In case you haven’t heard
3 reasons to target consumers

1. Largest share of wasted food is in households

2. Consumer attitudes drive waste in restaurants, grocery stores, and farms.

3. Innovators, food industry workers, event planners, policy makers….are all also consumers.
About the Ad Council
Urgent Public Issues

YOU THINK SOMETHING MAY BE WRONG. THE ANSWER IS NOT

"I want to be a bench. Recycle me."
Partner of Choice
Creative from top Ad Agencies

- SapientNitro
- blue state digital
- 360i
- kbs+
- R/GA
- Leo Burnett
- BBDO
- Saatchi & Saatchi
- Y&R
- razorfish
- Ogilvy
- Edelman
- Starcom MediaVest Group
- Mindshare
- OMD
- ZenithOptimedia
Deep Media Relationships
ADDITION FROM FOSTER CARE

**Analytics**

- **36+M** visits to adoptuskids.org
- **27,000** families who registered to adopt through AdoptUSKids
- **22,000** kids adopted into permanent families

**Holistic Evaluation Plan for Save the Food:**
- Donated Media
- Website Visits
- PR and Social Media
- Tracking study to measure changes in awareness, attitudes and behaviors
- Changes in amount of food waste
About the Save The Food Campaign
CAMPAIGN PARTNERS

NRDC

Ad Council

SapientNitro
THE ISSUE

40% of food in the United States goes to waste, translating to $162 billion lost in wasted water, energy, fertilizers, cropland, and production costs.

The average American family of four spends $1,500 on food that they throw away each year.

Each individual throws away 20 pounds of food per month.
Even though Food Waste is trending up with cultural elites, it’s still a little known issue.
FOOD PLAYS A KEY ROLE IN SHAPING OUR IDENTITIES

Our relationship to food is defined by our deepest feelings and personal values. Through food we express everything from health, personal taste, to wealth, our heritage, and love.
MOST PEOPLE DON’T BELIEVE THEY WASTE FOOD
A wake up call to disrupt their habits.

And a relevant call to action to create new habits.
WHAT WE LEARNED
What we read & who we talked to

Secondary:
• Trade & trend research, scientific reports, issues & policy papers
• Review of existing campaigns

Ethnographic:
• 5 Nashville participants (3 Moms, 2 Millennials)
• 5 Los Angeles participants (2 Moms, 3 Millennials)

Primary:
• Expert interviews
• Social listening of current conversations
• Surveys to understand current attitudes & behaviors
Who are we targeting?

MOMS:  
*The food gate-keeper*

They are always trying to do better, but the reality of picky kids, hectic schedules and time pressure often get in the way.

MILLENNIALS:  
*The socially minded*

Engaged, idealistic, eager to help if we give them content, but busy with social lives which can get in the way of their meal plans.
Aspirations to eat better, seek variety, and save money lead to food waste.

“These [10+] grapefruits were a gift from my girlfriend’s mom’s garden. We thought we’d change up our breakfasts, but we haven’t of course. Now, they’re all going to rot.”
– Andreas, Male Millennial
Los Angeles Ethnography

“Impulse purchases make up 20% of our grocery shopping, which tend to be thrown out quicker.”
– Mealime & Wharton
“This was just a special circumstance. It might not have been safe for the kids to eat.”
– Robin, Mom
*Nashville Ethnography*

“43% of respondents indicated that they are likely to throw out fruit or vegetables that are blemished or wilted…”
– *UK Food Waste Avoidance Benchmark Study*
Mealtime pressures create waste blind-spots.

“Winning is making something healthy everyone loves.”
– Mother, Prepared Food Research, Boston

“1/3 of household waste is caused by people cooking too much.”
– Your Scraps Add Up, NRDC
KITCHEN

We need to fill the empty spaces we see and feel in our kitchens, carts, and on our plates.

“A lot of people were [are] buying food because there was [is] a hole in their refrigerator and not because they were going to eat them.”
– Laura, Anthropologist grad student

“…the surface area of the average dinner plate expanded by 36 percent between 1960 and 2007.”
– Wasted, NRDC
Our aspirations to be good caretakers, generous hosts, healthy and adventurous eaters lead to food waste.
Strategy:
People’s good intentions lead to the U.S. wasting 40% of its food.

