

Meme Green Deal #MiEuropa2030

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Grupo de Trabajo: Pacto Verde europeo

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Propuesta

We have investigated communication trends in social media and have come to the realisation that memes are a tool that is often used to convey important messages in a humorous and relatable manner. Large companies like Gucci have adopted this as a marketing strategy.

We have decided to follow the example and communicate important information about the Green Deal through a range of memes. We explain in the following presentation our [communication campaign idea](#). We were planning to post the memes in our [instagram](#) account.



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