

2025

Case Gaia Mother's Day

Briefing

For Mother's Day, the campaign aims to shed light on a common yet little-known reality: the near-immediate separation of calves from their mothers in the dairy industry, in order to redirect the milk for human consumption.



Objective

Raise awareness about standard practices in dairy farming, such as repeated artificial insemination and the living and slaughter conditions of calves, and open the conversation around alternatives to dairy products.

Tone of voice

Gaia aimed for a factual, non-dramatic approach to illustrate a widely accepted industry norm, while informing the general public with transparency.

Print Solution

7Dimanche

1/1 page ad & teaser on the cover
In the 11th of May, 2025 edition.



Print Solution



5 upside down 1/1 native pages

In the 8th of May, 2025 edition.





Print Solution

5x 1/1 page ad

In the 8th, 15th and 22nd of May, 2025 editions.



Digital Solution

SUDINFO •

From May 5th, to June 3rd 2025.



Article “Pourquoi les veaux
n’ont-ils pas le droit de
célébrer la Fête des Mères?”

[Article’s link](#)

Article “De la naissance à
l’abattoir, le parcours atroce
des veaux en Belgique”

[Article’s link](#)

Digital Performences

2,32% CTR

display Skinning

6836

pages vues

04m 06s

average time on page

A close-up, slightly blurred image of a person's hand holding a smartphone. The phone's screen is visible, showing a light-colored interface. The entire image is overlaid with a semi-transparent blue filter. In the center, the words "THANK YOU !" are written in a large, white, bold, sans-serif font.

THANK YOU !