Target:
Moms & Millennials

CTA:
SaveTheFood.com
THE LIFE AND TIMES OF STRAWBERRY
DIGITAL EXECUTIONS (Web Banner)

40% OF FOOD IN AMERICA IS WASTED.

COOK IT, STORE IT, SHARE IT.

SAVE THE FOOD.COM
PRE-ROLL EXECUTIONS (Run online before videos (i.e. on YouTube))

40% OF FOOD IN AMERICA IS WASTED.
OUT-OF-HOME (Billboards, Bus Shelters)

TRASHING ONE EGG WASTES
55 GALLONS OF WATER

BEST IF USED.

COOK IT, STORE IT, SHARE IT.
SAVETHEFOOD.COM
OUT-OF-HOME (Billboards, Bus Shelters)
OUT-OF-HOME (Billboards, Bus Shelters)

A FAMILY OF FOUR SPENDS $1500 A YEAR ON FOOD THEY DON’T EAT

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM
OUT-OF-HOME (Billboards, Bus Shelters)
PRINT EXECUTIONS

EVERY AMERICAN WASTES 290 POUNDS OF FOOD A YEAR
COOK IT. STORE IT. SHARE IT. JUST DON'T WASTE IT.
S vapeth efood. com

A FAMILY OF FOUR SPENDS $1500 A YEAR ON FOOD THEY DON'T EAT
COOK IT. STORE IT. SHARE IT. JUST DON'T WASTE IT.
SAVE THE FOOD.COM

TRASHING ONE EGG WASTES 55 GALLONS OF WATER
COOK IT. STORE IT. SHARE IT. JUST DON'T WASTE IT.
SAVE THE FOOD.COM

40% OF FOOD IN AMERICA IS WASTED
COOK IT. STORE IT. SHARE IT. JUST DON'T WASTE IT.
SAVE THE FOOD.COM
TRASH FACTS: GUERRILLA TACTICS

55% of edible restaurant leftovers end up in here.

SAVE THE FOOD.COM
TRASH FACTS: GUERRILLA TACTICS

This month you'll toss 20 pounds of food in the trash.

Savethefood.com
TRASH FACTS: GUERRILLA TACTICS
SAVETHEFOOD.COM

FORTY PERCENT
OF FOOD IN AMERICA IS WASTED.

Make a change
QUICK TRICKS TO KEEP FOOD BETTER, LONGER:

1. HERBS
   - Keep fresh like cut flowers – with their stems in a glass of water.

2. AVOCADOS
   - Place ripe avocados in the fridge, they’ll last longer.

3. FLOUR
   - Keep flour fresher almost twice as long by freezing it.

4. CHEESE
   - Wrap leftover cheese loosely in wax paper, not plastic.

5. BROWN SUGAR
   - Use a slice of bread to soften up hardened brown sugar.

SHOPPING WITH A PLAN HELPS YOUR WALLET

A person typically loses between one to ten meals, saving that would essentially be a loss.

Use your food

LEARN MORE
F图案

FOOD STORAGE DIRECTORY

FRUITS
VEGETABLES
MEAT, POULTRY & SEAFOOD
PANTRY STAPLES
DAIRY, EGGS
BEANS, NUTS & VEGETARIAN PROTEINS
OILS, CONDIMENTS & SPICES

STORE IT

10 EASY TIPS FOR MEAL PLANNING

SAVETHEFOOD.COM

WATER WASTED, MEASURED IN SHOWER MINUTES

BEST BEFORE
MAR 11 2016

SHOPPING GUIDELINES

These dates refer to quality rather than food safety. It’s the date before which the bread stands to its product (unless it’s been opened or left out in room temperature).

SHOULDN’T BREAK THE BANK

There are many reasons behind food waste, but simply buying more than we use is a big one. A few quick habit changes will help food last longer.

