and at events.

Annette Bruhns, Head of Communications at Naturland: *"40 years of Naturland - and we are far from reaching our goal. Our image film is correspondingly fresh, brisk and demanding! Organic challenges us all, also as consumers. From our point of view, organic is the only way forward for people, animals and the earth."*

Hendrik Heine, Geschäftsführer Beratung thjnk Berlin: *"The time for polite restraint is over. If something like Naturland is so good, so good for all of us - then we should tell everyone in the same way. As loud, zeitgeisty and at the same time accessible as possible. Our approach: thoughts that trigger something - packaged in emotional moving images that are tailored according to digital channel and target group."*

The central element of the campaign is a 90-second film that plays with the term "system" in a tongue-in-cheek way: the system of eco-social farming with which Naturland offers an alternative to the outdated system of exploiting people and nature: <https://bit.ly/3Qx7ech>.
(Logo "40 years of Naturland": Zeichen & Wunder / Social Media Coordination: Pandapool)

Anniversary Congress on 13 September in Berlin with Minister Özdemir

Another highlight of the 40th anniversary programme is the Naturland Congress "Organic is the Answer" on 13 September in Berlin. Panel guests include **Federal Minister of Agriculture Cem Özdemir** (Bündnis 90/ Die Grünen), species conservation expert **Prof. Katrin Böhning-Gaese**, DFB honorary match leader and health entrepreneur **Philipp Lahm**, and **Sarah Wiener**, MEP and Naturland member. On the trade podium, **Rewe CEO Lionel Souque** will discuss with the managing directors of Dennree and the organic bakery Hofpfisterei.



(Please send accreditation requests to m.fadl@naturland.de)

About thjnk:

Founded in 2012, the agency group thjnk AG with offices in Hamburg, Berlin, Munich, Düsseldorf, Prague, New York and Zurich has been part of the world's largest marketing service provider WPP since 2017. The thjnk Group includes: the agency loved (corporate identity, brands and design), the 24/7 unit (specialist for data-driven, individualised content generation, automation and distribution),

the joint venture Upjft (social media marketing tools, technology and creation from a single source) and thjnk Media.

About Naturland:

The non-profit association was founded in Bavaria in 1982 by farmers, scientists and citizens. With lasting success: 140,000 organic producers in 60 countries around the world now work according to Naturland's strict standards - and more are being added all the time. This makes Naturland the largest international organic association today. In its anniversary year, Naturland celebrates 40 years of organic agriculture, 40 years of social commitment, 40 years of regional and international cooperation.

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