

Butterfly Superhighway

CREATIVE IDEA

To change this perception of milkweed, Lafayette American set out to launch a campaign to rename the plant, believing a more appealing name will encourage people to plant it and help restore monarch habitats.

The initiative taps into growing environmental awareness, using strategic creative and marketing to engage the public. An interactive website allows people to vote on or suggest new names, while highlighting monarch migration paths to underscore the importance of milkweed across the U.S. and Canada.

Lafayette American hopes this effort will inspire broader participation in creating a monarch-friendly “Superhighway” of habitats, combining creativity and collaboration to tackle environmental challenges. This is the second year of the initiative.

INSIGHTS AND STRATEGY

- Insights:
- Perception: The term “milkweed” is associated with negativity due to its “weed” label, discouraging people from planting it, despite its crucial role in monarch butterfly survival.
 - Emotional Disconnect: Many don’t understand the monarch’s challenging migration or the importance of milkweed, so the cause needs to be more relatable.

- Strategy:
- Rebranding for Action: Changing milkweed’s name aims to make it more inviting and drive planting behavior, establishing the creation of a Butterfly Superhighway

- Intended Purpose:
- Raise Awareness: Educate the public about milkweed’s importance and monarch migration challenges.
 - Inspire Action: Encourage planting milkweed to restore monarch habitats across the U.S.
 - Foster Responsibility: Build a movement of brands and individuals working together to create a sustainable Butterfly Superhighway.

EXECUTION

Explain critical elements of the final execution of the work including To engage the public, Lafayette American mailed out beautifully designed seed packets with milkweed seeds, encouraging people to plant milkweed across the eastern U.S. to support the butterfly migration.

The campaign also includes an interactive website, ButterflySuperhighway.com, where users can vote on new names for milkweed, such as “Monarch Muffin” or “Milky Way,” or suggest their own. This rebranding effort addresses the negative connotation of the word “weed,” which discourages people from planting it.

Additionally, the website features an interactive map that tracks the monarchs’ migration from Mexico to Canada, showcasing the challenging and varied journey these butterflies face. This visual storytelling helps viewers better understand the importance of creating a network of milkweed habitats to support their survival.

Through these creative strategies, Lafayette American hopes to inspire collective action and build a “Superhighway” of monarch-friendly habitats across the U.S.

RESULTS

The votes rolled in. Monarch Milk, Butterfly Landing, and Milky Way rose to the top.

We are grateful to everyone who took the time to vote in the butterflysuperhighway.com “milkweed rebrand.” Our goal was to ensure more people plant the monarch butterflies’ sole source of food, helping these incredible pollinators along their cross-country journeys.

We continue to keep momentum behind the initiative as we now set out to create a brand identity system around the rebrand of milkweed. Keep an eye on ButterflySuperhighway.com