3LB OF TOMATOES
5 MIN

1LB OF BANANAS
42 MIN

We wouldn’t run the shower for 15 minutes, but note how much water it takes to make a pound of chicken.
Follow a Strawberry From Birth to Grave in This Oddly Emotional Ad About Food Waste

The Ad Council's remarkable new campaign by
Joey Graceffa @JoeyGraceffa

PR

DAMNI Wasted food is the single largest contributor to landfills in the US. Help
#SaveTheFood! savethefood.com @NRDC @AdCouncil

40% of food in the United States is wasted. We can all do our part to prevent food waste. — @AdCouncil

Tom Colicchio: 6 Tips to Enjoy More Food and Waste Less of It

Tom Colicchio is head judge on Bravo's reality cooking series Top Chef, the chef and owner of Craft restaurants &wichcraft, and co-founder of Food Policy Action.

Reducing food waste and global hunger is something you can work on from your own kitchen.

When I found out that America wastes 40% of its food, I was shocked. This is a country where nearly 50 million people aren't sure where their next meal is

The Plate

ETMERN JERRY

This Cute PSA Tells The Story Of Food Waste Through The Life Of A Strawberry

A campaign, called Save the Food, wants you to relate to food waste like you would an adorable furry animal.
SOCIAL
Evaluation Plan

Exposure
- Media value; impressions; reach/frequency

Awareness
- PSA & website recognition (as reported in tracking)

Engagement
- Website traffic; Site conversions (visits to Tips page & Store It pages, email sign-ups); social media shares, comments, and interactions

Impact
- Shift in perception that food waste is a big problem; increase searching for information and taking individual actions steps more frequently
Continuous Tracking Survey

• Continuous tracking survey will measure shifts in campaign awareness, key attitudes and behaviors surrounding food waste (n= 7,800 per year)

• Key metrics:
  ▪ Agreement with relevant knowledge and attitudes
    • Wasting food is a big problem in the United States.
    • My individual actions would make a difference in reducing food waste.
  ▪ Increase in desired behaviors
    • Sought information about ways to waste less food
    • Regularly take steps to reduce food waste
    • Frequency of individual steps (always/most of the time)
Spread the Word With Us!

4. Wrap leftover cheese loosely in wax paper, not plastic.

5. BROWN SUGAR
Use a slice of bread to soften up hardened brown sugar.

Become a storage pro

LEARN HOW

Spread the Word With Us!

http://socialmediakit.adcouncil.org/presskit/save-the-food/

WE WASTE
40% OF THE FOOD PRODUCED IN AMERICA.

LET'S SAVE THE FOOD
The good news: there's something we can do. The better news: it's easy. And we've already got everything we need—it's right in the refrigerator. Let's do this.
Learn more about the campaign

**Campaign Background**

**Description:**
While food plays a key role in shaping our identities and it is highly celebrated in American society, each year 40 percent of food in the United States goes to waste, translating to $162 billion lost and wasted water, energy, fertilizers, cropland, and production costs.

Most Americans don’t realize how much food they toss out each year—an average of 1,000 pounds per family of four, resulting in $1,500 lost. New PSAs encourage Americans to “Save The Food” by showcasing the wondrous life cycle of food and the loss of resources when it goes unconsumed. All PSAs drive to the campaign’s website SaveTheFood.com where Americans can learn how simple lifestyle changes like making shopping lists, freezing food and using leftovers can help “Save the Food” and significantly reduce the 20 pounds of food individuals throw away each month.

**Campaign Assets**

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<tr>
<th>Campaign Fact Sheet</th>
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**Social Media Assets**

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<th>Frequently Asked Questions</th>
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</table>

**Media Outreach**

**Approved Hashtags**

SaveTheFood
View, share or embed creative in presentations

Campaign Assets
Description:
The national "Save the Food" campaign includes the below TV, online video, poster, and out-of-home assets.

Please watch and share the "Extraordinary Life and Times of Strawberry" spots, print the posters for collateral use, and view the out-of-home creative executions that are available. Please let us know how you are helping to extend our campaign message by emailing savethefood@nrdc.org!

Approved Hashtags
SaveTheFood

Videos
The Extraordinary Life and Times of Strawberry :30

Family & Community
Print posters for use in office, stores, etc.

Campaign Assets

Description:
The national "Save the Food" campaign includes the below TV, online video, poster, and out-of-home assets.

Please watch and share the "Extraordinary Life and Times of Strawberry" spots, print the posters for collateral use, and view the out-of-home creative executions that are available. Please let us know how you are helping to extend our campaign message by emailing savethefood@nrdc.org!

Approved Hashtags

SaveTheFood

"Best If Used: Bread" Poster

This poster reads "Best If Used. Every American wastes 290 pounds of food a year. Cook it, store it, share it. Just don't waste it. SaveTheFood.com"
Share the Campaign via Social

Join Us

Campaign Background  Campaign Assets  Social Media Assets  Media Outreach

Share The Message

Description:
Below are general social media posts and graphics that you can share across your social channels to help us #SaveTheFood.

Approved Hashtags

SaveTheFood

Facebook Posts  +
Facebook Images  +
Tweets  +
Instagram Posts  +
### Turnkey messaging and images

<table>
<thead>
<tr>
<th><strong>Instagram Posts</strong></th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
</tr>
<tr>
<td><strong>Copy to be Used:</strong> Americans are throwing away a whopping 40% of food—a problem that costs the average family $1,500+ a year. We’re so excited to support this new food waste reduction campaign from the Ad Council and NRDC to SaveTheFood. Visit SaveTheFood.com to help us end foodwaste.</td>
</tr>
<tr>
<td><strong>Download</strong></td>
</tr>
</tbody>
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| ![Image](image2.png) |
| **Copy to be Used:** 40% of our food never makes it to the table wasting valuable resources. We’re thrilled to support #SaveTheFood, a new food waste campaign from the Ad Council and NRDC, to raise awareness for this issue. Get tips on how to #SaveTheFood at SaveTheFood.com |
| **Download** |

| ![Image](image3.png) |
| **Copy to be Used:** 40% of all food in the U.S. is never consumed. There are easy steps you can take to reduce food waste. #SaveTheFood at www.savethefood.com |
| **Download** |

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<tr>
<th><strong>Tweets</strong></th>
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<tr>
<td><img src="image4.png" alt="Image" /></td>
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<tr>
<td><strong>Thrilled to @SaveTheFood w/ @AdCouncil &amp; @NRDC! 40% of our food never makes it to the table. Tips @SaveTheFood.com #SaveTheFood</strong></td>
</tr>
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<td><img src="image5.png" alt="Tweet" /></td>
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| ![Image](image6.png) |
| **This new @AdCouncil & @NRDC campaign sheds light on the important issue of food waste. Get tips @SaveTheFood.com** |
| ![Tweet](image7.png) |

| ![Image](image8.png) |
| **Food is the single largest contributor to U.S. landfills today, but we can change that. #SaveTheFood at SaveTheFood.com** |
| ![Tweet](image9.png) |
Share the Campaign with the Media

**Important!** Assets should run in donated media space, but there may be opportunities to co-brand some assets and air them in paid space. Please contact savethefood@nrdc.org with specific requests so we can work on that together.

**JOIN US**

**Campaign Background**  **Campaign Assets**  **Social Media Assets**  **Media Outreach**

Description:
For information on how to access the campaign assets for media use and contact your local PSA directors, please view the below documents.

- How to Access the PSAs
- Sample PSA Director Letter

**Approved Hashtags**
SaveTheFood
In Summary, What You Can Do

- Through [http://socialmediakit.adcouncil.org/presskit/save-the-food/](http://socialmediakit.adcouncil.org/presskit/save-the-food/), you can:
  - Join Save The Food community: Facebook, Twitter, Pinterest, Instagram (Links at bottom)
  - Run PSAs on TV monitors in your workplace or public buildings, schools etc.
  - Reach out to local TV and print media to encourage them to donate advertising space for the campaign (“Sample PSA Director letter” and “How to Access the PSAs” documents)
  - Print posters to put in your offices, stores, in newsletters, etc. or any other owned space
  - If you are a local government or waste management official (or have relationships with either), contact savethefood@nrdc.org with requests to:
    - Donate owned advertising space in transit system or elsewhere
    - Use guerrilla stencil campaign on public trash cans (stickers available)
    - Engage waste haulers for dumpster/truck space
In Summary, What **You** Can Do

• Stay tuned for more, but contact savethefood@nrdc.org with any other specific requests and we’ll do our best to accommodate!
Let’s Chat!